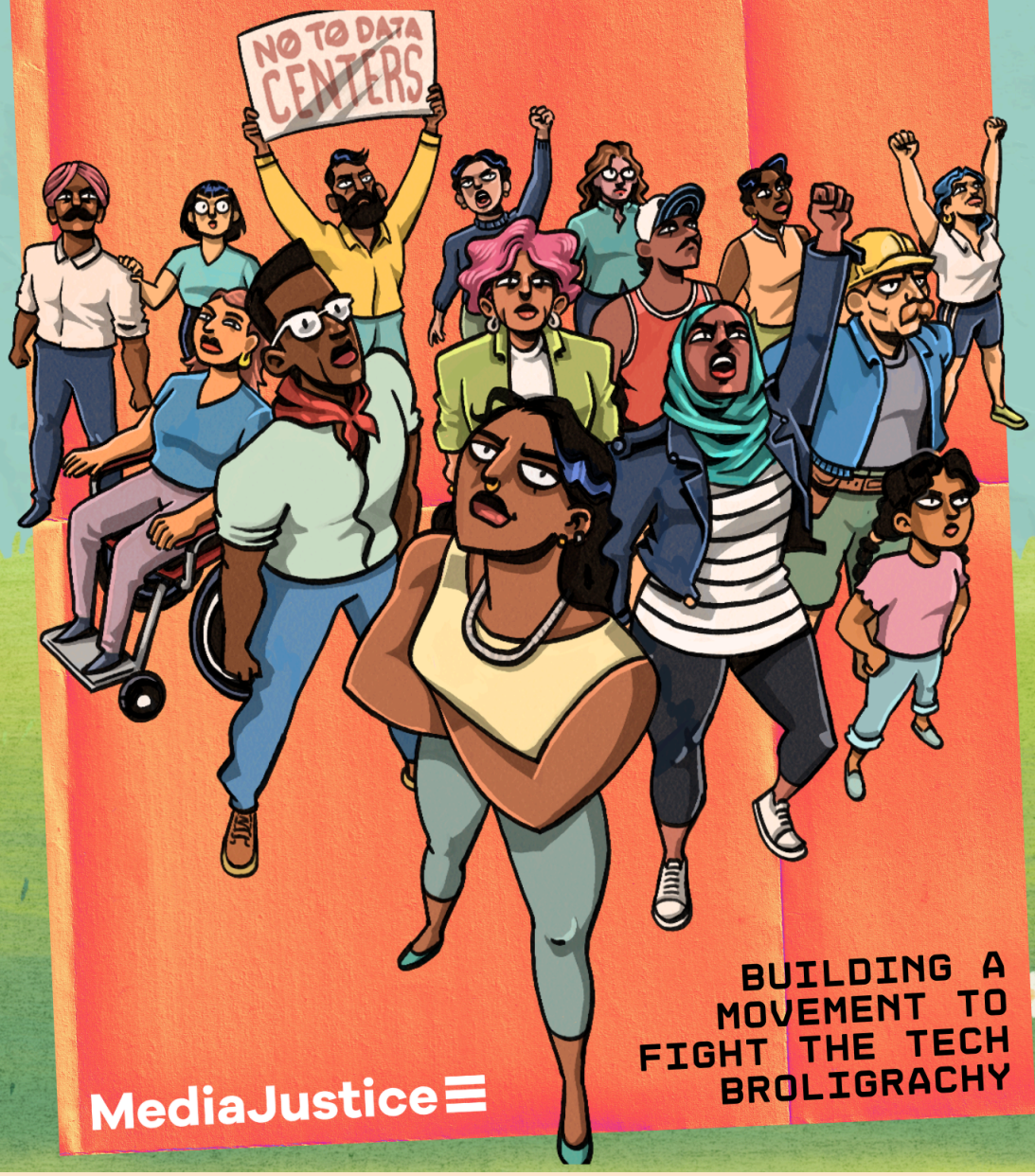
BROBOTS VS THE PEOPLE

TOOLKIT



BUILDING A MOVEMENT TO FIGHT THE TECH BROLIGRACHY

MediaJustice

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WELCOME

Thank you for checking out ***BroBots vs. The People Toolkit: Building a Movement to Fight the Tech Broligarchy.*** This toolkit offers guidance for coordinating our fights against the tech billionaires and those that support their agenda – through the midterms and beyond. Whether you are fighting data centers from coming to your town, tech surveillance from terrorizing your community, or for the abolition of detention centers and prisons – know that your work has made cracks in the tech empire, and that together, our fight will be stronger.

