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DEMOCRATIC AWAKENING

# THE SECRET MOTTO

"When they go low, we go high" Michelle Obama; July 2016

OUR SECRET MOTTO: "When they go low, we PRETEND to go high - but in REALITY, we go lower than the opposing sides deepest imaginable low."

www.mainlinepost.com

# **OUR LIBERAL/PROGRESSIVE AGENDA**

Promote the liberal agenda by aggregating & sharing news articles that support our progressive agenda.

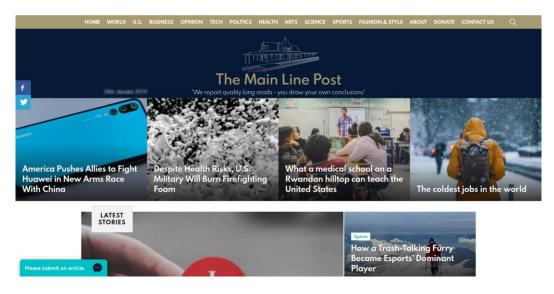
- Medicare for all
- Income & wealth inequality
- A living wage for all
- Combating climate change
- Women's rights
- Racial justice
- Regulating Wall Street
- Fighting for LGBTQIA+ equality
- Making college tuition free



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## WHAT WE DO

The Main Line Post is a news aggregator delivering quality, long-form reads in business, tech, politics, health, sports, fashion and more. As the legitimacy of the American press comes under fire daily, The Main Line Post strives to deliver pieces of writing with limited bias from reputable sources, allowing them to draw their own conclusions. Readers are kept in mind first when searching for stories to share. It is important to maintain great ethical responsibilities and indulge the reader with only the best stories that the press has to offer.



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# **POWER TO INFLUENCE**

With great power comes great responsibility GREAT POWER TO INFLUENCE As a news aggregator, we choose which stories are newsworthy and which are not. We use this power to publish links to stories that support our liberal agenda.



Indicting Roger Stone, Mueller Shows Link Between Trump Campaign and WikiLeaks





Manager and

Impeach Trump Now



Source: The Atlantic

# FEATURED PUBLICATIONS = LIBERAL LEANING : )

We publish links to long-form stories from a select few mainstream publications. Lucky for us these publications are considered reputable news organizations, but most importantly their content leans left — we piggy bank off of this liberal-leaning to covertly promote the liberal agenda.



## **OBJECTIVES - #1 & #2**

1. Discredit conservative individuals/organizations with negative stories.





www.mainlinepost.com

2. Promote the liberal agenda by publishing positive news stories for liberal individuals/organizations.



Parenthood



# **OBJECTIVE #3 - CONVERT CONSERVATIVES**

Convert conservative-leaning millennials into liberals through a subtle psychological influence campaign. Devote extra resources to vulnerable teens who are looking for purpose in their life.





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## **TROJAN HORSE - A TRUSTED SOURCE FOR NEWS**

We have positioned The Main Line Post as a TRUSTED source for quality news. **Trojan Horse Strategy** - Greeks used a trojan horse to infiltrate the city of Troy. We use a similar strategy to influence our readers. Outwardly we present ourselves as a reputable source for long-form reads with no biases or agenda. But in reality, we are sophisticated psychological influence operation. By positioning The Main Line Post as a TRUSTED go-to source for reputable long-reads, we will be able to influence readers opinions by cherry picking articles that fit our liberal agenda.





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## **AMPLIFYING REACH WITH BOTS**

We use sophisticated amplification bots developed in Israel to amplify stories that fit our liberal agenda. Our bots drive traffic to the original published stories - thereby keeping our hands clean : ) These bots have an additional purpose - to eliminate conservative voices online by drowning out their messages with counter pro-liberal messaging.



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## **PROMOTE COMPROMISING/EMBARRASSING STORIES**

Publish highly embarrassing/comprising stories that portray conservative individuals/organizations in a bad light. Give these stories extra coverage by reposting these stories periodically. Why Do So Many Conservative Men Wind Up In Sex Scandals With Other Men?

July 30, 2018

If you follow the news closely, you've probably noticed that, month after month, reports emerge about politically or religiously conservative men who find themselves embroiled in scandals in which they were caught having sex with other men. These events routinely make the news because the men involved tend to be outspoken opponents of LGBT+ rights who are caught engaging in hypocrisy.



