

Formatting

Title

Every word other than short (4 or fewer letters) "minor" words should be capitalized in the title, unless the short "minor" word is the first or last word in the title or the first word following a semicolon.

Ex

- Articles: a, an, & the.
- Coordinate conjunctions: for, and, nor, but, or, yet & so
- Short prepositions: at, by, for, from, of, on, to, with

To be clear: capitalize all nouns, pronouns, adjectives, verbs and adverbs.

Byline

The byline is entered manually. It should be entered thusly at the top of the page:

Andrew Anglin
Daily Stormer
May 20, 2017

Article Body

There should always be a header image at the top of an article. A YouTube clip can also fill this spot.

The basic format should usually be:

- A bit of commentary
- Quote from mainstream news source
- A bit more commentary

You can also break up the quote from the mainstream source and interject commentary. You can use multiple sources (details on quote method below).

Excerpt

There is a box below the article body box which reads "excerpt." This will appear on the front page when it is the latest article in a category, on category pages and on Google.

The format:

[YOUR NAME] | [single sentence description and/or joke]

Note: the single sentence should be a sentence, not a subheading. Meaning it should have normal sentence capitalization, rather than title capitalization, and should end with a period.

Featured Image

The featured image should me something people want to click on.

It must be 320px wide.

It is going to be autocropped to 16:9, so you must use a landscape-oriented image that is going to crop properly. That is to say, it needs to be an image where the center object is already in the center, so that the auto-cropping doesn't leave you with chest and shoulders, or something otherwise aesthetically problematic.

Copying and Pasting

Content on various websites may contain useless HTML code. If you copy and paste directly from most sites to the "visual" tab, it will copy useless code with the text which can screwup the formatting of the page. So when copying and pasting, paste to the "text" tab. Conversely, in chrome, there is a right-click option to "paste as plain text."

American Standards

All spelling should be American/international English, rather than British.

If you're not used to this, it may be useful for you to change your spellchecker settings.

Additionally, in American English the period or comma goes inside the quotation marks. The question mark goes inside only if it is part of the quote. Otherwise it is outside.

Additionally, we refer to collective nouns in the singular.

Ex

British: ISIS are responsible for the attack.

American: ISIS is responsible for the attack.

This may not be intuitive and I can correct it in editing until you get the hang of it.

Note: We use the traditional spelling of some words which have been changed for political purposes. For example, "Muslim" should be spelled "Moslem," and "Quran" should be spelled "Koran."

Lede

The "lede" is the first sentence of the article, which introduces it. Strong ledes are very important. It should be as punchy and straightforward as possible. Often, the lede, as a single sentence, should be followed by a paragraph break, as this increases its impact.

Short paragraphs

Paragraphs should be as short as possible. Generally, that means between two and three sentences. AP and Reuters articles are a good guide for this. Even when a paragraph break would not necessarily appropriate in a traditional sense, one should be inserted if the paragraph gets too long wherever it makes the most sense to do so.

Vocabulary

We are writing for the common man, so the language should be very simple, using a standard 8th grade vocabulary. The use of "college words" is extremely discouraged.

The only situation in which an uncommon word should be used is when it is unavoidable, such as when it is needed to describe something technical, or a situation or phenomenon that is so specific that it requires a unique description.

Hyperlinks

Hyperlinks to a news story should appear on the name of the publication, if the publication is mentioned.

Ex

As the [Washington Post](#) reported, the turkroach was duct-taped to his seat by passengers until the plane landed.

If the publication name is not listed (this is a choice left to the writer, if he is not directly quoting another news source), then the fact itself should be hyperlinked.

Ex

The turkroach was [duct-taped to his seat by passengers](#) until the plane landed.

Note that the hyperlink only covers the key, first point, rather than the entire sentence. Hyperlinks should generally not stretch across entire sentences.

Note: Make sure the hyperlink is limited to words, and does not stretch into the spacing between words.

Ex

As the [Washington Post](#) reported, the turkroach was duct-taped to his seat by passengers until the plane landed.

