RESHAPING THE MESSAGE: MARKETING THE QUEST FOR MARRIAGE EQUALITY IN MISSISSIPPI

by
Nathaniel Weathersby

A thesis submitted to the faculty of The University of Mississippi in partial fulfillment of the requirements of the Sally McDonnell Barksdale Honors College.

Oxford
May 2014

Approved by

Advisor: Professor Scott A. Fiene

Reader: Dr. Victoria Bush

Reader: Dr. Kirsten A. Dellinger
ABSTRACT

The case for marriage equality is one that is becoming more and more prevalent in the States. Currently 17 states allow for the performance and recognition of same-sex marriages. The other 33 have constitutional bans on same-sex marriage. Of the 17 states that have same-sex marriage 3 of those made marriage constitutional through popular vote. This thesis sought to provide evidence and tactics for an Integrated Marketing Communications campaign that would advocate for the passing of a hypothetical ballot measure amending Mississippi’s current status on same-sex marriage.

This thesis compiles the research of multiple research institutions and polling services focused on the state of same-sex individuals and their families in the US and Mississippi, the state of same-sex marriage in the US and Mississippi, and the nature of research regarding LGBTQ subjects. Research also included an overview of the voting atmosphere in Mississippi and an overview of the IMC tactics that were successful for the 3 states that gained marriage equality through a ballot measure: Maine, Maryland, and Washington.

From the research gathered it was discovered that a focus on the positive messages surrounding same-sex marriage would be the best way to garner support for same-sex marriage in Mississippi. 2.6% of Mississippians identify as LGBT, and 26% of same-sex couples in the state are raising children. It was also found that a significant number of Mississippians shape their attitudes around knowing someone who is LGBT or hearing positive/negative messages from friends, religious leaders, and family. Therefore the resulting campaign focused on spreading stories of positivity.
# TABLE OF CONTENTS

INTRODUCTION .................................................................................................1

CHAPTER I: A GROWING POPULATION ..............................................................2

CHAPTER II: ANALYSIS OF PUBLIC OPINION POLLS ....................................5

CHAPTER III: THINGS TO CONSIDER ..........................................................9

CHAPTER IV: RESEARCH CONCLUSION .........................................................11

CHAPTER V: CAMPAIGN & CREATIVE SAMPLES .........................................12

APPENDIX ........................................................................................................18

BIBLIOGRAPHY ...............................................................................................31
Introduction

The case for marriage equality is one that is becoming more and more prevalent as it sweeps across the United States. Currently 17 states allow for the performance and recognition of same-sex marriages. The other 33 have constitutional bans on same-sex marriage. Of the 17 states that have same-sex marriage 3 of those made marriage constitutional through popular vote. This thesis will seek to provide evidence and tactics for an Integrated Marketing Communications campaign that would advocate for the passing of a hypothetical ballot measure amending Mississippi’s current status on same-sex marriage.

The following sections will compile the research of multiple research institutions and polling services focused on the state of same-sex individuals and their families in the US and Mississippi, the state of same-sex marriage in the US and Mississippi, and the nature of research regarding LGBTQ subjects. Also included will be an overview of the voting atmosphere in Mississippi and an overview of the IMC tactics that were successful for the 3 states that gained marriage equality through a ballot measure: Maine, Maryland, and Washington.

The conclusion of this thesis will include examples and proofs of creative and tactics, within the marketing mix, to be involved in the resulting Integrated Marketing Communications. The resulting campaign will seek to harness existing interpersonal relationships and establish new interpersonal relationships between people of the LGBTQ community and their heterosexual counterparts to influence a positive shift in public opinion on same-sex marriage in Mississippi.
Chapter 1: A Growing Population

One can hypothesize that the political and social power of the LGBT community has grown within the past decade and continues to grow. As we live our lives in a country with almost more than a third of its states allowing same-sex marriage, this assumption brings on tremendous implications for both the country and the state of Mississippi.

