

## The White Ribbon Against Pornography Campaign: THE BEGINNING

WHITE RIBBON AGAINST PORNOGRAPHY  
STARTS LAST SUNDAY IN OCTOBER

The White Ribbon Against Pornography (WRAP) Campaign began with one woman in Butler, PA in 1987. Norma Norris heard a sermon against pornography delivered by the pastor of her Catholic parish. Msgr. Francis Glenn lamented that local prosecutors and law enforcement had been deluded into thinking that people didn't care about the hardcore porn being sold in her community. Norma looked at the full pews in the church and said, "That can't be; we're here and we care!" Norma then gave herself the challenge to inspire her community and to send out the message: WE CARE! WE COUNT!



*Norma Norris ties one of the first white ribbons to a car antenna in 1987.*

Norma thought the plan had to be simple, inexpensive, and something to catch the imagination. Soon after, the idea of a simple white ribbon as a symbol of decency came to her, and a movement was born.

Norma then worked with Msgr. Glenn, the Butler County Citizens for Decency, and the Butler Fellowship of Churches to organize the first White Ribbon campaign. Ribbons were distributed; huge white ribbon bows were sent to the Governor and the Attorney General of Pennsylvania; petitions were signed; and a motorcade was organized.

The highlight of the campaign was the bulldozing of a closed porn bookstore. The Butler County Citizens for Decency bought the property especially for the purpose. A judge signed an eviction notice against the store, and on a sunny day in fall, in front of a large crowd of citizens and cameras from local TV stations, the bulldozer smashed the porn shop to smithereens.

That year, Morality in Media became the national sponsor of the WRAP Campaign, and since then hundreds of other organizations and thousands of citizens around the country have added their own leadership and imaginations to make WRAP a successful annual campaign. Will you follow Norma Norris's inspiration and fly the White Ribbon proudly to say: PORN HARMS! WE CARE! WE COUNT! AND WE WILL DO SOMETHING ABOUT IT!



*Norma Norris and WRAP campaigners obtain Pornography Awareness Week proclamations from Allegheny County Council in the 1990s (Pittsburgh)*



*Spirit of WRAP Campaigns continue even in the rain. Photo from 1990s*



*Puerto Ricans come out strongly against porn in a protest during WRAP week- 1990s*