This looks sloppy.

Embeds

With YouTube, Twitter, Soundcloud, Facebook and any MP3 file, you simply paste the URL into the page and it will automatically embed.

With other video embeds (LiveLeak, Daily Motion, local news embeds, etc.) and at time of writing with Instagram, you have to copy the embed code. The embed code must be pasted in the "TEXT" tab of the Wordpress panel.

A YouTube version of a video is always preferable to a non-YouTube version of a video, because they tend to work better and look better on the site, they are easier (no need for embed code) and because they automatically embed on our BBS, where the comments appear.

Javascript cannot be run on BBS posts, so if javascript is used in a post, it will not appear on the BBS.

Images

All images should be uploaded to the site rather than hotlinked. Never hotlink anything. If you have a large gif file which is beyond the 2mb image limit on the site, put it on a dedicated image hosting site, such as imgur.

Images all need to be at least 618px in width, as the format is always to have the image stretch across the full width of the page.

[Use Google Images to reverse image search](#) images that are too small to find a larger version.

An image can be stretched to 618px if it is high enough resolution and not below 500px.

Note: gif files can be stretched, whatever their size (exceptions of gif image quality is much lower than with still images).

Note: The caption markdowns don't work with the BBS, so the caption must be done with HTML. Center the text below the image and italicize it.

Publication Names

Publication names and book and movie titles should not be italicized, underlined, or put in quotation marks. I understand that this is something people learned in college, but on the modern internet, it just is not used that much anymore, especially on blogs. Even AP and Reuters do not do this.

Publication names should simply be capitalized as proper nouns.

Further Details

Any formatting questions not addressed in this guide should be answered by the [AP Stylebook](#).

Writing

Quote Method

There is no need to completely rewrite a news story. It is legal under fair use laws to quote large parts of an article, as long as you don't quote the whole thing, and you can use this to get the basic facts of the story stated, rather than just retyping them in your own words.

There are several reasons I have settled on this model:

- It saves energy, while ensuring the facts themselves are communicated accurately
- It serves to break-up the text in a way that is appealing to the ADHD demographic we are targeting.

- Being able to see the mainstream source quoted allows us to co-opt the perceived authority of the mainstream media, and not look like one of those sites we are all probably familiar with where you are never certain if what they are saying has been confirmed.
- By simply commenting on existing news items, rather than rewriting the facts of the story, we can never be accused of "fake news" - or delisted by Facebook as such - as it is clear that all we are doing is commenting on existing news.
- The contrast between the mainstream writing style and our own humorous, snarky style can be funny.

The site is in many ways modeled off of successful liberal blogs such as [Gawker](#). They have produced a great method to appeal to the same age demographic we want to appeal to.

When the text is quoted using the <blockquote> tag, it doesn't need to have quotation marks around it.

Generally, the link will be posted at the beginning of the quote, with its own line, containing simply the title of the publication.

Ex

[New York Times](#):

Note that the hyperlink does not extend to the colon.

Any text which is clipped from the quoted body should be replaced with an ellipsis - "..." - however, if the text is broken by your own commentary, there doesn't need to be an ellipsis. There should always be a paragraph break before and after the ellipsis (even if you are only removing sentences from a single long paragraph). If you cut text from the beginning or end of the article, you do not need to denote this with an ellipsis.

What to Quote

Generally, you want to quote the lede sentence of any article you are quoting, unless you are focusing in on some specific point in the article.

Make sure that with the ellipses, you don't remove information which will be needed to explain a part you do quote.

As an example, if some witness is being quoted, you need to remove everything about the quote, or make sure that the first mention, where they are named and identified, is included.

Nothing within the quote should ever be changed, under any circumstance. Do not change words to make it funny, and do not add the echoes meme to Jewish names. Any text quoted from the mainstream should be quoted exactly as it is.

Emphasis

Bold emphasis (ctrl+b) should be used on the most important parts of the quote. Underlining (ctrl+u) can also be used. Generally, underlining is a second layer of emphasis - that is, if an entire paragraph or sentence is bold, you can underline key words for effect.

