



Asking businesses and public places to become Fox-free zones

1. Identify Locations

Do you know of businesses that may like to declare themselves Fox-free zones? Make a list and think about the best times to visit them.

2. For each business on your list:

The conversation you have while there should take only a few minutes. Your goal is to introduce yourself, ask a few questions and present literature to the person you're speaking with (see below).

- **Ask to speak with the manager** or the person who seems to have authority over the TV (or TVs).
- **Introduce yourself and explain your purpose:**
Hi, I'm [your name]. I've noticed that I've never seen your television(s) tuned to Fox News Channel. I am part of an effort to make [your city] a Fox-free city. Are you willing to declare this place a 'Fox-free zone,' and to display this sign someplace visible? We believe that network is doing a disservice to the public because its anchors and guests consistently distort the truth, incite distrust around race and divide our country. What do you think? Are you willing to display this sign?
- **Show the person the Fox-free Zone sign** that you can download at www.TurnOffFox.com/tools/ at the bottom left-hand corner of the screen.
- **If the person says 'no' or that they're unsure**, ask whether they would be compelled if you and others organized people in the community to patronize their business if they declare themselves a "Fox-free zone."

You can also give them the 'The case against Fox News' flyer that you can download at www.TurnOffFox.com/tools/foxfree at the bottom left-hand corner of the screen. Let the flyer make your case. The goal isn't to get into an argument or persuade someone who is not interested in what you have to say. Make sure your name and contact information are written at the bottom of the flyer in the space provided.

3. Tell us how it went

After your conversation, please return to www.TurnOffFox.com/tools/foxfree to report the experience. The more information you can give us about how it went, the better.