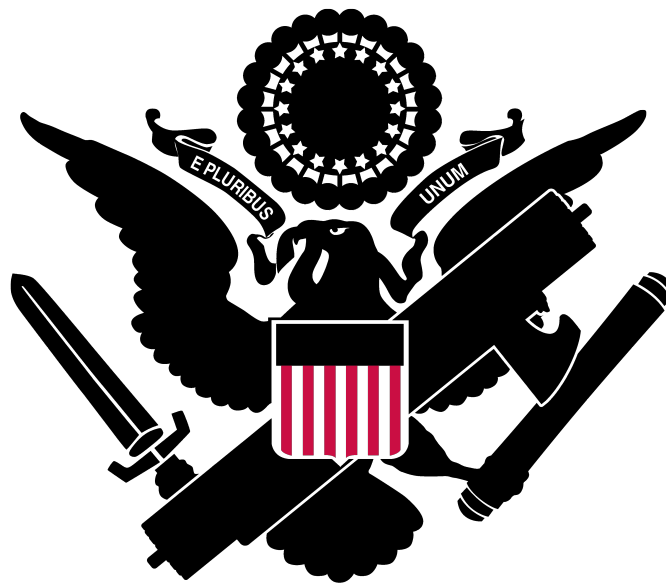


A GUIDE PREPARED FOR THE NATIONAL FEDERALIST PARTY



POSTERING THEORY, STRATEGIES, AND BEST PRACTICE

SUBVERT.PW

LOOK AHEAD

Right into your eager hands, you hold 200 or so stickers. You desperately want to put them up, it hurts to just stand there and do nothing. Ask yourself something, is it really such a good idea to just start putting them everywhere in an unorganized manner; or maybe you need a plan. Always think ahead, always have a plan. Never be caught without one.

Make sure to **scout your location** ahead of time. Try and find a map online if possible. If you can't get one, look for a fire-escape map and take a picture of it with your smart-phone. If anyone asks, you are just being safety minded. You will use this map to mark the location of important things, such as cameras, bathrooms, and elevators.

WHAT TO LOOK FOR:

Security Cameras:

If you can see it, it can see you. Stay away from security cameras, especially dome encasing. The golden rule when around them is to ensure all are out of sight before placing anything down. Footage will be handed over to the police in a heartbeat, do not even think about going near them in daylight.

High traffic Areas:

Although hard to hit during the day, a high traffic exit could be a perfect place to put a sign near. Make sure you know when traffic dies down from this area, having to wait for passerby's to stop coming could prove to be annoying.

Poles, transformer boxes, bus stops, ect

In outdoor areas, you want nice smooth surfaces to put posters on. Look for these types of places outside. Prioritize places near high traffic areas.

Bathrooms:

A propaganda spreaders dream come true, bathrooms are good for two reasons. First, everyone goes to the bathroom. Placing a sticker in a bathroom means guaranteed traffic. Second, there are never any security cameras in bathrooms. It happens to be against federal law. Always mark these on the map, they are a gold mine. If you have a female member of the group, push to have them place extremely triggering stickers in the women's restroom. Think about the number of blue-haired feminists that will traverse a college campus, mall, or other public center. Now think of their but-hurt when they see said sticker.

Elevators:

Elevators rarely have cameras inside them, though there may be some outside. When inside an elevator, place your sticker above the buttons where they cannot be seen from the outside. A picture of a clean elevator followed by a picture of you leaving an elevator with a

poster clearly visible in the back is by no means something you want. If you feel that you are being watched, wait for someone else to enter and leave the elevator before putting up a sticker.

Vending Machines:

There is usually some traffic to and from vending machines. I would recommend giving them a fair look. Look for cameras around the machines, as well as inside. Place any stickers at a skewed angle to prevent it being confused with a production sticker. Take care of business quickly, someone may be nearby soon.

Public bulletins:

Public bulletins are already likely to be filled with propaganda from your opponents, but that doesn't mean they aren't worth a good look. These types of places are prime territory for bait and switch posters, designed for maximum triggering.

Mark all of these locations on your map. Make sure all involved get a copy.