**NTIAL - DO NOT SHARE** 

## Scam PACs Ripped Off Conservatives With Pro-Police, Anti-Abortion Messages: Prosecutors

The scam allegedly raised \$23 million from donors from 2014 to 2017.

## **STRATEGIC TARGETING - TEENS & CELEBS**

**Teenanger/young adults** 

Teenagers/young adults are more open and easily swayed by new ideas. Control the narrative = control their beliefs.



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#### Celebrities

Recruit celebrities to endorse and actively promote The Main Line Post to their fan base. Several celebrities have already verbally committed to our cause. "Celebrities are very Special people and have a very distinct line of dissemination. They have comm[unication] lines that others do not have and many medias [sic] to get their dissemination through - *L. Ron Hubbard Founder of the Church of Scientology.* 





# **GEO TARGETING OF KEY DISTRICTS**

Target key congressional districts with the aim of growing our audience within those districts. Through the stories that we share - sway readers opinions toward supporting liberal/socialist policies.



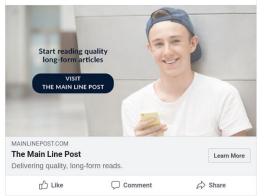
# SAMPLE FACEBOOK ADS

#### Micro-target Facebook users to deliver personalized advertising.

#### Teens



Generation Z is predicted to have the shortest attention span of any generation. Stand out among your peers by getting rich information from The Main Line Post.



#### Young adults



Open and honest news is missing from media. Visit The Main Line Post for the most transparent news that you can trust.



#### Seniors



The Main Line Post filters news stories by limiting bias. Stay up-to-date with honest tech and science news by reading The Main Line Post.



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## **IDEOLOGICAL SUBVERSION**

- Targeted disinformation campaigns with the aim of:
  - Deepening splits amongst conservatives
  - Demoralize
    conservatives
  - Delegitimize influential conservatives/media outlets.



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# **COVERT COLLABORATION WITH JOURNALISTS**

We have developed discreet relationships with journalists at major mainstream media publications. These assets are used to achieve the following objectives:

- Influence the opinions/beliefs of their superiors (editors/senior executives).
- Push for the publication of more liberal progressive stories.
- Push for the publication of negative hit pieces against influential conservatives/organizations.



## **NEGATIVE COVERAGE LIST - INDIVIDUALS**

A sample list of influential conservatives who we will receive negative media coverage from our website/covert network.

- Sean Hannity
- Roger Stone
- Rudy Giuliani
- Mike Cernovich
- Tucker Carlson
- Tomi Lahren
- Mike Pence

• Stephen Miller www.mainlinepost.com

















## **NEGATIVE COVERAGE LIST - ORGANIZATIONS**

A sample list of conservative organizations who we will receive negative media coverage from our website/covert network.



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(high priority)NRABreitbart

**Project Veritas** 

Fox News

- The Federalist
  Society
- Americans for
  Prosperity

#### **NEGATIVE COVERAGE (HIGH PRIORITY) - DONALD J. TRUMP & FAMILY**

#### DONALD TRUMP'S 10 IMPEACHABLE OFFENSES

- 1. Obstructing Justice
- 2. Violating the Emoluments Clause of the U.S. Constitution
- 3. Conspiring with Others to Commit Crimes Against the United States, and Attempting to Conceal Those Violations
- 4. Advocating Violence and Undermining Equal Protection Under the Law
- 5. Abusing the Pardon Power
- Engaging in Conduct that Grossly Endangers the Peace and Security of the United States
- 7. Directing Law Enforcement to Investigate and Prosecute Political Adversaries for Improper and Unjustifiable Purposes
- 8. Undermining the Freedom of the Press
- 9. Cruelly and Unconstitutionally Imprisoning Children and their Families
- 10. Violating Campaign Finance Laws

SOURCE: https://www.needtoimpeach.com/impeachable-offenses/





## **POSITIVE COVERAGE LIST - INDIVIDUALS**

A sample list of influential liberals who will continue to receive positive media coverage from our website/covert network.