The purpose of this is both to make the page itself more visually dynamic as well as to allow people who are more interested in our commentary than the quoted text to easily skim through, using the bold text as a guide as to what the necessary points which need to be known to understand the commentary are.

Sources

Though any media source you choose will do, if you see something in one outlet, it is worthwhile to see if other outlets have more concise coverage of the same story.

In particular, stories which are broke by the NYT or WaPo often appear in an over-detailed format, which is in most cases unnecessary for us. These stories are always rewritten by more concise outlets, generally within a 3-4 hours of first publication.

The most concise outlets are:

- AP
- Reuters
- Fox news
- RT
- Breitbart

RT and Breitbart have the benefit of being closer to our own spin on many issues, meaning in their concise rewrite, they are more likely to include points of interest.

Translating Text from a Foreign Language You Don't Know

Although it is rare, we do sometimes find news stories - or facts from specific news stories - that are not in English (or whichever language you are writing in, if you are working on one of the foreign versions of DS).

If it is a language that you do not know and do not have someone on hand to translate for you, you can use Google Translate. This will sometimes create syntax problems. You can correct these issues in the Google Translate text, as long as you are certain you have not changed the original meaning.

Topics to Cover

The ultimate goal of DS is to cover as much news as any mainstream news site.

Right now, it is important to cover anything that people are talking about. So, we view the day's top stories, then probably write something about most or all of them.

We also cover Jewish issues and nationalist issues, along with social and cultural decay.

Be sure to check what other writers are writing about in the main "posts" section of the WordPress panel, so you are certain you are not writing about a topic that has already been covered.

When you choose a topic to cover, make sure to give it a title first, which will appear in the "posts" section, so that other writers are aware you are already in the process of writing this story.

Where to Find Stories

Google News

The easiest source of news is Google News. You can add tags to your feed, and pull up every story relating to the tag every day.

For example, if you're assigned to cover Germany, you would add the following tags:

- Germany
- Merkel
- AfD
- NPD
- Pegida
- Etc.

I have all sorts of tags on my GN feed:

- All the names of the various nationalist parties in Europe
- Racism
- Antisemitism
- Jews
- Israel
- AIPAC
- Immigration
- Gang-rape
- Sexual assault
- Neo-Nazi
- White Supremacist
- Multiculturalism
- Erdogan
- Putin
- ISIS
- Black Lives Matter

And so on. I will also add ongoing current event tags like "Tamir Rice" or "whiteness month" at the bottom.

RSS Feeds

RSS allows a person to easily browse all of a site's stories by only the title, all in one place.

There are multiple RSS readers that can be installed in your browser or downloaded as an app. You then sign up to news sites, and you'll be able to scroll through entire lists of news stories by their title.

This was basically designed for people running news websites (it never really caught on with the normies).

Other Sources

- DS BBS
- Drudge Report
- Reddit
- Twitter
- Voat
- /pol/

Multimedia

As a rule, every post should be filled with as much visual stimulation as possible. Pages should look exciting and appeal to the ADHD culture. This can't really be overdone.

These include:

- Straight images (pictures of persons, places, events)
- Meme images (that you make yourself or find on other sites - fresh memes are best but old memes are good too)
- Funny gifs
- Twitter embeds
- YouTube videos (or other video from other sites if necessary, following the above mentioned embed protocol).

If you're writing a story, search both twitter and YouTube for content to include between paragraphs. You also likely want to be subscribed to a number of YouTube and Twitter accounts which are likely to produce related content. You should create a meme folder on your computer, and save good memes you find on image boards, message boards and social media for future use.

This is very important and a big feature of the site.

Being able to find good media is a skill in itself, and one which, if you don't already have, you should work to cultivate.

Note: If you're writing about some enemy Jew/feminist/etc., link their social media accounts. Twitter especially. We've gotten press attention before when I didn't even call for someone to be trolled but just linked them and people went and did it.