Inside you will find:

- Guidance on how to host your own **People's Movement Assembly** – local gatherings where communities name the harms and visions for how they want to fight back
- **Sample agenda, facilitator guide**, and **slides** to break down the Tech Broligarchy's moves in this current moment around the midterms and beyond
- **A range of original artwork** – including flyers, posters, banners, and stencils – that can be customized to fit your outreach and organizing needs

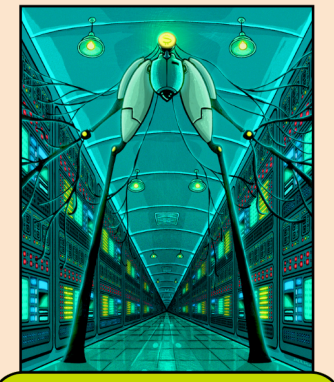
The Tech Broligarchy and their BroBots are banking that our fights will be siloed. Join us in connecting the dots and strengthening our collective power.

In solidarity,
The MediaJustice team

AN INTRODUCTION TO BROBOTS VS. THE PEOPLE

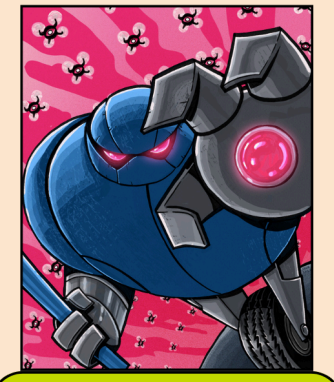
Since the start of Trump's second term, tech industry power and authoritarianism have rapidly combined. The Tech Broligarchy is determined to keep this power, which is why they have committed hundreds of millions of dollars to the 2026 midterm elections. Congress is literally on the ballot, and Big Tech is investing in squashing any future regulation of AI and data centers, despite vastly documented harms.

Our fight against technofascism isn't just with the Tech Broligarchy. It's with their minions, who we call BroBots. A **BroBot** is an individual who sells out people and the planet for a profit-driven tech-supremacist world. These include *the Silicon Valley BroBot*, *the BroBot Cop*, and *the BroBot Politician*.



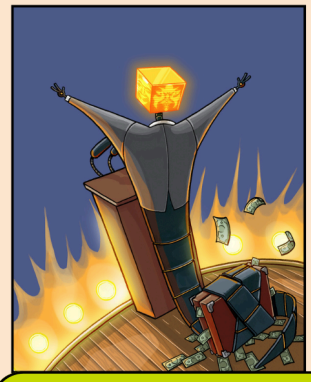
Silicon Valley BroBot

works inside the industry and drinks the kool-aid



BroBot Cop

unleashes the Broligarchy's tools on our communities



BroBot Politician

takes tech money and votes accordingly

BroBots vs. The People is an organizing campaign designed to coordinate our fights against the Tech Broligarchy and their minions. This campaign has three components:

1. Content: Follow the money and make it make sense.
Our six-part political education series, *BroBots Vs. The People: Tech Money in Politics*, follows the money into the midterms and names the people who are selling us out. Register for the series at bit.ly/resistbrobots, and be sure to

follow us on social media as we drop analysis and breaking news to help our communities connect the dots and stay informed.

2. Coordination: Turn the analysis into action that people can take where they live.
Through People's Movement Assemblies and Distributed Actions, communities come together to name how tech billionaires and their BroBots are harming them, and collectively decide how to fight back. This toolkit offers guidance on setting up your local People's Movement Assembly, a gathering that centers community voice and self-governance. Local groups can then use the toolkit's artwork templates to design their own campaigns and actions as they see fit. To join us in the campaign or for help setting up your People's Movement Assembly, please fill out this form or email brandon@mediajustice.org.

3. Convening: Come together to assess the moment and decide what's next.
On September 19th, we partnered with Mijente to host "*Fighting Technofascism: Power, Surveillance, and Resistance*," a national convening for organizers to assess the political terrain and what this demands of our organizing strategy. **Naomi Klein**, **Astra Taylor**, **Tawana Petty, Gil Durán**, and **Caren Tepp** were featured plenary speakers. Catch the highlights in this recap, and watch the opening plenary here.

For more info, visit: brobotsvsthepeople.org

ORGANIZING A PEOPLE'S MOVEMENT ASSEMBLY

- What is a People's Movement Assembly?
- Designing Your People's Movement Assembly
- Planning Checklist
  - Planning Checklist Template
- Agenda & Facilitator Guide
  - Agenda & Facilitator Guide Template
  - Slides Template
  - Run of Show Template
  - Sign Up Sheets
- Extension Activities
- After the Assembly

WHAT IS A PEOPLE'S MOVEMENT ASSEMBLY?

