



## *Mapping the Left: An Overview*

### Priority Action Step:

- **As leaders, we need to increase message effectiveness, find other like-minded groups to partner on messaging. Multiple campaigns leverage impact! Use the resources provided at [alec.org/mappingtheleft/](http://alec.org/mappingtheleft/) to get started.**

### Other Action Steps:

- When corporations offend your values with leftist programs, be sure to notify them that their actions are offensive. Example of success - Insurance company USAA restored Hannity sponsorship when its military customers complained.
- When negatively attacked on social media, use comment sections to challenge credibility of attacker. Truthful comments diminish credibility of leftist attacks.
- Social media is a proven game changer; learn it and exploit it!

**Facilitator: Lisa B. Nelson**

**Participants: Brent Bozell, Adam Brandon and Tom Fitton**



## *Mapping the Left: Public Employee Unions*

### Priority Action Step:

- Tell the story of [Janus v. AFSCME](#) and explain why workers deserve a choice in whether they belong to a union.

### Other Action Steps:

- Call on state and local authorities to [open union negotiations](#) to the public and to allow union members to vote on whether to [recertify unions](#).
- Call on state legislators and HHS to take action against [dues skimming](#) (CA, CT, IL, MA, MD, MI, MN, NJ, NY, OR, RI, VT, WA) and share these [videos](#).

**Facilitator: Trent England**

**Participants: Amy Cooke, Terry Pell and Bridgett Wagner**



## *Mapping the Left: Education*

### Priority Action Step:

- **Send coalition letters to Betsy DeVos asking her to advocate for non-government-regulated school choice (use tax dollars to spend on private education, not choose between public schools).**

### Other Action Steps:

- Use social media to build support and encourage President Trump to sign these [17 executive orders](#) that will improve higher education.
- Push for viewpoint diversity in hiring university faculty to ensure conservative professors have fair representation on college campuses.

**Facilitator: Paul Blair**

**Participants: Donna Hearne, Charlie Kirk and Oren Paris**



## ***Mapping the Left: Conservatives Under Fire, Firing Back***

### **Priority Action Step:**

- **Commit to issuing one new post on Facebook and Twitter each week about the Southern Poverty Law Center to discredit them. Use the [SPLCexposed.com](http://SPLCexposed.com) website for regularly updated info to use. Practice a “Unity of Effort.”**

### **Other Action Steps:**

- View and share the video “Soros’s Formula for Killing America” at [americanevangelicals.com](http://americanevangelicals.com) with your network.
- Call your congressmen before the SPLC testifies before the House Committee on Homeland Security in October. Let them know that the SPLC is not a credible organization.
- Infiltrate progressive organizations to learn their objectives, strategies and supporters.

**Facilitator: Jerry Boykin**

**Participants: Gabe Joseph, Kelly Kullberg and Carol Swain**