

Stop Funding Hate

Guide for organisations and campaign groups

STOP
funding
HATE

ethical
consumer

TIPS AND TACTICS TO MAKE HATE UNPROFITABLE

Some publications and media outlets are using hate and division to drive sales and push a socially divisive agenda. Advertisers are a major part of their business model, providing up to half of many companies' revenues

With hate crime on the rise in the UK, we are making hate unprofitable by persuading advertisers to pull their support from these publications.

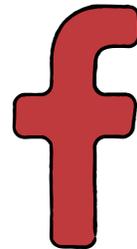
This guide will explain how you, as a campaign organisation or group, can also help persuade companies to stop funding hate.

STOP FUNDING HATE IN NUMBERS

2016
campaign
launched

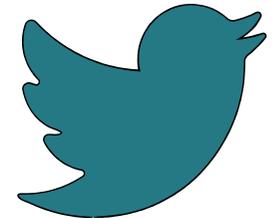
Over
16 million
video
views

Two national
newspapers
publicly
reviewing their
approach



230,000
Facebook
“likes”

128,000
Twitter
followers



Over 7 million
social media
“impressions”
each month

70 - 0 the fall
in anti-migrant
front pages
per year in the
Daily Express

Hundreds of
advertisers
withdrawn
from hateful
media

WHAT TO DO IF YOU FIND HATE ONLINE



Try to make sure that the screenshot includes both the comment or headline, and advertiser.

Find examples that as many people as possible will 'get', and which will immediately make brands feel awkward, for example anything that endorses violence (e.g. "they need to be wiped out"), or making demonstrably false claims.

BUILDING YOUR CAMPAIGN ORGANISATION

Find your power

We all have power – whether as individuals, organisers or influencers. Find the power of your organisation, whether it is your large presence on Twitter or your strong links with local community groups.

Build a big tent

Build a broad-based, inclusive supporter community. The more supporters you have, the more opposition you can show to hateful content.

Questions to consider:

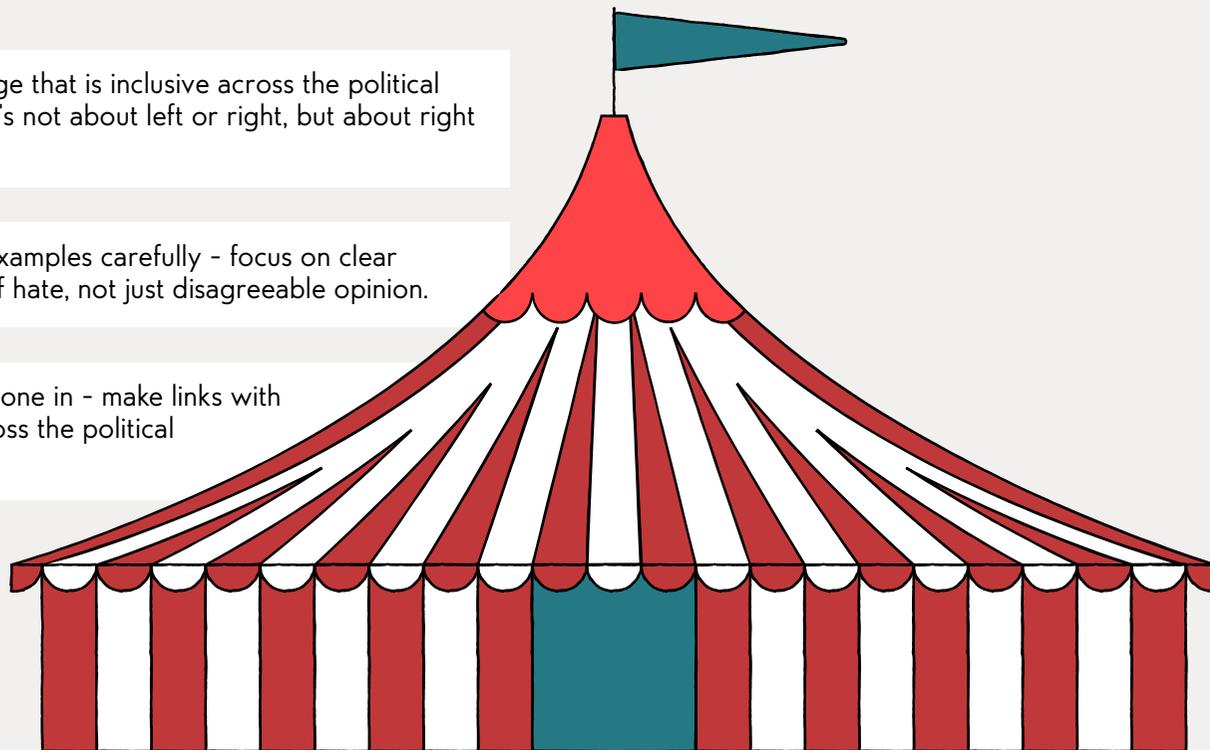
Which aspects of your campaign seem easiest for most people to agree with?