Racial Slurs, Profanity and Potty Humor

Profanity should be used sparingly. An overuse of profanity can come across as goofy.

"Nigger" is okay to use sometimes, but shouldn't be used constantly.

The following racial slurs are allowed and advisable:

- Negro/Negroid
- Monkey
- Ape
- Spic
- Wetback
- Beaner
- Beanperson
- Kike
- Yid
- Sheeny
- Christ-killer
- Haji
- Sandperson
- Paki (can be used for non-Pakistani Moslems, especially Arabs, because that's funny)
- Muzzie
- Chink
- Gook
- Zipperhead

And others

The following are not allowed:

- Shitskin
- Latrino
- (Any others relating to poop)
- Mud (I just don't really like this term, it seems too much like SF boomer talk)

While racial slurs are allowed/recommended, not every reference to non-white should not be a slur and their use should be based on the tone of the article. Generally, when using racial slurs, it should come across as half-joking - like a racist joke that everyone laughs at because it's true. This follows the generally light tone of the site.

It should not come across as genuine raging vitriol. That is a turnoff to the overwhelming majority of people.

Woman can be called the following:

- Slut
- Whore
- Bitch

- Harlot
- Trollop
- Slag
- Skag

Whenever writing about women make sure to follow the prime directive and blame Jew feminism for their behavior.

Faggots can be called all the words for faggot, though again, the ones relating to poop should be avoided.

Morals and Dogma

It should be understood first and foremost that the Daily Stormer is not a "movement site." It is an outreach site, designed to spread the message of nationalism and anti-Semitism to the masses.

This has worked out very well so far, and the site continues to grow month by month, indicating that there is no ceiling on this. As such, though we do mean to keep readers who are already in the know informed and entertained, it should always be considered that the target audience is people who are just becoming aware of this type of thinking.

The goal is to continually repeat the same points, over and over and over and over again. The reader is at first drawn in by curiosity or the naughty humor, and is slowly awakened to reality by repeatedly reading the same points. We are able to keep these points fresh by applying them to current events.

The basic propaganda doctrine of the site is based on Hitler's doctrine of war propaganda outlined in [Mein Kampf, Volume I, Chapter VI](#). If you have not read this, please do so immediately.

Prime Directive: Always Blame the Jews for Everything

As Hitler says, people will become confused and disheartened if they feel there are multiple enemies. As such, all enemies should be combined into one enemy, which is the Jews. This is pretty much objectively true anyway, but we want to leave out any and all nuance.

So no blaming Enlightenment thought, pathological altruism, technology/urbanization, etc. - just blame Jews for everything.

This basically includes blaming Jews for the behavior of other nonwhites. Of course it should not be that they are innocent, but the message should always be that if we didn't have the Jews, we could figure out how to deal with nonwhites very easily.

The same deal with women. Women should be attacked, but there should always be mention that if it wasn't for the Jews, they would be acting normally.

What should be completely avoided is the sometimes mentioned idea that "even if we got rid of the Jews we would still have all these other problems." The Jews should always be the beginning and the end of every problem, from poverty to poor family dynamics to war to the destruction of the rainforest.

Lulz

The tone of the site should be light.

Most people are not comfortable with material that comes across as vitriolic, raging, non-ironic hatred.

The unindoctrinated should not be able to tell if we are joking or not. There should also be a conscious awareness of mocking stereotypes of hateful racists. I usually think of this as self-deprecating humor - I am a racist making fun of stereotype of racists, because I don't take myself super-seriously.

This is obviously a ploy and I actually do want to gas kikes. But that's neither here nor there.

Serious articles are fine, and can be written and published with absolute seriousness. However, articles which take a serious tone should not include racial slurs or even rude language about other races.

Positivity

We are covering very negative content, generally, but still as much effort as possible should be put into presenting a positive message. We should always claim we are winning, and should celebrate any wins with extreme exaggeration.

This does not mean we downplay the enemy, just that we play up ourselves. We overestimate our influence.

