



# WELCOME TO MRC ACTION!

This document is an easy, 5-step, “how-to” guide for using our digital grassroots tools to take action on important issues. You can refer to this guide at any time! And, we hope, you will refer friends to it to help expand the network and the power of our united efforts.

## STEP 1 >

### BE SURE YOU'RE SUBSCRIBED TO MRC ACTION'S NEWSLETTER.

This is where we communicate to our subscribers about our latest campaigns.

The screenshot shows the MRC Action website header with navigation links: ABOUT, CONTACT, CAREERS, INTERNSHIPS, and DONATE. Below the header is a video player with a play button and a description of MRC Action. To the right of the video player is a sign-up form with the following fields:

- First Name: Will
- Last Name: Clemency
- Email: wclemency@mrc.org
- Checkbox:  Sign me up for MRC Action!
- Submit Button: Sign Me Up

MRC Action is the grassroots arm of the Media Research Center. Please consider joining our army of hundreds of thousands of activists fighting liberal media bias and participating in the active campaigns below.

**Sign Up and Take Action!**

MRC Action is the Media Research Center's strong and influential Grassroots Army. Comprised of hundreds of thousands of patriotic Americans, MRC Action makes a powerful impact as it fights liberal media bias and stands up for American values.

As a subscriber to the MRC Action newsletter you are now a member of **MRC Action's Grassroots Army**—a group of hundreds of thousands of hardworking, like-minded, patriotic Americans who are determined to expose dishonest news media. The MRC Action Team produces campaigns to help the Grassroots Army equip themselves with information and processes to combat these narratives.

## STEP 2 > YOU WILL RECEIVE A CONFIRMATION EMAIL.

Be sure to open and read through this email. If you don't, you may not receive updates on when new campaigns go live.

If you don't receive a confirmation email, be sure to check your "spam" or "promotions" folder. You can then drag the email into your inbox to tell your email service provider that you want to receive our communications in the future.

To double-ensure you receive campaign update emails from the MRC, [you can "whitelist" our email address to be sure campaign updates get to your inbox](#) and don't get marked as spam.

## STEP 3 > YOU'LL BEGIN TO RECEIVE CAMPAIGN UPDATES WITH INSTRUCTIONS ON HOW TO PARTICIPATE.

When a new grassroots campaign is launched, you'll receive an email notification with background on the issue and action items. Open the email and click the link to go to the landing page and take action.

### Examples of past campaigns include:

- Put "Don't Believe the Liberal Media!" billboards around Milwaukee for the 2020 DNC
- Fight Back Against the Leftist-Media's Impeachment Crusade
- Hold the Media Accountable for Fair Coverage of Second Amendment Issues
- Hold the Advertisers of The View Accountable
- Stop the Media Mob! Demand They Apologize to the Covington Kids
- Petition to Defund the Corporation for Public Broadcasting

### These campaigns can have a MAJOR impact. For example:

- When the "ladies" of ABC's *The View* attacked Vice President Mike Pence's Christian faith as "dangerous", MRC Action jumped into the fray. MRC Action grassroots supporters bombarded ABC with more than 46,000 phone calls and emails, ultimately compelling *The View* to apologize.
- When the students of Kentucky's Covington Catholic High School were verbally attacked by the biased leftist media during their trip to DC's March for Life, MRC Action launched a campaign to encourage grassroots members to counter the leftist media spin. In just a few days, more than 16,400 grassroots members signed a petition, putting much needed public pressure onto the media and exposed their dishonest attacks on these children. Thanks to this outcry, the effort for these children to defend themselves in court against the media is still ongoing.
- The MRC grassroots army raised \$27,957 (plus another \$50,000 from an anonymous major donor, to equal \$77,957) toward reserving billboards in Milwaukee for the 2020 Democrat National Convention. The billboards have been secured between the airport and major hotels and all around downtown. They will read: "I Don't Believe the Liberal Media!" — a surefire way to trigger the snowflakes.

## STEP 4 > FOLLOW THE STEPS: EMAIL, TWEET, AND CALL IN!

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Once you click through to the landing page, the participation portion is easy. You can choose to email your thoughts, call in, or Tweet. You can choose to do one, two, or all three.

### EMAIL

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To send an email to the designated contacts for a campaign, enter the information required to begin. For each campaign, we provide pre-prepared text that you can use 'as is,' or change. Below the text, your signature is automatically generated. Any replies from this contact will come straight to your inbox! Once you complete this, you will be automatically moved to the next step.

### PHONE CALL

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Enter your phone number (cell phone or landline). On the next screen, if you're on a smartphone, tablet, laptop, or desktop computer, you'll see recommended talking points and a list of the target recipients we've selected. Click the "Call Me" button to begin. You will immediately receive a phone call from our system that provides instructions and automatically connects you to the first of the targeted recipients. Leave your message, then follow the instructions to move to the next target automatically. Our system makes it incredibly easy to contact a list of people very quickly and efficiently.

If you've been provided a direct number to call, you'll hear our same call-in instructions and will be walked through the same steps. This is a great option for landline only! No need for a computer.

Once you've finished making all the calls, our system will notify you that the call-in campaign portion steps are complete. If you are on a smartphone, tablet, laptop, or desktop, our system will move you to the next step.

### TWITTER

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You can Tweet at targeted recipients as well — putting them on blast for all to see. You will be asked to log into your Twitter account, and then we will help you share a prepared Tweet (complete with all the info, hashtags, and campaign links needed), or you can adjust the Tweet to fit your preferences, and you can Tweet to all, or some, of the selected recipients, and finish when YOU decide.

If you don't use Twitter, no problem! You can still participate in the email and/or call-in campaigns.

## STEP 5 >

# YOU'LL RECEIVE A PARTICIPATION CONFIRMATION EMAIL.

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After you've taken action, you will receive a thank you email from MRC Action confirming your participation! And one of the key follow-ups we ask of you is to RECRUIT FRIENDS!

Many of these action items are very important and time-sensitive, and wouldn't it be nice to have even greater STRENGTH IN NUMBERS?

It sure WOULD!

Thank you for being part of the MRC Action Grassroots Army. Keep this little guide handy in the midst of the fight for freedom, and keep telling your friends! It's a great feeling to defend principles, and, as a team, we can do it together!

**And, if you are able, please consider becoming a monthly [MRC Patriot Fund donor](#)!** This group of THOUSANDS of members are the backbone of the organization, providing the essential resources to run these campaigns.