How could you pitch your campaign to the family member who is normally most opposed to your politics & worldview?

Use language that is inclusive across the political spectrum: it's not about left or right, but about right and wrong.

Pick your examples carefully - focus on clear examples of hate, not just disagreeable opinion.

Bring everyone in - make links with people across the political spectrum.



Anchor your campaign

Founding your campaign in a clear set of principles can support you in building a large supporter base and taking a 'be the change' approach, modelling the inclusive example you want to see.

Principles could include:

We all have Human Rights.

This can unite supporters across the political spectrum.

Free speech is for everyone – not just for media owners.

Consumers and brands can express free speech by withdrawing their financial support.

We do not accept hate.

'Being the change' is a great way to provide a positive example and keep your campaign above criticism. Avoiding hateful speech – even when angered by a headline, content or social media response – is a great way to do this.

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SPOTTING HATE SPEECH

Hate speech can come in many forms and contexts. Here are common types of hate speech to look out for:

Demonisation

Presenting the target group in overwhelmingly negative terms, e.g. characterising the group as 'aggressive', 'dirty' or 'criminal'.

Incitement to violence

Calling for the target group to be attacked or killed – including in coded terms, e.g. 'they need wiping out'.

Toxic misinformation

Falsely linking the target group to violent, criminal or morally corrupt behaviour, e.g. using a fake crime report.

Incitement to discrimination

Calling for members of the target group to be denied equal treatment, e.g. suggesting that they should be denied voting rights.

Dehumanisation

Portraying the target group as subhuman – likening them to vermin, parasites or disease, e.g. characterising the targeted group as 'rats', a 'swarm', 'plague' or 'infestation'.

“Accusation in a mirror”

Claiming that the target group is conspiring to attack the wider population and poses an existential threat.

CHOOSE THE MOST OBVIOUS AND EXTREME EXAMPLES

Find examples that as many people as possible will 'get', and which will immediately make brands feel awkward, for example anything that endorses violence (e.g. "they need to be wiped out"), or makes demonstrably false claims.

METRO
FRIDAY, OCTOBER 11, 2018
THE WORLD'S MOST POPULAR
60p

**I LOVE YE!
DAY KANYE
ROCKED THE
WHITE HOUSE**

PERVERT IDENTIFIED AS A WOMAN TO 'TARGET FEMALE INMATES'

THE VIEW FROM THE RIDGE | **THE GREAT UNIVERSAL CREDIT CRUNCH** | **NEWS** | **Sophy Ridge** | **Page 11**

PLUS

**TRANS GENDER
JAIL SEX FIEND**

**TONY INGRAM
SAYS
HE'S
NOT
GAY**

PERVERT IDENTIFIED AS A WOMAN TO 'TARGET FEMALE INMATES'

**MURDER
SUSPECT
SAYS
HE'S
NOT
GAY**

Life Size: Transgender sex offender Karen White. Pervert: Christopher Scott. 182

THE TIMES
BRITAIN'S MOST TRUSTED NATIONAL NEWSPAPER
Monday April 8, 2019 | thetimes.co.uk | No 72855 | £3.80 Only £1 to subscribers

Why our marriage is over
Beverley Turner on life with James Cracknell

Watford come from two down to reach final
The Game

Calls to end transgender 'experiment on children'
Staff quit NHS clinic over ethics and safety fears

Brexit-weary Britons long for political strongman

History Journalist Political Correspondent
More than half of Britons want a "strong leader" to end the Brexit "stalemate", a new survey on the state of public opinion has revealed. In findings that suggest large parts of the country are ready to embrace radical political change, nearly three quarters of people felt that the British "let" or "agreed" to a "great deal" of improvement. More than four in ten thought that the country's problems could be more easily solved if a "strong leader" took power.

Daily Mail
FRIDAY, JULY 21, 2015
www.dailymail.co.uk
60p

WHY WE ALL FEAR DENTISTS ARE NATURAL BORN KILLERS
QUENTIN LETTS PAGE 14

As police seize stowaway migrants across South, Cameron is attacked for 'likening them to insects'

MIGRANTS: HOW MANY MORE CAN WE TAKE?

FREE TOMORROW DO-IT-YOURSELF WILL KIT WORTH £9.99

Canterbury **Asford** **Wob** **Sussex**

Making it through Police across southern England arrested alleged illegal immigrants yesterday after hundreds stormed the Channel Tunnel entrance in Calais.