A People's Movement Assembly (PMA) is a gathering of people to share ideas about issues affecting a community and decide together what they want to do about them. They are one of the many tools that have been created by oppressed people to use when existing forms of governance and democracy are failing, like we're seeing with polluting, resource-devouring data centers and the mass surveillance networks tracking our every move.

Whether looking at examples of marronage by enslaved people or the autonomous zones of the Zapatista movement, our ancestors have given us examples of how to come together, build power, and take collective action to create the kinds of futures for our communities that we both demand and deserve. People's Movement Assemblies are one of these ways, as part of a process, where folks can come together to start taking back control of their own communities. They can be a one-time thing, or a practice that is revisited and used to develop collective plans for action throughout a campaign.

If we want clean air, affordable energy, safe drinking water, freedom from surveillance, and a livable planet, we must take the future into our own hands and stop waiting for elected officials either to do what's best or to listen to our desires. We must come together and PMAs are one powerful and purposeful way to come together and practice collective self-determination for all of our communities.

You can learn more about People's Movement Assemblies by checking out resources from M4BL, which is currently training and helping folks organize PMAs, or by checking out Jackson People's Assembly, who helped create the guide and practice in Mississippi.

To join the BroBots vs The People campaign, or for help setting up your tech justice People's Movement Assembly, please fill out this form or email brandon@mediajustice.org.

DESIGNING YOUR PEOPLE'S MOVEMENT ASSEMBLY

Build Your Team.

Find people who believe in building community power to be involved in creating your People's Movement Assembly. These are folks who are rooted in community and will think about how to make this process as inclusive and empowering as possible. Be sure to delegate responsibilities, support one another, and check in as a team as needed. Roles may include:

- **Logistics team** – securing and liaising with the venue; purchasing supplies; updating run of show for volunteers; coordinating food, childcare, and interpretation *(optional)*
- **Outreach team** – designing and coordinating outreach plan; making flyers; maintaining social media
- **Facilitation team** – adapting the agenda, facilitator guide, and central question; updating slides; coordinating any guest speakers or performances

Identify The Central Question for Your People's Movement Assembly.

The central question will frame the theme of your People's Movement Assembly. Think about who you are inviting and what you want participants to experience from the process. Some sample questions include:

- How are local BroBots selling out our community for the Tech Broligarchy's agenda, and what do we want to do about it?
- How are the Tech Broligarchy's moves around the elections showing up in our community, and what does this mean for our organizing?
- What is the tech industry taking from our community, and what do we want to take back?
- How can we use this moment to bring together our local data center and tech surveillance organizing fights?
- How will we build power and self-governance as our el elected officials are failing us?

Set the Date, Time, and Location.

Before you set a date, discuss who you want to invite to your People's Movement Assembly. If there are specific groups you want to be present, check in with them before finalizing your date and time. Be sure to consider whether there are other

popular community events already scheduled; hours and locations accessible to working families; and venues that accommodate your community's accessibility needs. It's always meaningful to work with a local venue that shares your community values.

Outreach.

Here is a Flyer Template to help jumpstart your outreach. Think about who you are inviting and the popular places people frequent – grocery stores, libraries, parks. See if folks can make announcements at local radio stations, PTA meetings, church, etc. If you are planning to offer food, childcare, or interpretation, be sure to communicate that in your outreach materials. If promoting on social media, see if community groups will repost your People's Movement Assembly to their followers.

Finalize Agenda and Day-Of Roles.

The whole team should decide what roles they want to play on the day of the People's Movement Assembly. Day-Of Roles may include:

- **Setting up space** – chairs, tables, breakout group materials, food/childcare (optional)
- **Tech setup, testing, and managing slideshow** – laptop, slides, projector, and mic/speakers/interpretation equipment (optional)
- **Facilitators and Notetakers** – identify facilitators for each activity, as well as notetakers for the full group discussions and breakout sessions
- **Photographers** *(optional)*

The facilitation team should take on adapting the agenda, facilitator guide, and central question, as well as updating slides.

If you need any support designing your People's Movement Assembly, reach out to Brandon, Senior Campaign Lead, at brandon@mediajustice.org.

PLANNING CHECKLIST

Create your list with this template.