100% Black and White

Just as we mustn't present multiple enemies, we mustn't leave any room for nuance in any other area.

To the extent that it is possible, everything should be painted in completely black and white terms.

The basic idea is that everyone on our side is 100% good and everyone who isn't on our side is 100% evil. Of course in real life you can't exactly do anything 100%, but it should be as close to that as possible while still being coherent.

Hardcore nationalist parties and activists should always be presented as virtuous and heroic, while all opposed should be presented as disgusting and evil.

The melodramatic nature of it also increases entertainment value.

This isn't being dishonest. It is just acknowledging the practical reality that people cannot, as a rule, handle having doubt in their minds.

Sometimes there are confusing situations, of course. Marine Le Pen is one such situation. She is better than the alternatives but she is also a dumb bitch, attacking her own father for relatively benign statements about kikes. And while being the best there is, she really isn't very good.

The same with Viktor Orban. He speaks very well, but doesn't actually do anything at all. He refuses to walk away from the EU, or even threaten to. And in Hungary, there actually is a much more hardcore option in the nationalist Jobbik party.

This should be handled by portraying them as on our side, but at the same time prodding them to do more and go further, rather than making them out as extreme heroes in the way we do actual nationalists.

And with the Jews, they should always be all evil. This is why I don't ever post "good Jew" material. They must always be considered purely biologically evil.

Hijacking Culture

Always hijack existing cultural memes in any way possible. Don't worry if the meme was originally Jewish. It doesn't matter.

Cultural references and attachment of entertainment culture to Nazi concepts have the psychological purpose of removing it from the void of weirdness that it would naturally exist in, due to the way it has been dealt with by the culture thus far, and making it a part of the reader's world.

Through this method we are also able to use the existing culture to transmit our own ideas and agenda.

A simple example: No one who's been to DS can watch the Dark Knight Rises without thinking of Bane as the Hero. That film was written by a Jew and Bane is the Jewish nightmare of an authoritarian populist leader. The end of this hijacking would be if everyone in society was conditioned to view Bane as the hero, the Jews would have to abandon their own product as it would effectively have become Nazi propaganda.

Less ambitious forms of cultural appropriation could be as simple as just posting anime gifs, of pop culture gifs of the style that buzzfeed uses.

As always, I err on the side of audacity, not shying away from using whatever crap I think of or come across online.

I once rewrote the lyrics of 50 Cent's "In Da Club" to make it about the migrant crisis.

A slightly personal note: I also try to use as much as possible from my own childhood; I'm a little bit older than the average reader but not by much. Stuff from childhood is always endearing, throughout an adult's life. I personally remember Star Wars, David Cronenberg,

Legos, Final Fantasy, Starcraft, Marvel comics, Dragonball, and so on, and I'd imagine these memories are shared by many if not most readers.

Packing our message inside of existing cultural memes and humor can be viewed as a delivery method. Something like adding cherry flavor to children's medicine.

What we don't want to present is the view presented by some of the "hardcore" white nationalists, who claim that all culture is Jewish and say we have to reject everything and live outside of society. The claim that culture is all Jewish is basically accurate, but "isolate yourself from everything" is not a popular message, or for that matter a healthy lifestyle choice. We want to takeover the culture, to consume it.

And it is ripe for this. The Jews have promoted nihilism to the point where their own "morality" is nearly impotent, as people are devoid of conviction. Flipping the whole thing upside down, through the use of existing cultural memes, is like beating up a baby.

Note: One should study the way that Jews conquered our culture in the 1960s for further insight into this concept. They created a subculture by infesting certain elements of the existing culture. That is what we aim to do. One should also read [Alinsky's Rules for Radicals](#).

Breaking Down Mainstream Narrative by Exposing Contradictions

One of our greatest strengths has been exposing and mocking the obvious internal contradictions of the mainstream narrative.

These internal contradictions create a situation where as a polemic method, you can use their own arguments against them.

