

IMAP-Massachusetts, USA: American Women Call for Common Sense in Media

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IMAP, United States - UPF and its media affiliate, the International Media Association for Peace (IMAP), on July 22, 2025 hosted a thought-provoking webinar exploring the role of media in addressing concerns surrounding gender ideology in public education. Guest speakers were Ms. Tina Descovich and Ms. Cheryl Wetzstein, both pioneers in the fight for parental rights in the United States.

Ms. Jennifer Trench, a media professional with a background in communications and advocacy, welcomed attendees and introduced Ms. Descovich, co-founder and CEO of Moms for Liberty.

Ms. Descovich recounted the founding of Moms for Liberty in 2021 during the COVID-19 pandemic, prompted by growing concern over government overreach in education and the marginalization of parental authority. Since then, the organization has grown to over 300 chapters across 48 states, with more than 130,000 members.

She expressed deep concern over the direction of public education, particularly in relation to "divisive" and "ideological" curricula, including what she described as "sexualized content" and the promotion of gender identity from as early as pre-kindergarten. She shared examples of "identity and gender support plans" in school systems that permit minors to change their names, pronouns, and access to gender-specific facilities without informing parents. She criticized policies adopted in states like New Jersey and California, and highlighted the Biden administration's rewrite of Title IX, which includes gender identity as a protected class.

According to Ms. Descovich, this redefinition erodes protections for women's sports and spaces.

Ms. Descovich also addressed the challenges of communicating these issues to the public, citing disbelief among parents, shifting language (e.g., replacing "mother" with "birthing person"), and what she referred to as "toxic empathy," where kindness overrides factual discussion. Despite criticism and backlash - including social media bans, frozen financial accounts, and being labeled an extremist group - she affirmed Moms for Liberty's growing influence. The organization has supported 55 education-related bills signed into law across 14 states and helped elect over 500 school board members. They've also achieved key legal victories, including a federal injunction halting the Title IX rewrite for their members.

Following this, Ms. Trench introduced Ms. Cheryl Wetzstein, a veteran journalist with over 40 years in the field, including 33 years at The Washington Times. Ms. Wetzstein now serves as a senior advisor to the Times Global Media Group. She congratulated Moms for Liberty on their recent U.S. Supreme Court win in the *Mahmoud* case, which affirmed parents' right to be notified about and opt their children out of LGBTQ+ story time events in public schools.

Ms. Wetzstein traced the rise of gender ideology in education to the post-2015 period, following the legalization of same-sex marriage. She asserted that LGBTQ+ advocacy quickly expanded to include transgender rights, with a focus first on adult bathroom access, and eventually on school policies. She criticized the legacy of Alfred Kinsey, calling his research on child sexuality "scientifically flawed and morally bankrupt," yet highly influential in shaping modern sexual education programs.

Both speakers emphasized the vital role of the media in educating the public, shaping narratives, and influencing policy. Ms. Descovich explained that Moms for Liberty embraces media exposure - even hostile coverage - to deliver what she called "an ounce of truth." Wetzstein praised the organization's media-savvy approach, pointing to its clear messaging, effective use of digital platforms, and dedicated staff.

This IMAP event highlighted the importance of responsible media engagement and open dialogue on sensitive educational and cultural issues, while reaffirming the commitment of UPF and IMAP to fostering understanding, respect, and peace through informed discourse.