3-4 Weeks Out

- ☐ Identify planning team and delegate responsibilities (logistics, outreach, facilitation)
- ☐ Set date, time, location
- ☐ Adapt the central question
- ☐ Devise an outreach plan and begin conducting outreach

1-2 Weeks Out

- ☐ Finalize agenda, facilitation script, and central question
- ☐ Update slides
- ☐ Speaker and performer prep, if applicable
- ☐ Confirm logistics
- ☐ Assess RSVPs and continue outreach
- ☐ Make a list and purchase supplies

Day-Of Checklist

- ☐ Set up space
  - ☐ Sign-in station, pens
  - ☐ Name tags, pens
  - ☐ Flyers for any upcoming events
  - ☐ Signs – Restroom, Wi-Fi information
  - ☐ Write up the agenda on chart paper and hang it up in the space
  - ☐ Breakout materials – chart paper, markers, tape
  - ☐ Food/Childcare/Interpretation *(optional)*
- ☐ Set up and test tech
  - ☐ Wi-Fi
  - ☐ Laptop, projector, screen, slides
  - ☐ Extension cables
  - ☐ Mic/Speakers *(optional)*
- ☐ Capture commitments
- ☐ Donation jar *(optional)* – this can help offset printing, venue fees, etc

AGENDA & FACILITATOR GUIDE

Description: This agenda is designed for an in-person People's Movement Assembly that runs between 2.5-3 hours in duration. You can customize your People's Movement Assembly with the following templates:

- Agenda & Facilitator Guide Template
- Slides Template
- Run of Show Template
- Planning Checklist Template

> **Note:** If you are working with a longer timeframe, please visit Extension Activities to view additional activities you can add to your agenda.

Goals:

- Engage a large number of community members in a power-building and accessible way
- Share information on the current context of the Tech Broligarchy's agenda, including using the midterm elections to further expand their wealth and power
- Introduce the three BroBot archetypes – *the Silicon Valley BroBot*, *the BroBot Cop*, and the *BroBot Politician* – and use these to listen to community ideas and concerns on local stakeholders who are upholding the agenda of the Tech Broligarchy
- Support community discussion and ideation on how to address these harms and push back against local BroBots and the Tech Broligarchy

Definitions:

- **Tech Broligarchy** – the billionaire owners, CEOs, and investors of the world's largest and most influential technology corporations that are wielding their unprecedented wealth for political power. Since the start of Trump's second term, the Tech Broligarchy have embedded themselves across federal agencies, secured lucrative government contracts for tech surveillance weapons, and pushed for deregulation to facilitate their AI and data center projects. They are bros because their capitalist, wealth-building project is rooted in white supremacy, patriarchy, and cis-white, male power.
- **BroBot** – an individual who sells out our people and planet for a profit-driven tech supremacist world. These include *the Silicon Valley BroBot*, *the BroBot Cop*, and the *BroBot Politician*. BroBots are agents of social control and democracy suppression; traitors to the human race. Think politicians who take

tech-bro money and greenlight AI data centers. City officials who vote for tech surveillance contracts while slashing essential services. Police who track protestors' social media. ICE agents who use facial recognition apps to verify someone's immigration status. Bosses who replace workers with AI. Data brokers who steal and sell our data. Landlords who use AI-powered tenant screening tools to discriminate against low-income tenants. **BroBots use, sell, and promote the tools and the story that keep the Tech Broligarchy in power.**

- **Big Tech** – A blanket term for the world's largest and most influential technology companies. The "Big 5" often refers to five companies – Amazon, Apple, Alphabet (which includes Google), Meta (formerly Facebook), and Microsoft. The "Malicious 7" can be expanded to include Nvidia and Tesla. The concept of Big Tech can also extend to the major Chinese technology firms — Baidu, Alibaba, Tencent, and Xiaomi — collectively referred to as BATX.

Central Question: How are local BroBots selling out our community for the Tech Broligarchy's agenda and what do we want to do about it?

Examples of other Central Questions:

- How are the Tech Broligarchy's moves around the elections showing up in our community and what does this mean for our organizing?
- What is the tech industry taking from our community and what do we want to take back?
- How can we use this moment to bring together our local data center and tech surveillance organizing fights?
- How will we build power and self-governance as our elected officials are failing us?

Agenda:

1. **Welcome** (10 mins)
2. **Community Agreements** (5 mins)
3. **Icebreaker** (10 mins)
4. **Current Context Slide Presentation** (15 mins)
5. **1st Breakout Session – Central Question & BroBot Archetypes** (40 mins)
6. **Break** (10 mins)
7. **2nd Breakout Session – Identifying Interventions** (55 mins)
8. **Next Steps** (10 mins)
9. **Pluses/ Deltas / Suggestions** (10 mins)
10. **Closing Chant** (5 mins)

Materials:

- Name tags
- Sign Up Sheets
- Pens
- Chart paper
- Markers
- Sticky notes
- Tape
- Slides
- Laptop, Projector, Screen/Wall
- Mic, Speakers, Interpretation Equipment *(optional)*

Prep:

- Have a station for sign-in sheets and pens
- Write up the agenda for folks to see
- Set up and test the Wi-Fi, laptop, projector, screen, and slides
- Set up and test the mic, speakers, interpretation equipment *(optional)*

FACILITATOR GUIDE

1. Welcome (10 mins) – [Slides 2 - 6]

- Acknowledgments, Chant, or Cultural Ritual
- Brief introduction of groups/ coalitions that organized this PMA
- What is a People's Movement Assembly
- Review Agenda
- Announcements about Logistics, Accessibility, and Photo/Video Consent

2. Community Agreements (5 mins) – [Slide 7]

Offer a few examples and invite the group to come up with other ones.