To comprehend and project the trajectory of the same-sex marriage train to the station that is Mississippi, it is important to first analyze the state of the LGBT population in Mississippi. There is no refuting that there is a rise in the self-reporting of LGBT identifying individuals in the United States and in Mississippi. From results of the past 2010 census, the Williams Institute of UCLA School of Law compiled snapshots for each state on the number of self-identifying same-sex couples in that state. The census snapshot for Mississippi boasted a total of 3,484 same-sex couples which suggests that there are at least 6,968 adult Mississippians who identify as same-sex loving individuals (Gates and Cooke, Census Snapshot: 2010).

A groundbreaking study spearheaded by Gallop polling in 2013, listed an estimate of 2.6% of adult Mississippians as self-identifying LGBT Americans. The study consisted of the interview of 1,961 individuals in Mississippi and 2.6% of those 1,961 self-identified as LGBT. The authors of the Gallop study, Gary J. Gates of the Williams Institute and Frank Newport interviewed 206,186 Americans allowing this study to be the first with a large enough sample sizes to allow for estimates on the LGBT
population for each state. To show how Mississippi compares to the national average Gates and Newport reported a 3.5% figure for LGBT Americans. This study also reported that those states with higher percentages of LGBT individuals tended to be more liberal contributing to more supportive legal climates for LGBT individuals. This also validates the case that a more supportive environment contributes to higher willingness to disclose a LGBT identity.

Naturally, as these LGBT individuals are growing and forming couples, families begin to sprout from unions of LGBT individuals. This phenomenon is occurring throughout the nation and seems to be more prevalent in Mississippi. According to a study by Gary J. Gates of The Williams Institute, in February of 2013, Mississippi ranks as the state with the highest proportions of same-sex couples raising biological, adopted or step-children, 26%. This means that 26% of the same-sex couples in Mississippi are developing and nurturing families. This is out of an estimated 19.2% of overall same-sex couple households in the United States. Gallup Daily Tracking Survey data categorized these households by the presence of children under 18 years of age.

In conclusion, there is significant evidence proving that the number of self-identifying LGBTQ people is growing as well as the chances that they have and will form families within the state of Mississippi. Mississippi's status as the state with the largest percentage of families with LGBTQ parents and more than 6,500 self-identifying LGBTQ people (as of 2010) shows that there is definitely an LGBTQ presence which could provide a good foundation for LGBTQ influence, if not on an institutional level, on community and individual levels.

A large number of LGBTQ Americans may not be included in past survey data and very well may not be included in current and future survey data. All of the data
gathered and included in these reports and this thesis are from self-reported testimonials and self-identifying LGBTQ people. The current social atmosphere of the US continues to create a necessity for secrecy among many LGBTQ individuals. Therefore social climates in particular areas that either value acceptance of LGBTQ individuals or do not value this acceptance could have an affect on how many adults disclosed and will disclose their identity. This is important for this thesis because it must be remembered that the resulting campaign is a product of testimonials and reports from a subsection of the LGBTQ community that feels safe and comfortable enough to disclose information. Therefore, one could make the argument that there are immensely more LGBTQ identifying Mississippians than previously recorded.
Chapter 2: Analysis of Public Opinion Polls

The results of public opinion polls conducted nationally and within Mississippi offer proof that not only are attitudes changing but there has also been significant advances in locating the source of this attitude change. The following results provide evidence that a shift in attitude is currently in swing and possibly can be sped up to produce greater changes in a shorter amount of time ("shorter" is still to be defined in the measure of years but in a smaller number of years than previously believed).

The most compelling data regarding the pinpointing of a source of attitude change in Mississippi comes from a bi-partisan poll in 2013 led by Greenberg Quinlan Rosner Research (Democratic) and Target Point Consulting (Republican) under the direction of the Human Rights Campaign. The results of this survey exploring Mississippians’ attitudes toward the LGBT community provide great reason to believe there are amazing opportunities to shape and/or facilitate a large-scale attitude change among state residents.