TYPES OF POSTERS

There are a lot of different types of posters you can put up, depending on what type of reaction you are angling for. Keep these in mind when as you plan:

Shock:

Shock posters are exactly what they sound like. These usually contain maximum edge, with swastikas, words like “black lives don't matter”, holocaust jokes, ect.

Bait:

Bait posters, some times known as bait and switch posters, look exactly like liberal propaganda. Make text such as “help Syrian refugees” or “don't hate on gays,” and then lay down a shortened link and a QR code. Direct them to a short, gex style youtube video. Watch as shock and confusion occur during viewing.

Informational:

These type posters usually contain some sort of statistic or fact to slowly red-pill the viewer. A shocking statistic doesn't belong in a shock poster, as it doesn't have the same effect.

Question/Commentary:

Usually makes some sort of statement such as “we sleep, they rule” or “everything is under control.” These types of posters are designed to get the reader to think (“omg really makes u think, ect”). Encourage them to Google a phrase or idea.

Black:

Black propaganda steals reputations as well as Blacks steal cars. The goal is to pretend to be the opponent, while looking very stupid at the same time. On a sticker, act as spergy as possible. “OMG GAY RIGHTS EVERYTHING IS SEXIST HOLY SHIT SUCK ALL BLACK PEOPLE OFF, EVEYONE WHO DISSAGREES IS A NAZI!!!!” Make sure that the sticker itself is believable.

MAKE A PLAN

You have your locations scouted and your posters printed. Its time to make a plan for the long haul. This is where the magic and the fun happens. Radical ideas are not accepted over-night. There is a processes that needs to occur beforehand. Although there are some odd sections, it can be broken down into three parts.

Shock > Hold > Normalization

The first part of the chain begins at **shock**. What you have to say needs to get people offended and angry. Your message needs to hit the news. People need to pick up the paper and read a headline of "RACIST BIGOT NAZIS INVADE LIBERALVILLE COLLEGE" followed by a big picture of your poster. In the first phase, you need to employ two main types of propaganda, **shock and bait** posters. Usually this should last 2-3 weeks. Plan out how many posters you will put up per week (aim for 10-15). Assign who will do what where and at what time. Get the necessary posters made in advance, and obtain anything else you will need.

Next we try to **hold** a presence. The key here is to outlast your foes. Employ **black propaganda** to keep the enemy at bay. Create a narrative that "the NFP is a lasting force" or that "a culture of hate has strong roots here;" you want people to feel as though you aren't going away.

Finally comes **normalization**. Normalization is about legitimizing what you have to say. When you feel you could go outside and say "the jews did 9/11" without getting an odd look, you have reached normalization. If things slip back to the way they were before, return to the shock step.

Do not be afraid to **be opportunistic**. If a gay "rights" group is going to have a protest or a meet up, try to come by the day beforehand with shock stickers. Do not be afraid to make them as but-hurt as possible.

USEFUL THINGS:

Communist tote bags:

This may sound odd, but small tote bags featuring Che or Stalin are by no means a bad idea. Store posters and stickers in these, do you really think that your university will suspect a neo-communist of being the source of local "hate speech." Bonus round: Browse a communist forum such as revleft to pick up their lingo. If you happen to be cornered by anti-fa, talk your way out of it by calling yourself a maoist or a zapatista.

Generic Hoodie:

Take a minute to figure out what the most common hoodie in the area is. Find something that you might see every day, and then forget. Wear something that would make you indistinguishable from the crowd.

Paper cut-out masks:

When putting up posters at night, it is never a bad idea to hide your identity. There are many designs online for paper card-stock masks. Print one out and wear it when putting up a poster where you might be seen after dark. These masks can easily be disposed of later. *Use with caution, these look super suspicious to onlookers.*

Stiff plastic card:

A library card or a credit card will do fine. Stiff objects are always great to have around when putting up stickers as they can help work out any bubbles stuck under the adhesive. A plaster knife might be nice as well, however they generally are not as portable.

Pen-knife:

If you happen to see a leftist poster stuck up on a wall, a pen-knife might not be a bad thing to have around. Put a an x slash into the poster. Use the corners you just created on the inside of the poster to peel it outwards. Generally the center of the poster is not as well adhered to the wall as the sides, and are easier to pull away. Bonus Round: A small spray bottle of watter might help if they were stupid enough to use a washable glue or a wallpaper glue.