3. Icebreaker (10 mins) – [Slide 8]

Get into a group of 3 with people you don't know, and introduce yourself:

- Name, Pronouns
- What brought you here, and what do you want to get out of this space?

4. Current Context: Slide Presentation (15 mins) – [Slides 9 - 27]

Note: Please edit these slides as needed to best suit your group.

- Under Trump's second term, tech industry power and authoritarianism have rapidly combined.
- Wealth inequality is widening as the Tech Broligarchy and a corrupt administration line their pockets by selling war, surveillance, and AI as issues of national security.
- Meanwhile, our communities face tech-powered violence; polluting, resource-devouring data centers; AI surveillance of workers, protestors, and those seeking healthcare; and tax dollars given to tech corporations while essential services are cut.
- The Tech Broligarchy has so much wealth and power, they now have minions: BroBots.
- A BroBot is an individual who sells out our people and planet for a profit-driven tech supremacist world. A BroBot includes:
    - The DOGE staffers who used ChatGPT to cut humanities grants
    - ICE agents who use facial recognition apps to terrorize our communities
    - Police who track protestors' social media
    - Elected officials who profit from greenlighting AI data centers despite resounding community opposition
- Resistance to the Tech Broligarchy is Growing:
    - Purge Palantir built a tracker of every politician on Palantir's payroll, and those politicians started returning the money.
    - No Tech for Apartheid, a worker-led campaign of Google and Amazon workers formed because engineers would rather quit than build the tools.
    - And the People are winning against data centers. In July, New York became the first state to pass a statewide moratorium, joining more than 100 cities in over 30 states that have passed their own local moratoriums and bans. Polling shows that 71% of people say they don't want a data center built near them.
- The BroBots buying the midterms
    - You might recognize some of these top individual donors from the Broligarchy like Elon Musk of xAI, Tesla, SpaceX, and X Corp; and Marc Andreessen and Ben Horowitz, partners at Andreessen Horowitz, the largest venture capital firm. The company invests heavily in defense tech companies that secure billions of dollars worth of government contracts.

    - A new face includes Jeff Yass, a Pennsylvania-based tech billionaire, one of the biggest Trump and MAGA donors, and has loads of crypto money thanks to being Co-founder of Susquehanna International Group.
    - And last but not least, we've got Greg Brockman, Co-founder and President of OpenAI. OpenAI of course is behind ChatGPT.
    - According to Tech Influence Watch, just four people: Elon Musk, Jeff Yass, Marc Andreessen, and Ben Horowitz account for 67% of the $391 million individual donations from the tech industry toward candidates & PACs this election cycle.
    - Remember Jeff Yass and Greg Brockman – This is not the last you'll hear about them. These BroBots are pouring the most money into the midterms as they have a lot of wealth to protect and grow.
- Now, let's look at the Top AI Companies Putting Money into the Midterms. According to Tech Influence Watch, 71 tracked cryptocurrency and artificial intelligence companies contributed a total of $444 million to candidates, committees, and other political groups this cycle. Four companies make up 60% of all tracked company contributions.
    - Coinbase and Ripple Labs are two crypto companies valued at $43 and $50 billion respectively. Crypto companies and BroBots are big players in the midterms.
    - Andreessen Horowitz is a $90 billion venture capital firm, and Open AI company is an $852 billion company.
- So, what are they up to? Forming Super PAC networks.
    - Super PACs can accept unlimited contributions and spend an unlimited amount of money supporting or opposing federal election candidates. While Super PACs cannot directly fund or coordinate with candidates, they can raise unlimited cash for ads that can change the outcome of a race.
- There are three major SuperPac Alliances the AI industry has formed:
    - Leading the Future SuperPac Network, often referred to as OpenAI's SuperPac
    - Meta's SuperPac Network, backed by, you guessed it: Meta.
    - And Public First Action SuperPac Network, backed by Anthropic(the company behind Claude)
- Leading the Future is Big Tech's flagship AI Super PAC. It is backed by Andreessen Horowitz, Open AI co-founder Greg Brockman (the BroBot we named earlier), and Palantir co-founder Joe Lonsdale, among others. So, the folks who profit from and power the Department of Homeland Security and ICE's raids on immigrant communities are behind this Super PAC.