This survey found three major phenomena that are taking place in Mississippi:

1. **Knowing an LGBT person is indicative of a future change in personal attitudes toward the LGBT community**

   a. Pollsters found that 62% of Mississippi residents know at least one person. 71% of that group of residents are younger than 50. 58% of that initial group identify as observant Christians. 57% of that 58% group self-identify as born-again Christians.
b. Four in ten know at least seven gay or lesbian individuals and half of those surveyed who know at least one gay person describe their relationship with that gay person as close.

c. One in three describe their feelings toward LGBT people as growing more accepting with 12% saying they have become less accepting. 42% of African American respondents describe their feelings as growing more accepting.

d. In conclusion, knowing and having close relationships with LGBT individuals help change attitudes.

2. Mississippians seem to support anti-discrimination laws

a. When asked: “Would you favor or oppose STATE legislation that protects gay and transgender people from employment discrimination?” 61% of respondents indicated either Strongly Favor or Somewhat Favor.

b. When asked: “Would you favor or oppose FEDERAL legislation that protects gay and transgender people from employment discrimination?” 64% of respondents indicated either Strongly Oppose or Somewhat Oppose.

c. 80% of respondents believe it is illegal under federal law to fire someone for being gay; 72% believe that it is illegal under state law.

d. In conclusion: Like many people throughout the nation, a lot of Mississippians do not know or understand that it is still legal under federal and state law to fire someone for being LGBT. According to the results of the survey, it seems like a significant majority of Mississippians would support laws that would ban overt discrimination in the workplace.
3. There’s a lot of work to still do regarding marriage equality

   a. The Greenberg Quinlan Rosner-Target Point Consulting survey found that 55% of Mississippians still oppose marriage leaving 36% in favor. Those who also identified as Republican and observant Christians formed most of the opposition among respondents.

   b. According to a Washington Post/ABC News survey of 1,001 adults nationwide in March of 2013, support for gay marriage among adults under 30 is at 81%. For Mississippi, 58% of residents under 30 support marriage equality.

   The Rosner-Point survey also focused on reinforcers to the learned behavior of prejudice and homophobia. Researchers found that 61% of Mississippi residents hear negative messages about LGBT people. Nearly 30% of Mississippi residents hear their religious leader deliver an anti-gay sermon and hear negative messages from friends or family members.

   In a national survey conducted by The Pew Research Center in 2013 researchers found that along side the growing open-minded millennial population, the larger reasons for attitude change around same-sex marriage include knowing someone homosexual, and becoming more educated. Specifically, their data uncovered that 32% of respondents who had changed their minds about same-sex marriage attributed it to knowing someone homosexual, and 25% reported that their change was due to gaining more education about the LGBTQ community and becoming more open. Scholastic education also seemed to be a factor in inciting an attitude change with a finding showing that support for same-sex marriage increases with education level.
Unfortunately, The Pew Research Center survey also reaffirmed that religion is still a deterrent for most people thinking about gay marriage. Researchers compared answers from 2003 and 2010 to two questions that illustrate this. When asked to agree or disagree with the statement, “Allowing same-sex marriage would undermine the traditional American family” there was a 10% decrease in those who agreed. When asked to agree or disagree with the statement, “Same-sex marriage would go against my religious beliefs” there was 6% decrease in those who agreed. Although attitudes about the role of religion in same-sex marriage are changing, they aren’t changing as fast as advocates would like.