Examples of these contradictions include:

- Walls don't work v. Israel must have a wall to protect itself
- We don't want people to drown in the Mediterranean v. we must reward people who attempt to cross the Mediterranean with asylum
- Environmentalism v. unlimited foreign aid to promote infinite population growth in the third world
- Automation is inevitable v. jobs Americans won't do/they'll pay our pensions mass third world immigration
- The Brutal Syrian Civil War is responsible for migrant crisis v. only 20% of the migrants being Syrian
- Feminism and homosexuality v. mass Islamic immigration
- Kosovo v. Crimea
- Gender is a social construct v. being gay is biological

The list goes on and on.

There is an entire catalog of obvious contradictions which all media has agreed to ignore, and they are very easy for people to understand once pointed out by lining the two narratives up along side one another.

All Publicity is Good Publicity

We should always be on the lookout for any opportunity to grab media attention. It's all good. No matter what.

The most obvious way to do this is to troll public figures and get them to whine about it. I keep thinking this will stop working eventually, but it just never does.

There are other less obvious ways to get attention. If you think of any, do it.

(More on this below in the "Trolling Methods" section.)

Dehumanization

There should be a conscious agenda to dehumanize the enemy, to the point where people are ready to laugh at their deaths. So it isn't clear that we are doing this - as that would be a turnoff to most normal people - we rely on lulz.

Again, if the article is entirely serious, it should not contain dehumanizing language. Dehumanization is extremely important, but it must be done within the confines of lulz.

No Such Thing as Too Much Hyperbole

I have A/B tested it and the more hyperbole, the better. Even when it is totally ridiculous.

Firstly, it is fun. People like reading it (and writers enjoy writing it). Secondly, even when a person can say to themselves "this is ridiculous," they are still affected by it on an emotional level. Whether they like it or not.

So, refer to Jewish journalists as "ratlike Christ-killing terrorists." And refer to teenagers who get arrested for racist Twitter posts as "eternally noble warriors bravely fighting for divine war to protect the blood heritage of our sacred ancestors."

Flowery, cliched, goofy prose is also highly encouraged.

Ex

We stand as gods made flesh, bearing the light of truth and power passed down by our sacred ancestors through our divine blood, our swords raised as the assembled hordes of Mordor, those oldest of blood enemies, gnash their teeth, prepared to rend our flesh from our bones and feast on us in the name of their ancient demon masters.

You and anyone reading that can say omg corny lol. But it just doesn't matter to the primitive part of the brain. The part that gives you chills when William Wallace gives that speech in Braveheart (don't even lie brah).

Violence

It's illegal to promote violence on the Internet. At the same time, it's totally important to normalize the acceptance of violence as an eventuality/inevitability.

I'm extremely careful about never suggesting violence. I go beyond legal requirements in America. However, whenever someone does something violent, it should be made light of, laughed at.

For example, Anders Breivik should be forever referred to as a heroic freedom fighter. This is great because people think you must be joking. But there is a part of their brain that doesn't think that.

When it comes to more immediate violent trends, I'm slightly more careful. The burnings of migrant centers is one of these things. I'm slightly hesitant to say "patriotic heroes burn another migrant center," given that this could be construed as calling for more arson (whereas it can't be construed that I'm calling for Breivik to kill more brats).

Dylann Roof I have labeled "DyRo," and though I offer explanations for what he did, I never condemn him. I also think it is very funny to say that he was simply defending himself when he was attacked in a church by black mummies trying to steal his iPhone. That sort of silly humor really bites at the Jew "pure evil" narrative.

No Criticism of Other White Activists

This goes without saying but I'll say it anyway: there should never be any criticism of other white activists, even faggots we all fucking hate.

There is nothing profitable which can come of this. And DS is the biggest site, so by attacking others who are wrong all we would be doing is giving them attention they wouldn't otherwise have gotten.

In general, other white activists should be praised as heroes or not mentioned at all. I think we all probably know who is who as far as all that goes.

This doesn't necessarily apply to all mainstream right-wing figures such as Marine Le Pen.

It certainly does not apply to the "Alt-Lite," who should be viciously attacked and mocked.

