

SAVE THE WHALE, KILL THE KIDS

The Natural Resources Defense Council recently conducted a direct mail campaign to raise money to save the Gray Whale. It rented the membership list of several organizations to solicit them for money. One of the organizations it tapped was Planned Parenthood.

Direct mail operators know what they're doing: they rent lists from organizations, or subscribers to magazines, that very likely have members who are sympathetic to their cause. This raises the eerie question: why is it that people who support killing kids are not likely to support killing whales?

Maybe someday we'll figure this all out, but we doubt it.