The interesting connection between these surveys and others that track the change in attitudes lie in each of their percentages of respondents who support same-sex marriage or believe gay couples should have access to marriage or civil unions. The HRC survey reported 36% of Mississippi respondents who support same sex marriage. Public Policy Polling reported 38% (10% for “marriage”; 28% for “civil unions” in place of “marriage”) and The Williams Institute reported 34%. This margin-of-error and closeness in percentages both provide a sort of validation of the research and says a lot of good about Mississippi and its progress. According to the Public Policy Polling data from 2011 there are nine states with lower support for same-sex marriage. This shows that Mississippi is not the bastion of homophobia that the public thinks it is—it’s still definitely not the best place to be living LGBTQ—but has hidden and great potential.
Chapter 3: Things To Consider

There are three things to take into consideration when thinking about marketing same-sex marriage in Mississippi: success rate of similar campaigns in Mississippi, voting habits of Mississippians, and success rate of similar campaigns in the three other states that obtained gay marriage via ballot measure.

Concerning the two ballot measures that relate closely to this proposed one: Amendment 1 (sought to ban same-sex marriages in Mississippi) and Amendment 26 (sought to redefine “person” in an effort to ban abortions in Mississippi). Amendment 1 was passed by a majority of 80% in favor of banning gay marriage in 2004. Amendment 26 on the other hand failed in 2013 due to mass concern for and mistrust of the language used in it. The outcomes of these two ballot measures demonstrate a change in the thought process of Mississippians and their change in need for truthful information about a social issue.

Regarding the voting habits of Mississippi residents, research conducted by The Center for Information and Research on Civic Learning and Engagement and published in 2013 uncovered that within Mississippi voter turnout by age was 68% for 18-29 year olds, and 76% of 30+ year olds in 2012. More of younger registered voters are voting but the highest percentage of voters is still over 30 years of age. This information is vastly important when thinking about who to target in a campaign whose success depends on voter turnout.
Lastly, there have been three states that used a ballot measure to establish same-sex marriage among their citizens and their tactics provide interesting ideas for a similar campaign in Mississippi. A large portion of the campaign run by the group Mainers United was structured around stories shared by Mainers about how their minds were changed by education about the LGBTQ community and/or knowing someone who is homosexual (www.youtube.com/user/MainersUnited). In Maryland, their campaign attributes a lot of its success to its focus on getting religious leaders to highlight the religious exemption clause within the ballot measure, which stated that religious institutions would not be forced to perform marriages that didn’t follow their beliefs (www.marylandersformarriageequality.org). The campaign in Washington incorporated a game of sorts that would boost participation in advocacy efforts among younger voters. Although Washington also highlighted education and the religious clause, this game was something unique to the public of Washington. The game allowed citizens to follow the adventures of the “Marriage Hero” who completed quests along the way to marriage equality in the state (www.washingtonunitedformarriage.org). The qualities that made each campaign successful were the highlighting of topics and issues that were specific and important to the people residing in each campaign’s respective state.
Chapter 4: Research Conclusion

With at least 6,900 same-sex loving individuals in the state, and the largest percentage of same-sex couples raising children in the United States, it is becoming harder to ignore the presence of homosexual individuals in the Mississippi public sphere. This growing population is having an effect on the heterosexual mindset when it comes to public opinion about allowing same-sex marriage legally. With sources of attitude change being knowing a homosexual person or building one’s education about the LGBTQ community, there exists a possibility that actively facilitating relationships between homosexual Mississippians and their heterosexual counterparts could incite a larger, more mass scale of attitude change in a shorter amount of time. For a campaign that would seek to encourage Mississippi voters to make same-sex marriage legal, facilitating these relationships, highlighting religious exemptions, and garnering statewide education is imperative to its success.
Chapter 5: Campaign and Creative Samples