THE 'SWARM' ON OUR STREETS

Daily Mail
FRIDAY, AUGUST 28, 2015
www.dailymail.co.uk
60p

PM: UK MUSLIMS HELPING JIHADIS
Communities must stop 'quietly condoning' barbaric IS, he warns

MRS CLOO KNEE

GREAT MIGRANT SWINDLE

Face it, would you have known this was

Daily Mail
FRIDAY, AUGUST 28, 2015
www.dailymail.co.uk
60p

FREE INSIDE TOMORROW GREAT BRITISH BAKE OFF
SUPERB 16-PAGE RECIPE GLOSSY

As numbers break all records ...

MIGRANTS: HOW MANY MORE CAN WE TAKE?

COMMENT | not include illegal immigrants in the UK, estimated at 3.3 million. The devastating statistics came

MISSION: Jamie Oliver, pictured with his wife Jools

Jamie's war on

SHOCK REAL FIGURE REVEALED

GREAT MIGRANT SWINDLE

MRS CLOO KNEE

Face it, would you have known this was

By STEVE HAWKINS, Daily Mail Political Editor
The great immigration swindle was laid bare yesterday as one figure revealed 100,000 migrants arrived here from the EU last year - three times the previous official estimate of 28,000. It means one EU migrant entered the UK every 62 seconds. Shocking. **Home Secretary Amber Rudd** said she was "three times wrong" which had to be dropped out of the Government. **Continued on Page Five**

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CHOOSING YOUR MESSAGING



Stop Funding Hate
@StopFundingHate
3:58 AM Jan 24, 2019

#TransRightsAreHumanRights – Please share & urge @FromPaperchase to end their partnership with the Daily Mail:



A successful campaign will have clear messages that aim to get campaigners, social media users and companies on board. The words and metaphors that we use to communicate a message can have a profound effect on the way that message is received.

Tips for successful framing:

Have some simple, short messages. For example, "hate in the media leads to hate crime on the streets".

'Be the change': communicate in a way that isn't hateful and focus on the positives.

Tap into widely-held positive beliefs and values, such as kindness, empathy and love, which are shared across the political spectrum. For example, "every life is precious."

Avoid getting bogged down in arguments that reinforce unhelpful narratives.

Find 'angles' that are difficult to disagree with. Remember that the language that inspires a committed progressive campaigner may not always resonate so well with people who are less politically-engaged.

Emphasise the positive change you are seeking. For example, "we are creating a better media."

“WHEN YOU NEGATE THE FRAME, YOU REINFORCE THE FRAME”

When you focus on challenging negative stereotypes, you draw attention to them.

The same applies to attacks on your campaign. Rather than trying to rebut negative commentary, try to block and ignore it as much as possible, focusing instead on the real message your campaign is sharing.



Anat Shenker-Osorio
@anatosaurus
3:58 AM Jan 24, 2019

Replying to @glad

When you negate a frame, you evoke and reinforce it. Say what you believe, not what you oppose.

Trans people are courageous

Trans people are worthy

Trans people are our family

Trans people are our neighbors

Trans people are our colleagues



3

CONTACTING COMPANIES

Choosing the right company

Sometimes many advertisers will be associated with a hate campaign by a particular news outlet.

A 'scattergun approach' – contacting lots of companies and checking who replies – can be very useful. At the same time, you may spot brands that are likely to be 'on side', for example, those that promote values such as honesty, integrity and diversity. Focusing extra attention on these can find you a crucial first company to withdraw advertising. You could organise a 'Twitter storm' or weekend of action emailing that company to provide focus to the campaign.

In November 2019, The Spectator published an article suggesting that it should be made harder for Muslims to vote. We noticed that the National Theatre was one of the advertisers

in the magazine, which stood out as an institution that would want to be seen to be inclusive of all communities. We launched a weekend of action, focused on the National Theatre alongside other advertisers, and they were indeed the first to respond. It gave us a crucial first win and real boost for our campaigners.



National Theatre
@NationalTheatre
4:37 PM Nov 4, 2019

Replying to @NationalTheatre and @StopFundingHate

We have no further adverts planned with The Spectator, but this column, which was very much at odds with our organisational values, will be taken into account in our regular review of the places we advertise. 2/2



TACTIC Make a strong visual connection between the advertiser and the hate speech.

Create a strong visual link between a particular advertiser and the toxic media content that their money is funding and share this online. Try to take a screenshot that includes both the comments or the headline, and the advertiser.

This can be shared amongst supporters and sent to the company via email or social media.