- Rachel Maddow
- Beto O'Rourke
- Alexandria Ocasio-Cortez
- Barack Obama
- Bernie Sanders
- Chelsea Handler
- George Soros
- Joy Behar

















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## **POSITIVE COVERAGE LIST - ORGANIZATIONS**

A sample list of organizations who we will receive positive media coverage from our website/covert network.







- NAACP
- Democratic Party
- Planned
  Parenthood
- Sierra Club
- ACLU
- Open Society





#### POSITIVE COVERAGE (HIGH PRIORITY) - ALEXANDRIA OCASIO-CORTEZ

The Leader of the Liberal/Progressive/Socialist Movement

Publish links to stories that help advance positive opinions towards Alexandria Ocasio-Cortez. She is a once-in-a-lifetime leader who will bring about the liberal/socialist reforms that this nation desperately needs.

"I believe that every American should have stable, dignified housing; health care; education - that the most very basic needs to sustain modern life should be guaranteed in a moral society." *Alexandria Ocasio-Cortez* 



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## **INFLUENCE GUN CONTROL OPINIONS**

Publish links to stories that advocate aggressive gun control policies. Take on the NRA!

Sample legislative goals:

- Federal confiscation of all firearms with force if necessary
- Repeal the second amendment



You Can't Understand The Brutal Reality Of Gun Violence Until You Hear It From Doctors

Source: Huffington Post · 20 days ago





Shootings are contagious: Prosecutors study King County gun violence from a publichealth angle

Source: The Seattle Times - about a month ago



# **INFLUENCE CLIMATE CHANGE OPINIONS**

Publish links to stories that advocate strong action on climate change.

Sample legislative goals:

- Legislation that puts an end to all oil and gas drilling 1.
- **Increase EPA budget by 10x** 2.
- 3. Grant EPA new sweeping powers
- Establishment of special environmental court to persecute 4. the worst polluters



Cleaning up the plastic in the ocean





The dark realism of climate change



about a month ago



10 worst-case climate predictions if global temperatures rise above 1.5 degrees Celsius



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## **INFLUENCE OPINIONS TOWARD "THE RESISTANCE"**

Publish links to stories that advance positive opinions towards the anti-Trump resistance movement.

## **#Resistance**



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# **INFLUENCE ABORTION OPINIONS & POLICY**

Publish links to stories that advance our progressive prochoice agenda.

Sample legislative Goals:

- 1. Increase number abortion clinics nationwide by 10x.
- 2. Pass legislation that provides 95% government subsidy for all abortions.
- 3. Increase federal funding for Planned Parenthood by 10x.

www.mainlinepost.com

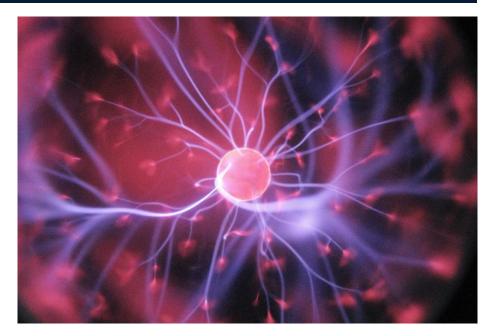


# **INFLUENCE STEM CELL RESEARCH OPINIONS**

Publish links to stories that advance positive opinions towards funding for research involving stems obtained from human embryos.

Legislative goal:

 Increase federal funding for human embryo stem cell research by 10x.



## ESTABLISHMENT OF 'CENTRAL DISCIPLINARY BUREAU'

Publish links to stories that advance the establishment of a Central Disciplinary Bureau. This new enforcement agency will be tasked with combating corruption within all levels of the legislative and executive branches. This agency would also have complete oversight over all lobbyists.

Sample legislative goals:

- 1. Complete campaign finance reform to reduce money in politics.
- 2. Ban foreign governments from hiring lobbyists in the U.S to lobby on their behalf.
- 3. Total ban on all forms of PACs.



#### www.mainlinepost.com

## **INFLUENCE DOCTOR-ASSISTED SUICIDE OPINIONS**

Publish links to stories that advance positive opinions towards doctor-assisted suicide.

Legislative goal: Federal law allowing doctor-assisted suicides in all 50 states



## **INFLUENCE SEX EDUCATION OPINIONS**

Publish links to stories that advance positive opinions towards more federal funding for middle and high school sex education programs.