The following campaign tactics and creative is based heavily on the research found regarding how attitude change on same-sex marriage occurs, voter turnout and habits in Mississippi, and the state’s religious atmosphere. The campaign title is “The Power of Positivity” and seeks to highlight positive messages in the communities around the state in an effort to blind the negative messages that are spreading between friends, family members, and religious institutions. The logo for the campaign is a large “P” that houses a plus and equal sign. The Positivity Campaign will be hosted by Mississippians for Marriage which will follow the precedent set by Maine, Maryland, and Washington where the states LGBTQ organizations and advocacy groups come together to form a coalition that funds the efforts in support of same-sex marriage. Mississippians for Marriage and the positivity campaign will seek to harness the growing population of LGBTQ folks and the community atmosphere of the state to launch a full service IMC campaign in Mississippi advocating for same-sex marriage.
THE POWER OF POSITIVITY CAMPAIGN:

SPECs

**Title:** The Power of Positivity

**Tag:** Replacing negative messages about Same-Sex Marriage in Mississippi

**Secondary Language:** Vote to approve Initiative 42!

**Parent Organization:** Mississippians for Marriage: a coalition of all or most of the LGBTQ organizations in Mississippi and the south.

**Primary Target:** Citizens who have voted in past election cycles

**Secondary Target:** Citizens of voting age who would be likely to vote if this measure was added to the ballot.

**Tone:** Serious, but friendly, and neighborly

**Design Rationale:** Fun and inviting font choices with vibrant but muted colors to capture attention but not strain the eyes. *For full list, see APPENDIX.*

**Objective:** Through research I have found that three large factors affect attitude change around LGBTQ issues and more specifically, same-sex marriage laws, in Mississippi: (1) the protection of religious freedoms, (2) knowledge and development of relationships between members of the LGBTQ community and their heterosexual community, and (3) the spreading of positive messages and education about the LGBTQ community. I’ve taken these three factors and shaped a campaigned that focuses on all three under the umbrella topic of sharing positive messages. Hopefully, by inciting a shift in perception of the LGBTQ community and same-sex marriage from negative aspects to the positives advocates can speed up the wave of attitude change in Mississippians.
INTEGRATED MARKETING COMMUNICATIONS TACTICS

Direct Mailing: *Informational Postcards*

Direct mailing is an efficient way to reach middle-aged to older audiences who are mostly likely to have voted and plan to vote. Simple and to-the-point postcards deliver the message without over-stressing the mind and eyesight. *For examples, see APPENDIX.*

Television & Social Media: *Videos*

- *Changed Mind/Sharing Positive Stories*

  The main videos for this campaign will be a collection that features various couples and individuals sharing their stories on how their minds were changed regarding same-sex marriage. *For sample storyboard, see APPENDIX.*

- *Religious Freedom:*

  I cannot speak exactly from every religion’s viewpoint but I can provide a general overview for how the script will be written to relay the appropriate sentiment.

  The script and ideology behind these videos come from a tactic used in all three states that acquired same-sex marriage via ballot measure: Washington, Maryland, and Maine. By highlighting the fact that the bill will not force churches and religious leaders to perform marriages outside of their beliefs, the message is stripped of any rhetoric that would lead religious citizens to believe that they would be forced to do things they don’t want to and allow for those same citizens to vote for equal rights for all.

---

[Images of individuals]
REFERENCE: Pictures from Google Images

The Religious Leaders for Initiative 42 video will consist of 6-8 different religious leaders each representing a different religious group. Each leader will be interviewed and recorded separately. They will be advocating for the passing of Initiative 42 by noting the following:

1. The role of the church is to teach love and respect for all.
2. No religious leader or church will ever be forced to marry anyone if it is not consistent with their own religious beliefs.
3. The role of the state is to protect everyone equally under the law.
4. “Let’s spread the power of positivity and protect all Mississippians.”

• REFERENCE: MDers4MarriageEqual (Youtube page): Clergy for 6 (Youtube video)

Radio: 2 Spots

Spot 1: 15sec, “Rev. Harkin For Initiative 42” – Spoken testimonial by a Baptist pastor advocating for Initiative 42 by highlighting its religious exemption clause.

Spot 2: 30sec, “The Caldwells” – Testimonial from a heterosexual couple about how their minds changed towards same-sex marriage after meeting and becoming friends with a homosexual couple.

