

Winning with Memes & A Consistent Message

A Presentation for Southern Nationalists

What are memes?

- A meme is an idea that is spread from person to person within a culture.
- Comes from the ancient Greek term *mimeisthai* ('to imitate')
- Memes can be in many forms (slogans, images, symbols, etc).
- The power of a meme is in its repetition.
- Memes are effective. They are used to sell products and ideas on a mass scale.
- Anyone (especially children) can promote a meme.

Mememes are not...

- Intellectual. They won't allow you to demonstrate how cultured or well-read you are.
- Complicated. Effective mememes are very short and simple. They are easily internalised by others. They are memorable.
- Perfect. No meme can sum up the entire message of a movement or tell its historical narrative. Mememes are not designed to do this. We should never attempt to present our entire message to someone at once anyhow.
- Natural to Right-wingers. Rightists tend to be individualistic and want to over-analyze things. They tend to want to give long, complicated narratives about arcane subjects. This is ineffective when trying to spread our message to the public.
- About our ideal world. In reality not everyone is well-educated and most people do not have the time or interest to study things in depth. Mememes are tools for reality.

Mememes work to sell products

Nike: 'Just do it.'

Chick-fil-A: 'Eat more chicken.'

Timex: 'It takes a licking and keeps on ticking.'

Yellow Pages: 'Let your fingers do the walking.'

Campbell Soup: 'M'm! M'm! Good!'

Milk: 'Got milk?'

Wendy's: 'Where's the beef?'

Verizon: 'Can you hear me now?'

Burger King: 'Have it your way.'

Mememes work to sell ideas

French Revolutionaries: 'Liberty, equality, fraternity!'

Communists: 'Peace, bread, land!'

Nazis: 'One people, one empire, one leader!'

USA:

'Nation of immigrants.'

'All men are created equal.'

'Diversity is our greatest strength.'

'United we stand. Divided we fall.'

'Marriage equality.'

'That's racist!'

Example of a successful meme

'The Mantra': 'Anti-racist is just a code word for anti-white.'

- Meme created by Bob Whitaker (South Carolinian, George Wallace campaign leader, worked in Reagan Administration, former CIA agent).
- Widely spread on the internet, especially in comment sections beneath articles and videos.
- The term 'anti-White' is now being used by some media figures and politicians.
- Gives people something to say when called 'racist' and enables them to put the other person on the defensive.
- Whitaker has blogged daily for years about how to make this meme successful.

'Racist'

- Meme created by Leftists in the 1920s.
- Successfully neutered a generation of White people.
- Under the 'racist' meme the USA went from being 90% White in 1960 to the point where last year White children became a minority.
- Puts Whites on the defensive. They typically begin to deny being 'racist' and start to invoke their legion of Black friends to prove that they aren't 'racist.'
- According to diversity/multicultural professors only White people can be 'racist' and all White people are at least somewhat 'racist.' And 'racism' is something that only White people can do to non-Whites.
- Hundreds of millions of dollars spent promoting this meme. At this point it can not be effectively re-defined (we don't have the money or time to do so).
- According to polls, is less effective against younger people than with Baby Boomers.

How to deal with 'racist'

- 'You're just saying that because I'm White. Anti-racist is just a code word for anti-White.'
- Do not get defensive. Go on the offensive. Point out that the other person is anti-White. Repeat the term 'anti-White.'
- Do not deny being 'racist' – this is just a slur used against White people.

- Example: Someone says the Confederate flag is 'racist.'

'He is only saying that because we're White. He says he's anti-racist but he only attacks White people. What he is is anti-White. Anti-racist is just a code word for anti-White.'
- Another example: Someone says 'we're a nation of immigrants.'

'No one floods non-White countries with millions of foreigners and says “we're a nation of immigrants.” The people promoting mass immigration say they're anti-racist but they only promote mass immigration in White countries. What they are is anti-White. Anti-racist is just a code word for anti-White.'