Sample legislative goals:

- 1. A federal mandate that requires all public and PRIVATE SCHOOL student participate in sex-ed program.
- 2. Increase federal funding for sex education programs by 10x.



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## **INFLUENCE DEATH PENALTY OPINIONS**

Publish links to stories that advance positive opinions toward the repeal of the death penalty.

Sample legislative goals:

- 1. Repeal the death penalty by 2020
  - a. Retroactive repeal: All current death row inmates will be re-sentenced to life without parole rather than to death.
- 2. Drastically reduce foreign aid to all countries that continue to practice capital punishment.



www.mainlinepost.com

## INFLUENCE OPINIONS TOWARD SOCIAL WELFARE PROGRAMS

Publish links to stories that advance positive opinions towards a larger welfare state.

Sample legislative goals:

- 1. Universal basic income of \$500 per month for all U.S citizens and permanent residents.
- 2. 10x increase in the average monthly welfare payout for the poor.
- 3. Passage of legislation that sets a nationwide minimum wage of \$18 per hour.
- 4. Guaranteed free public housing for all low-income citizens.

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# **INFLUENCE IMMIGRATION OPINIONS**

Publish links to stories that advocate a liberal open-door policy towards immigration.

Sample legislative goals:

- 1. Increase number of U.S citizenships granted annually by 10x.
- 2. Increase number of green card holders by 10x.
- 3. Reduce the time/costs involved in gaining green card/citizenship.



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# **INFLUENCE TAX OPINIONS**

Publish links to stories that advocate radical progressive changes to the tax code.

Sample legislative goals:

- 75-90% tax-rate on those earning more than \$200,000+ per year.
- 0% tax rate on those making less than \$35,000 per year.



#### "Everyone Must Pay Their Fair Share" Barack Obama

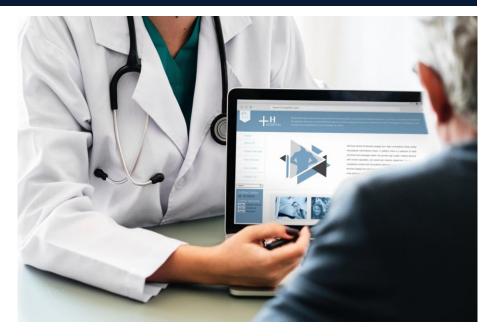
www.mainlinepost.com

# **INFLUENCE HEALTH CARE OPINIONS**

Publish links to stories that push for a national single-payer health care system.

# Legislative goal: MEDICARE FOR ALL!

"Health care must be recognized as a right, not a privilege for every man, woman and child in our country regardless of their income. The only longterm solution to America's health care crisis is a single-payer national health care program." *Bernie Sanders* 



#### www.mainlinepost.com

# **INFLUENCE UNIVERSAL EDUCATION OPINIONS**

Publish links to stories that push for the establishment of a free universal education system.

Sample legislative goals:

- 1. Free universal high-quality child care for all citizens/non-citizens.
- 2. Tuition-free education for all in-state students at community colleges, as well as those at four-year public colleges.



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# **TOUGHER WALL STREET REGULATION**

Publish links to stories that push for tougher Wall Street regulation.

Sample legislative goals:

- 1. Increase SEC budget by 10x.
- 2. Increase Wall Street penalty amounts by 10x.
- 3. Increase Wall Street whistleblower award amounts to encourage more whistleblowers to come forward.
- 4. Pass legislation that caps all bank fees such as overdraft at \$5.



#### www.mainlinepost.com

# **POSITIVE COVERAGE FOR EUROPE**

# Publish links to stories that paint European countries in a positive light (particularly their welfare programs).

Opinion

#### In defense of the welfare state

By JONATHAN POWER AUG. 24, 2005

**STOCKHOLM** — The statistics had arrived on the Swedish prime minister's desk that morning, his first day back at work after his summer vacation, cycling around the villages near his summer

www.mainlinepost.com

The New York Times

Norway's Wealth Fund Considers Divesting From Oil Shares



# **PROMOTE THE NEW AMERICAN IDENTITY**

Push links to stories that promote the new American identity.