For complete scripts, see APPENDIX.

Print: Community Magazines & Newspaper Ads

Community Magazines were chosen as a vehicle because of their reach to and popularity among the college-age to middle-age demographic. Newspapers as a vehicle
were chosen because they are still a main source of information for older Mississippians who are more likely to vote. Variations of the ads created would be used interchangeably between platforms. *For examples, see APPENDIX.*

**Promotions: Power of Positivity Paraphernalia**

- Stickers/Decals
- Bumper Stickers
- Lawn Signs

*For examples, see APPENDIX*

**Public Relations: Event Fundraiser**

This tactic will serve a dual purpose by spreading awareness about the campaign while assisting in raising funds. Workers and volunteers will seek out local bands who would be willing to play a gig on the campaign’s behalf and give a portion of the proceeds to the Positivity campaign and Mississippians for Marriage. These events would be focused around college towns and would reach the outlined secondary target market. At each event the band/performer would be asked to mention and explain the cause (in their own words to garner a sense of authenticity). Tables of campaign “merchandise” (stickers, yard signs, decals, postcards, posters, etc.) would be set up alongside the band’s/performer’s merchandise. Other funds would come from donations and sponsorships from partnering organizations.

**New Media: Website & Social Media**

The website will be hosted under the name of Mississippians for Marriage but
would prominently feature the Power of Positivity Campaign.

It will link to such resources as:

- Instructions on how to get involved
- A blog that would feature stories and interviews about spreading the power of positivity
- News surrounding the Initiative and LGBTQ rights in Mississippi
- Videos of Changed Mind stories, religious leader testimonials, and information about the campaign as a whole
- A form where individuals or groups can donate to Mississippians for Marriage and the Power of Positivity Campaign.
- Social Media sites such as Facebook, Twitter, and Youtube so people can spread the positivity online.

For website design, see APPENDIX.
APPENDIX
Design Rationale

Font: Comfortaa

Colors:
Direct Mailing: Postcards

Postcard 1: (front)

Postcard 1: (back)

Mississippians For Marriage
P.O. Box 4853
Jackson, MS 39225
ms4marriage@gmail.com
601-214-4094

Mississippians for Marriage
@ms4marriage MSForMarriage

Vote to approve Initiative 42!
the power of positivity

Everyday thousands of Mississippians hear negative messages about the LGBTQ community and same-sex marriage.

These messages come from our families, our friends, our religious leaders, and other community members. If we want Mississippi to change, we have to change.

Share positive messages to replace negative ones and vote to approve same-sex marriage.

Vote to approve Initiative 42!


Mississippians For Marriage
P.O. Box 4853
Jackson, MS 39225
ms4marriage@gmail.com
601-214-4094

Mississippians for Marriage
@ms4marriage | MSForMarriage

Vote to approve Initiative 42!
Television: Changed Mind Video Storyboard

The Power of Positivity

The Caldwells
“Why We’re Voting to Approve Initiative 42”

SFX: Soft Piano Music

The Caldwells begin speaking with introductions.

The Caldwells tell their story in a conversational tone to an off-screen (off-camera) interviewer.

*This campaign would benefit the most from real stories so no scripts should be given. The story should be one about a positive encounter with a homosexual couple or person that changed the couple’s mind about same-sex marriage.
Radio:

:15 Radio
Mississippians For Marriage
The Power of Positivity: Religious Freedom
“Rev. Harkin For Initiative 42”

SFX:  BACKGROUND OF CHURCH CONGREGATION (CONTINUOUS)

Pastor:  This is Rev. Harkin here from The First Baptist Church located in
         Jackson, MS. I'm voicing my support for Initiative 42 and a positive look at
         same-sex marriage in Mississippi. No religious institution will be
         forced to marry anyone if it is against its beliefs. In addition, we
         can truly preach “equality for all” when we share the right to
         marry with our gay and lesbian friends and family members.