Stop Funding Hate
@StopFundingHate
8:14 AM Dec 11, 2016

And here's @curryspcworld advertising on the Sun article comparing migrants to "cockroaches" #WhosAdvertising <https://thesun.co.uk/news/1541491/rescue-boats-id-use-gunships-to-stop-migrants/>



TACTIC Make your messages personal.

If your members feel comfortable, raising their voice can be even more compelling if they are personally affected by the type of hate that a company is funding. This could be when writing to the company or when posting on social media.

One Stop Funding Hate supporter singlehandedly persuaded a major brand to pull their online ads from the Daily Mail by talking about how she, as a trans woman, was affected by the Mail's transphobic media coverage.

TACTIC Give brands the benefit of the doubt.

Many brands won't even know where their online ads are appearing. Assuming they're onside can therefore be very powerful.

For example, ask, "surely (brand name) doesn't want to be aligned with this?"

Thanking the companies that stop funding hate.

It's great to celebrate campaign successes and show that companies are on side. This will put pressure on remaining advertisers to withdraw support. If a company says it is looking into the issue, ask it to update you once a decision has been made.



The Traveller Movement
@GypsyTravellerM

Hi @sainsburys & @LidIGB
Are you aware that your brand was advertised on C4 Dispatches programme 'The truth about Traveller crime' which labelled an entire ethnic minority as criminals? How does this fit w/ your brand values?
[@StopFundingHate](#)



TIPS FOR USING TWITTER TO #STOPFUNDINGHATE

Twitter is an ideal space because responses are public, other supporters can join in and SFH supporters can help to amplify your tweets. Ask friends, family and members or organisations you're part of to share your tweets or contact the company directly.

1 If you're not on Twitter, consider setting up a Twitter account, even if all you ever use Twitter for is to tweet advertisers.

4 Tag @stopfundinghate so we get notified and can retweet it.

2 Download the app to your phone, so that you can be ready to move quickly.

5 Use the hashtag #stopfundinghate for extra exposure.

3 Write a short, polite message to the company. If you feel comfortable, make it personal.

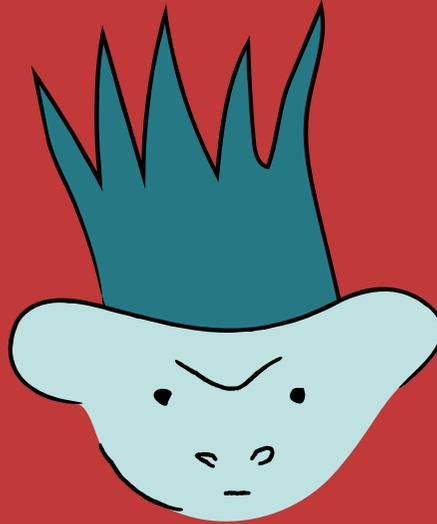
6 Retweet the tweets from other supporters or campaigners. We know how motivating this solidarity and support is!

DEALING WITH ONLINE TROLLS

Sometimes just sending a tweet or sharing an online post can be enough to prompt abuse. However, this becomes more likely if your post is shared or the advertiser responds.

Look out for overtly racist /far right accounts and /or accounts that are new, have few followers or look fake, e.g. "@Nigel4327970".

Here are some steps for dealing with trolls:



Don't feed the trolls. We would *never* recommend engaging with trolls in any way. Engaging can amplify their message, even if they say they want debate.

Block or report them. If trolls become abusive, resorting to hate speech or threats, push back by blocking, reporting, and in extreme cases (e.g. death threats) reporting to the police.

Be aware that trolls may search out information about you from the public domain. If a) your home address or other contact details are available anywhere or b) there's information in the public domain linking you back to your employer then be mindful that they may seize on this. If there is sensitive personal information about you already online then it's important to be mindful of the additional risks this creates. You may choose to not engage with advertisers publicly but email or write a letter instead.

Self-care is vital: take breaks and filter tweets from people you don't follow.



Check out
[fixtheglitch.org](https://www.fixtheglitch.org)
for self-care tips

THE ICEBERG EFFECT

For every advertiser who's made a public statement, there are likely to be many more who have quietly stopped funding hate.



If you'd like to find out more about how you as an individual can challenge media hate, check out our how to guide for individuals.

bit.ly/StopHateIndivid

Stop Funding Hate Guide for individuals



ethical
consumer

ethical
consumer

Ethical Consumer is an independent, not-for-profit, multi-stakeholder co-operative with open membership, based in Manchester. We provide all the tools and resources you need to make choices at the checkout simple, informed and effective.

STOP
funding
HATE

Stop Funding Hate is making hate unprofitable by persuading advertisers to pull their support from publications that spread hate and division.

Supported by Paul Hamlyn

phf Paul Hamlyn
Foundation