Key words

- Anti-Southern.

Those who support mass immigration into the South are anti-Southern.

Those who oppose Southern flags and symbols are anti-Southern.

Those who ridicule Southern culture and dialects are anti-Southern.

Those who support anti-Southern legislation (such as the Voting Rights Act) are anti-Southern.

Those who oppose a free South are anti-Southern.

- Anti-White

See above. Generally speaking, most people who are anti-Southern are also anti-White.

Helpful tips

- Define us with positive words. Do not define us negatively.

Examples:

We are *pro*-Southern.

We are *for* the Southern people.

We *support* our culture.

- Define our enemies with negative words. Do not define them positively.

Examples:

They are *anti*-Southern.

They are *anti*-White.

They are *against* a free South.

They *oppose* our culture.

- Never go on the defensive. Once you do, you lose.

More tips

- Do not give history lessons to new people in meetings. History can be explained outside of meetings. Use memes.
- Use silence. Do not over-explain. Introduce the League with a meme then be quiet. Wait for the other person to respond. This is difficult for some people. It must be practiced. Often silence is far more powerful than explaining. Notice how the US media uses silence to promote their agenda.
- Do not give history lessons to the media. They are not interested and will never quote your entire narrative.
- Education is not the key. No successful political/cultural movement has come to power by educating the public. We are interested in distilling our message (with memes and talking points) and spreading it as widely as possible and then repeating that message until enough people have internalised it.
- Be present and future-oriented. Southern nationalism is not about the 1860s. Our history didn't begin or end in the 1860s. We are interested in a future for our people in our land.

Look the part. Dress well. Don't wear reenactment items to LS meetings, media interviews or when in public promoting the League.

Early Southern nationalists understood the importance of a consistent message

'Let all your game lie in the constant recognition and assertion of a Southern nationality.'

-William Gilmore Simms

What is our consistent message?

The Southern people are a distinct nation and to survive and be free we must be independent.

- Talking points which support our consistent message:

The USA is demographically displacing us. That is defined as genocide under international law (Article II of 1948 Convention on Genocide).

Young Southerners will grow up a minority in their own land.

Our culture is in danger of being lost unless we are independent.

The 'New South' is a failure which was forced upon us by the USA.

Our cities, schools, families, etc. are in terrible shape.

As a minority nationality in the USA, Southerners are out-voted on nearly all important issues. This is not self-government.

A consistent message

- Are we all on the same page?
- Are some of us pushing our hobby-horse interests?
- Do we have specific goals at each level of the League by which we can measure how effective is our activism in promoting our consistent message?
- Is everything we are doing for the League focused on our core mission?
- If not, how soon can stop doing whatever it is we are presently doing and begin pushing Southern nationalist memes and the League's consistent message?

What is Southern nationalism?

Southern nationalists promote the survival, well-being and independence of the Southern people.

The above meme is based upon the League's Core Beliefs Statement:

'We seek to advance the cultural, social, economic and political well-being and independence of the Southern people by all honourable means.'

Recommendations

- Memes take practice to become natural and be effective. Practice. Practice. Practice.
- Make LS chapter meetings into training sessions for promoting our memes and staying on message.
- Assign a chapter member to be the media spokesman. This person must be practiced and well-polished with our memes and must be able to stay on message.
- Assign tasks/projects to specific members to promote our memes.
- Be wary of anyone who takes the chapter off message or who refuses to promote the memes.

Practice

- What is the League of the South?

We are a Southern nationalist organisation. We support the survival, well-being and independence of the Southern people.

- Are you a racist group?

We are pro-Southern. The SPLC and NAACP say we're 'racist' because they are anti-Southern and anti-White.

- Other questions the media will typically ask (be ready with memes for these):

Isn't secession treason?

The SPLC says the League is a hate group. Why do you support hate?

Why are you against America?

Do you hate Blacks?

Wasn't all of this settled in the Civil War?