         Vote with me this upcoming election to protect religious freedoms
         and our fellow gay and lesbian Mississippians.

         Visit www.mississippiansformarriage.org to find out more about the
         power of positivity.

Anncr:  Paid for by Mississippians for Marriage.
:30 Radio
Mississippians For Marriage
The Power of Positivity: Changed Mind Testimony
“The Caldwells”

SFX: SOUNDS OF BODY MIC BEING FUMBLED WITH

Mark: My name is Mark Caldwell and this is my wife, Julie.

Julie: Susan and Grace were the first lesbian couple we’d ever met. It was strange at first but over time as we got to know each other we realized they’re not that different from us.

Mark: Yeah, they’re just as nice. They both work 9 to 5s. They’re just another couple like the rest of us. (CHUCKLES WITH JULIE)

Julie: So, that’s why we’re voting in favor of Initiative 42. Susan and Grace are just like us so why shouldn’t they be able to be married like us?

Mark: There is no reason really. I just wish more people would get to know same-sex couples before talking on the issue. It really changes your perspective.

Anncr: Visit www.mississippiansformarriage.org to hear Julie and Mark’s full story and more stories of positivity.

Mark/Julie: On November 3rd, vote to approve Initiative 42 and bring same-sex marriage to Mississippi.

Anncr: Paid for by Mississippians For Marriage.
Print:

Mississippians for Marriage
@ms4marriage
MSForMarriage

Quick Facts

3,484
same-sex couples living in MS
(Williams Institute, 2014)

26%
of MS same-sex couples are raising children
(Williams Institute, 2014)

>6,900
self-identifying lesbian and gay Mississippians
(Williams Institute, 2014)

62%
of MS residents know at least one LGBTQ person.
HBC, 2013

What You Can Do To Spread Positivity:

1. Seek and garner relationships with LGBTQ Mississippians.
2. Share your positive stories from relationships whether new or already existing.
3. Visit www.mississippiansformarriage.org to learn more about the power of positivity.
4. Vote to approve Initiative 42 and legalize same-sex marriage in Mississippi.

Vote to approve Initiative 42!

Vote to approve Initiative 42!

the power of positivity
Replacing negative messages about same-sex marriage in Mississippi.

>6,900
self-identifying lesbian and gay Mississippians
Motion Analysis, 2011

3,484
same-sex couples living in MS
Motion Analysis, 2011

Paid for by Mississippians for Marriage. | www.mississippiansformarriage.org

What You Can Do To Spread Positivity:

1. Seek and garner relationships with LGBTQ Mississippians.
2. Share your positive stories from relationships whether new or already existing.
3. Visit www.mississippiansformarriage to learn more about the power of positivity.
4. Vote to approve Initiative 42 and legalize same-sex marriage in Mississippi.

Mississippians for Marriage
@ms4marriage
MSForMarriage

601-214-4094

Half Page Spread Ad
the power of positivity
Replacing negative messages about same-sex marriage in Mississippi.

62% of MS residents know at least one LGBTQ person.
Greenberg et al., 2013

In the fight to same-sex marriage we cannot afford to stand by and allow negative messages regarding the LGBTQ community to control their lives. Help grow a more positive Mississippi by spreading the power of positivity.

Vote to approve Initiative 42!

Mississippians for Marriage


The Caldwells
“Susan and Grace were the first lesbian couple we’ve met. We consider them great friends now and hope they can share the same rights my husband and I do.” -Julie Caldwell

Read more stories like this and share your own at www.mississippiansformarriage.org

Vote to approve Initiative 42!

Promotions:

Yard Sign

Sticker & Decal

Bumper Sticker
New media: Website
Bibliography


“The Youth Vote in 2012.” The Center For Information and Research On Civic Learning and Engagement. Web. 10 May. 2013

*All images used in creative was obtained from Google Images.