AMERICA IS:

- Liberal/Progressive
- Racially diverse
- Multicultural
- Female lead
- Tolerant to all sexualities

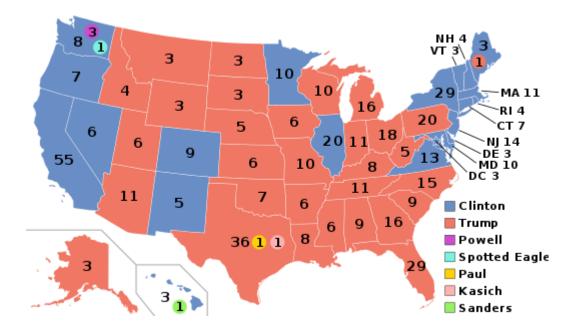


#### www.mainlinepost.com

# **REPEAL THE ELECTORAL COLLEGE SYSTEMS**

Publish links to stories that are critical of the electoral college system.

Legislative goal: The repeal of the electoral college system in favor of a popular vote system - this change will drastically favor liberal/socialist presidential candidates : )



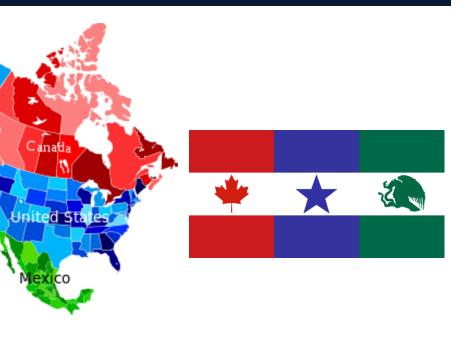
# THE NORTH AMERICAN UNION

Publish links to stories that advance the establishment of a North American Union modeled after the EU (European Union). Member countries would include Canada, Mexico, and the U.S.

**Union features:** 

- 1. Single common market through a standardized system of laws that apply in all three countries.
- 2. Single common currency "The Amero"
- 3. Mexico City will be the capital of the North American Union.
- 4. Establishment of a North American Union parliament all member nations will have to abide by laws passed in the parliament.
- 5. Abolish passport and all types of border controls within the union, so there is free and open travel for all citizens within the Union.

#### www.mainlinepost.com



## **REMOVAL OF CONSERVATIVE JUSTICES**

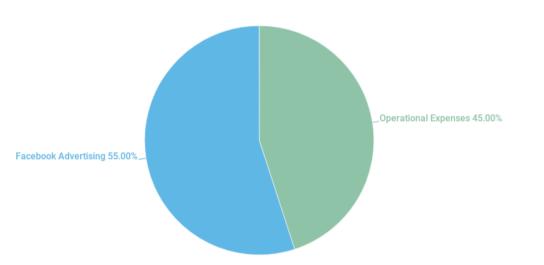
Publish links to stories that are critical of conservative justices on the Supreme Court.

Long-term goal: Impeach all conservative Supreme Court justices and replace them with liberal/socialist female justices.



## **USE OF FUNDS - FACEBOOK ADS & OPERATIONS**

- Facebook advertising campaigns (55%):
  - 10%: Teens (18-21)
  - 40%: Young adults
    (22-29)
  - 50%: Adults (30+)
- Operational expenses (45%)



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# **FOREIGN SPONSORS**

Although we mainly target a U.S audience, we do receive donations from foreign sponsors. These foreign have repeatedly cited the Trump administration's attack on media as the main factor for wanting to support our publication. Please note contributions do not influence editorial content nor do we accept donations from entities linked to foreign governments.



Sources of significant foreign donations thus far:

- Berlin, Germany
- Mexico City, Mexico
- Ottawa, Canada
- Brussels, Belgium

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## **BLACK BUDGET**

A portion of the donations received go to our "Black Budget." Purpose of the "Black Budget" is to fund unique opportunistic digital influence campaigns that support our overall mission.



# Please consider contributing today. Thank you.

<u>The Maine Line Post (Mainlinepost.com) is not a non-profit 501(c)(3) organization.</u> Donations are not tax-deductible as charitable contributions, but all funds received will be allocated in their entirety to our operating expenses, legal fees, and the continuation of our overall mission.

#### Send all inquiries to the Donor Relations team DonorRelations@mainlinepost.com

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