



THE SLEEPING GIANTS' BILL O'REILLY ACTION

WHAT'S THE DEAL?

Bill O'Reilly has always been a lightning rod, but an article in the April 1, 2017 New York Times showed that he's actually much worse than any of us knew. Settling \$13 Million in sexual harassment claims generally is not a good sign and new allegations are coming in every day. The article claims that Bill O'Reilly routinely preyed on young women working for the Fox News Network and, when they rebuffed his sexual advances, he ensured that their time at Fox was cut short. Despite the fact that we've been focused on the hate and bigotry of Breitbart News, we felt it necessary to take action against Mr. O'Reilly because of his clear disregard for women and minorities.

https://www.nytimes.com/2017/04/01/business/media/bill-oreilly-sexual-harassment-fox-news.html?_r=1

AREN'T YOU FOCUSED ON BIGOTRY IN MEDIA?

Yes, and that's what this is. Bill O'Reilly has not just demonstrated his bigotry over the years on his broadcast, many times aimed at the African-American community, but with the new allegations of the sexist and misogynistic actions towards women on his staff, we felt the need to do a shorter, more focused effort within our larger campaign.

OKAY, BUT WHAT DO I DO NOW?

This action will work much like our action with Breitbart, but with some small tweaks. Stay with us here:

- 1) We will keep a running list of companies advertising on O'Reilly Factor on a Google Doc, which will be updated when Giants spot a new advertiser on the show.
- 2) Everyday, we will tweet out a new set of "O'Reilly Facts", which will inform advertisers on his show of his acts of bigotry and sexist indescresions.
- 3) Simply take these facts and tweet them to these companies directly with your own personalized polite (please!!) note asking if they'd reconsider supporting Mr. O'Reilly.
- 4) Tag @slpng_giants so we can keep track of the progress of these companies.

HOW LONG ARE WE GOING TO DO THIS?

This is going to be a much shorter campaign (hopefully). Because this is not about programmatic advertising online, we're thinking we can get our point across in two to three weeks.

WHAT DOES SUCCESS LOOK LIKE?

We'll just have to see. Bill O'Reilly is a cable news juggernaut. The hope is that companies will reconsider advertising on The O'Reilly Factor when they get all of the facts about Mr. O'Reilly's past with women and statements about minorities.

BUT WHAT ABOUT BREITBART? WHY ARE YOU SCREWING WITH THIS?

We are NOT leaving the original mission. We are 110% still dedicated to continuing our original effort. In fact, we'll be running it at the same time on the same Twitter handle. What can we say? We're good at multi-tasking. We're also going to need everyone to continue on the Breitbart track as well. Ironically, it's a much bigger job. So don't get too excited. We're going to be the same old boring Sleeping Giants you've come to know and love.

WHAT'S THE FASTEST ANIMAL IN THE WORLD?

The Cheetah.