    - The Leading the Future Super PAC Network has affiliates – this includes Think Big, which is Leading the Future's Democratic Super PAC. There's American Mission, Leading the Future's Republican Super PAC. Yep, each party gets their own Super PAC because Big Tech doesn't care what party you are, as long as you'll greenlight deregulation.
    - They also have the Build American AI affiliate - which is Leading the Future's 501(c)(4) issue-advocacy arm. Why do they have a C4? So unlimited amounts of cash can be funnelled through non-profit organizations, which do not legally have to disclose their donors. So these guys launched a $10 million campaign to push Congress to craft a national AI policy that will override state laws.
- Next there's Meta's central hub for state election spending - the American Technology Excellence Project.
    - Their affiliates include Making Our Tomorrow, Meta's Democratic state-level PAC, and Forge the Future Project, Meta's Republican state-level PAC.
- Lastly, there's Public First Action Super PAC Network, which is mainly funded by the AI company Anthropic. Its affiliates include: Jobs and Democracy, Anthropic's Democratic super PAC; Defending Our Values, Anthropic's Republican super PAC; and Public First Action, Public First's 501(c)(4).
- Those are the three AI Super PAC Networks. Which states are they targeting during the midterms? States where data center policy is at stake.
    - The top 10 states the three AI Super PACs are focused on are: Illinois, California, Ohio, New York, Texas, North Carolina, Pennsylvania, Maryland, and Michigan.

5. 1st Breakout Session – Central Question & BroBot Archetypes (40 mins) – [Slides 28 - 29]

Part 1: Small Group Breakouts (20 mins). In small groups of 6-10 people, discuss the first part of the central question: "*How are local BroBots selling out our community for the Tech Broligarchy's agenda?*"

- Use the three BroBots archetypes to name local BroBots and discuss the impact of their harms.
- Reminders:
    - Have folks introduce themselves as they talk to build relationships with each other.
    - Make sure someone is keeping notes.

    - Timekeeper should remind folks at the 10-minute mark to make sure groups have started naming local BroBots.

Part 2: Full Group Discussion (20 mins). Bring everyone back together for a full group discussion. *(You can keep notes from the discussion on **Slide 29**)*

- What are some of the ways that the Tech Broligarchy's agenda is showing up in our community?
- Let's hear some names of the local BroBots in our community.
- How has our community held BroBots like these accountable in the past?

Let folks know that after a break, we will have another breakout session to further discuss how we want to address these harms.

6. Break (10 mins) – [Slide 30]

> **Note**: The 2nd breakout session focuses on discussing interventions, so these can be designed to best suit your needs.
>
> **During the Break**: The facilitation group should decide how they want to set up the 2nd breakout session. Some possible options include:
>
> - Return to the same breakout group and continue by discussing possible interventions for the named BroBots and the harms they pose.
> - If there is a range of BroBots that were named from the 1st breakout session, you can set up specific BroBot breakout groups and invite people to join the one they are most interested in discussing.
> - If different issues arise from the 1st breakout session, or there are ongoing fights around different themes, the 2nd breakout session can be organized around those issues/fights.
> - If the PMA is bringing together different regional fights, the 2nd breakout session can also serve as a space to apply the large-group conversation to the localized context.

7. 2nd Breakout Session – Identifying Interventions (55 mins) – [Slides 31-32]

Part 1: Small Group Breakouts (20 mins).

- Invite community members to join one of the breakout sessions *(based on how your team decided to divide the breakout groups)*
- Revisit the names that came up from the previous round of breakout groups and add any others that come to mind.
- Discuss different interventions and ways to hold these folks accountable. Groups should feel free to focus on key stakeholders.
- Reminders:
    - Have folks introduce themselves as they talk to build relationships with each other.
    - Make sure someone is keeping notes.
    - The timekeeper should remind folks of how much time is left at the 10-minute mark.
    - Ask 1-2 volunteers to report back to the full group. They will have 2-3 minutes to present key points from their group discussion.

Part 2: Group Reportbacks (15 mins). Bring all participants back together in one large group. Give each breakout group 2-3 minutes to share key points from their discussion. *(Make sure someone is taking notes from the group reportbacks.)*

Part 3: Full Group Discussion (20 mins).
*(You can keep notes from the discussion on **Slide 32**)*

Summarize the key points that you heard from all the breakout groups. Take note of shared targets or strategies that came up across the groups.

With all the participants, have a full group discussion:

- Were there any lightbulb moments in your group discussion?
- Do we know of any active organizing going on around these local BroBots? If so, how can people get involved?
- What strategies are working? Where have there been challenges that have impacted our ability to organize and make change?
- Who else in our community is impacted by these issues that we should reach out to?