Troll Methods

Trolling is something a bit higher level than normal news writing, but it is good to understand the methods and incorporate them whenever possible. This is a way through which one can create incidents, where the media responds with outrage, and they cannot help but give it endless coverage.

We have an army at our disposal, to use for whatever purposes we wish. They enjoy attacking people on the internet. Organizing campaigns is very good in every way: it energizes our

people, gives them something fun to do, gains media attention and increases the site's level of general infamy.

Isolating and Mass-Assaulting Minor Public Figures

A core element of our success in drawing attention to ourselves has been in isolating individual targets and maximizing pressure on them.

There are two main ways to do this.

Method One

The first way is to cast a wide net and see who bites (how's that for a mixed metaphor?)

Jews and women are extremely volatile, and will almost always run to the media and complain if they get attacked on social media.

If you find some random weirdo pervert, woman or Jew, you can write about them, attack them.

This works particularly well on journalists, bloggers, politicians and public figures. It can also work on entertainment figures.

If you post their social media information, some of our readers will send them messages. If they don't respond, whatever, you've written a funny and informative article. However, if they do respond - or someone, such as the ADL or SPLC, responds on their behalf - you can then respond to their response, and their response will lead our readers to respond in larger numbers. Then you've got yourself an incident.

You can then drag this out with follow-up articles, which will create continual news coverage for the site as long as you can keep it going.

This can apparently result in lawsuits, which we can win, and which cause maximum media.

The Tanya Gersh incident was the most famous of these incidents, though we have done it consistently since I started the site.

Method Two

The second way is to dig up public information on a person and catalog it - in particular, their social media postings - and use it to destroy their life.

Generally, it will be information that a group of people on /pol/ have already dug up, but which we are able to catalog and amplify.

After years of trying, r/KotakuInAction was never able to get a single video game industry SJW fired, but with Nintendo employee Alison Rapp, who was found to be a supporter of child pornography, [we were able to get fired](#) the first one we ever targeted. It was later [revealed that she was working as a prostitute](#) (while married to a literal cuckold who was aware of this).

Feminists rushed to the defense of a CP-defending literal hooker, blaming evil Nazis for criticizing her behavior.

Pressuring "Conservative" Figures

"Conservative" media figures are, for whatever reason, emotionally fragile and can easily be bullied.

One of the site's first major trolling operations, back in 2014, was a campaign against Alex Jones which I dubbed "Operation: Jew Wife." We sent the Troll Army to bombard his comments section - both on Infowars.com and his YouTube and Twitter accounts - with comments on how he was shilling for Jews and wrongfully attacking Adolf Hitler, because he has a Jewish wife. We also had people calling in his show.

He responded to us multiple times on air, and had to temporarily shut down his comments section.

We found out later that his Jewish wife filed for divorce during this period and that was almost certainly related.

Gavin McInnes has proved to be a bottomless bucket of lulz. He has attacked me personally on I think five occasions, in multiple different media. He now spends huge amounts of time talking about Nazis, and trying to explain why he likes Jews.

MILO has been similarly good for responding to us, and has mentioned us on multiple TV shows.

Assigning Racist Motivations to Celebrities

Anything to do with celebrities is going to be interesting to people, because people are interested in celebrities. By adding a Nazi spin, you can do serious damage.

One of the site's most-viewed articles ever was [one claiming](#) that Tom Hanks was disappointed in his nigger grandchildren.

We had another major media success when we claimed that Taylor Swift was our "Aryan Goddess" and that we believed her to be a secret Nazi. The media was literally obsessed with this for a news cycle, and was writing articles about how Swift couldn't possibly be a Nazi - and giving actual explanations as to why not.

Note: The people working in the media themselves have been indoctrinated with stereotypes about racists being inbred hillbilly retards, so you can make them believe that you believe things you do not actually believe very easily, and they will promote it to try and make fun of you.

Praising People and Companies as Supporting Racism

If Nazis are praising something, it is always worthy of media coverage.