

# Slactivists United Pledge

We WCSH6, a television station, cable network, or Internet entertainment or information provider hereby pledge that I will not air any advertisements which discuss politics, any politician, or any policy matters unless the buyer who has financed the ad provides me with, and I am allowed to provide my viewers via the Internet, the name of any voter, or the name of the publicly traded company, or the names of the voters behind any entity, profit or nonprofit, organization of any kind, unless they provide information below. The goal is to inform the public as to the actual people or publicly traded company behind the ad.

Any voter so listed must swear under penalties of perjury the money they gave, to buy the ad or finance any entity, was their own and was not provided by anyone else & no one else gave or will use for their benefit or will give them a same or similar sum one year before or after the donation.

Any publicly traded corporation will provide the name and contact information of the members of the Board of Directors.

Any entity or organization ad time buyer will need to provide a list of their 10 top voter contributors, (for purposes of this pledge people in one degree of kinship are deemed to be one voter ), their Board of Directors, names, and contact information, and in the case of a nonprofit evidence: 80% of their intake is used to provide direct services, exclusive of salaries and any public dissemination of information, including the production costs for that public information. If any publicly traded company is among the top 10 contributors, the above information must be provided for the corporation.

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I wrote this when the New Hampshire Rebellion had a walk for campaign finance reform.

Hi, I didn't walk because, frankly, I'm lazy; I mean I had better things to do like, well not the dishes, but certainly binge watching Breaking Bad, Game of Thrones or a sappy chic flick. Like most people I am greatly offended by the ads that I was forced to watch in the midst of mindless entertainment during the last few election seasons. But as I was contemplating what to do I remembered an article I read about Slactivists who would take time on the Internet to support, financially and verbally, various causes. The writer was lamenting their (my) lack of any other involvement. I

then had an “Aha” moment. If it is hard to get people to do something, it should be relatively easy to get them to do nothing. So, all you Slactivists out there I am asking you to:

**TRUTH FOR TUESDAYS:** Do not order any media that you have to pay for on Tuesdays. Yes, pay your cable bill but don't do the extras; for example don't order ‘on demand’ for the movie that you wanted to see but didn't get to the theater cause it took too much energy. Put it off for another day.

**WATCH OUT WEDNESDAYS:** Now it's harder to figure out what to do about over the air stations, cause unless you are a Nielsen family nobody will notice. But you could take the time, just a little bit of time, to e-mail your over the air stations and tell them you want them to take the pledge above. Tell them you are not going to watch them on Wednesdays unless they take the pledge.

To make this work you will have to tell the entertainment providers why you are not doing what you are not doing. Emails, tweets, etc will work.

You can unlike, or even like then unlike the tv station, or cable net work or internet channel.

I know the cable companies &, I guess we call them, Internet channels will say they don't have control over the ads embedded in the shows they carry. So what. Our goal is to put pressure on the entertainment providers to choose reject ads that come from sources that can't be identified. They'll get enough political ads from people proud to support their (whatever) position. Let the Market work.

Hey I handed out a piece of paper, and I talked a friend into doing this web site. So now it's up to you.

**“Live Free or Die” not “Pay Big and Lie”**