8. Next Steps (10 mins) – [Slide 33]

- Clearly state any commitments that have been made today
- Share Upcoming/ Ongoing ways to plug in
- How to stay connected
    - Signal thread?
    - Social Media

Note: A People's Movement Assembly is both a way to bring people together and a process for building community power and self-governance. Always remember to offer next steps for folks who come out – whether it's following on social media, attending an upcoming event, or joining the next planning meeting.

9. Pluses / Deltas / Suggestions (10 mins) – [Slide 34]

Set up chart paper with columns labeled "Pluses/Deltas/Suggestions," and place them around the room along with stacks of sticky notes and pens. Invite participants to write comments on sticky notes and place them in the appropriate section.

Pluses (+)	**Deltas (△)**	**Suggestions**
What was a highlight for you today? Anything you want to shout out about this People's Movement Assembly?	Was anything difficult or challenging today?	Any suggestions for a future People's Movement Assembly?
Participants add sticky notes	*Participants add sticky notes*	*Participants add sticky notes*

10. Closing Chant or other community ritual (5 mins) – [Slide 35]

EXTENSION ACTIVITIES

If you have more than 3 hours, here are some other activities you can add to your agenda to deepen discussion and strategy, strengthen relationships, and inspire the imagination our communities need to build power and move towards self-governance.

Cultural Performance

Invite artists and cultural groups to perform for the wider community. This is a great opportunity to engage intergenerational leadership with youth performers or connect with artists who are preserving cultural traditions and history.

Group Shares

Create space for different groups (e.g., students, environmental justice, anti-surveillance, etc) to share tactics, build alliances, and learn directly from one another.

Creative Presentation of Interventions

After the 2nd breakout session, "Identifying Interventions," invite community members to design a future intervention. Groups should be creative in how they choose to present this – they can choose to act out a scene, draw a comic of different stages of a future fight, or design a catchy campaign slogan or bumper sticker that can inspire others to get involved.

Power Mapping

For groups working on campaign strategy, **power mapping** is a tool to help identify targets and other key players who can influence and move them.

Spectrum of Allies Tool

For groups actively organizing, the **Spectrum of Allies tool** helps identify different players and design actions to move them so that your target is pressured to meet your demands.

AFTER THE ASSEMBLY

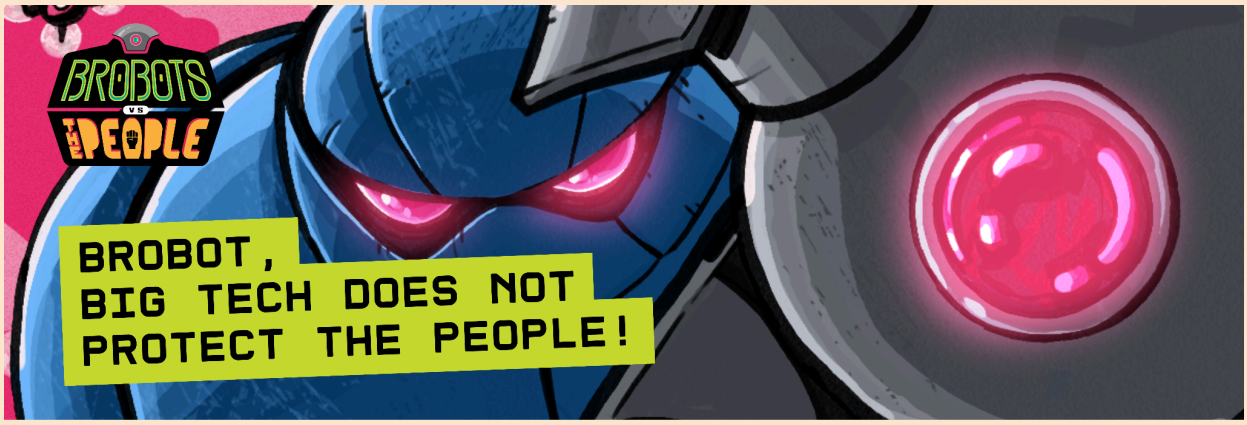
- Please let us know if you've hosted a People's Movement Assembly by filling out this form or sending an email to brandon@mediajustice.org.

- If you're posting on social media, be sure to use the hashtag: **#BroBotsVsThePeople**

- Remember that a People's Movement Assembly is both a way to bring people together and a process for building community power and self-governance – *a practice for the world we want.* Keep your list warm by emailing folks after your PMA with additional information about ways to get involved or upcoming events.

ARTWORK FOR OUTREACH & ACTIONS

Turn analysis into action by using these different art templates!



We know that BroBots lurk in all our communities, and sometimes we need to call them out or make sure our demands are heard. Here you'll find all the **Brobots vs The People Art** you need to plan a rally or press conference, stencils to make custom posters or banners, and templates to get the word out about your People's Movement Assembly or upcoming public meetings.

If you're new to Canva, check out this Quick Tutorial to get started.

- ❖ Flyer Template
- ❖ Stencils Template
- ❖ Poster Template
- ❖ Banner Template
- ❖ Local BroBot Template

If you're posting on social media, be sure to use the hashtag: #BroBotsVsThePeople


BROBOTS VS THE PEOPLE
BROBOT, ONLY WE KEEP EACH OTHER SAFE


BROBOTS VS THE PEOPLE
BROBOT, DON'T SELL US OUT!


BROBOTS VS THE PEOPLE
CITY NAME
DAY OF ACTION
DATE
Take action with communities across [INSERT CITY] to demand:
• NO data center expansion
• NO surveillance tech
• Tech for the people and public good!
SIGN UP AT:
[Insert] Bit.ly link


BROBOTS VS THE PEOPLE
NO TO DATA CENTERS
OUR COMMUNITIES ARE NOT FOR SALE!

BROBOT TOOLKIT RESOURCES

Organizing a People's Movement Assembly

- Agenda & Facilitator Guide Template
- Slides Template
- Run of Show Template
- Planning Checklist Template
- Sign-Up Sheet

Artwork for Outreach & Actions

- Flyer Template
- Stencils Template
- Poster Template
- Banner Template
- Local BroBot Template

ADDITIONAL RESOURCES

People's Movement Assemblies

- M4BL's The People's Assembly Project
- JXN's People's Assembly Project Guide

Tech Broligarchy

- Media Capture: Who Controls the Story Controls the Future – in-depth report that maps how Tech Oligarchs have captured the media system through ownership, financial influence, and platform control.
- WTF: The Rise of the Broligarchy – a political education series and toolkit that exposes and resists these tech billionaires and their agenda during Trump's first 100 days in office and beyond.
- Purge Palantir – nationwide campaign to defend privacy and stop Palantir.

- No Tech for ICE – a Mijente campaign targeting Palantir, Amazon, Salesforce, Microsoft, and other tech companies with ICE and CBP contracts.
- No Tech for Apartheid - a worker-led campaign of Google and Amazon workers organizing against the companies' $1billion Project Nimbus cloud computing contract with the Israeli government and military.

Data Center Organizing

- Toolkit for the Field: An Organizer's Guide to Stop Data Centers - from MediaJustice
- The People Say No: Resisting Data Centers in the South - Report and Toolkit from MediaJustice
- The Costs of Data Centers to Our Communities — And How to Fight Back - an organizing guide from Kairos and MediaJustice
- El Costo Real De Los Centros De Datos Para Nuestras Comunidades— Y Cómo Defendernos De Ellos – una guía de organización de Kairos y MediaJustice
- North Star Data Center Policy Toolkit: State and Local Policy Interventions to Stop Rampant AI Data Center Expansion - from AI Now Institute
- Site Fight Guide: Stop Data Centers, Free the Robots - from the Data Center Working Group
- No Data Centers on Native Land! Organizer Toolkit - from Honor the Earth
- The Hidden Costs of Data Centers - from Citizens Action Coalition, featuring case studies in Indiana and Virginia

Tech Surveillance

- Procurement Power—When Cities Realized They Can Just Say No: 2025 in Review
- Local Communities Are Winning Against ALPR Surveillance—Here's How: 2025 in Review
- Street Level Surveillance – Electronic Frontier Foundation's Field Guide to Police Surveillance
- Information Sharing Environment "The Stalker State" – Stop LAPD Spying Coalition

- Surveillance Is Not Safety: The Dangers of Live Facial Recognition Technology & Cell-Site Simulators in New Orleans
- Automating Deportation: The Artificial Intelligence Behind the Department of Homeland Security's Immigration Enforcement Regime [REPORT] – Mijente & Just Futures Law
- AI and Racial Discrimination in U.S. Border Enforcement: Impacts On Black Migrants And Migrants Of Color [REPORT] – Black Alliance for Just Immigration (BAJI)
- Dark Matters: On the Surveillance of Blackness [BOOK] – by Simone Browne

ABOUT US

MediaJustice builds power to challenge how corporations and governments use media and technology to shape our collective future. We fight the tech oligarchs who buy media outlets to control narratives, partner with police to expand surveillance, and build data centers that extract from Black, brown, migrant, and working-class communities. We are organizers, digital strategists, and artists who believe media and technology should amplify our voices and our connections to one another — not concentrate power in the hands of the few. We bring people together to build power and win. Learn more at: mediajustice.org

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