

# HOW THEY TRY TO TRICK US—AND TIPS TO RESIST

1. **Rebrand Hate as "Free Speech":** Extreme governments and tech companies often claim any attempt to curb hate speech is "censorship" and try to promote a narrow definition of "freedom" that only applies to a select few—all while actively suppressing Black voices and Black history in schools, workplaces, and media.

- **Tip: Expose how they protect hate while silencing everyone else. Support and share history from reliable sources. Fight against book bans, curriculum restrictions, and attacks on education. Teach accurate history in our communities, even if schools won't.**

2. **Overwhelm Us with Lies ("Flood the Zone"):** This deliberate strategy bombards us with falsehoods, half-truths, and misleading narratives to distract, confuse, and exhaust us. The goal is to make it difficult to distinguish fact from fiction, leaving people disengaged or overwhelmed.

- **Tip: Focus on the key issues that matter most to you instead of chasing every lie. Prioritize action overreacting to every piece of disinformation. Stick with trusted sources and fact-based reporting. Follow trusted Black-led media and community sources.**

3. **Convince Us That No One or Nothing, Especially Black Institutions, Can Be Trusted:** Extreme governments seek to undermine trust in institutions—media, education, and community organizations—so that people feel powerless and directionless. They attack Black organizations, leaders, educators and more — labeling them as corrupt, divisive, ineffective or "race-baiters." If everything is "corrupt" or "fake," then nothing seems reliable, making authoritarian control easier.

- **Tip: Reject outside narratives meant to divide us. Strengthen community-based trust and build networks of credible, fact-checked information. Defend and uplift our institutions, support Black educators, Black brands, and Black journalists.**

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**4. Use “Culture Wars” as a Trojan Horse to Roll Back Civil Rights:** In times of extreme government, we often see basic human rights issues labeled as “culture wars.” The real goal is often to dismantle fundamental freedoms like civil rights, voting rights, while rewriting or erasing history to fit their political agenda.

- **Tip: Recognize when “culture war” narratives are being used as a smokescreen to downplay oppression and suppress discussions about racism and colonialism. Ask: What rights are actually being restricted? Who benefits from this division? Stay focused on policies and their real-world consequences**

**5. Use Chaos and Confusion to Keep Us on Defense:** By creating constant social and political turmoil, extremists in power exhaust society, making activism and resistance feel impossible. The more people are tired, the less they fight back.

- **Tip: Prioritize rest and self-care so that exhaustion doesn’t silence you. Organize in community spaces where people can work together to stay informed and resist collectively.**

**6. Pit Marginalized Communities and Broader Black Alliances Against Each Other:** Dividing marginalized groups—along racial, economic, religious, or social lines—weakens power. If marginalized communities are fighting each other, they are less likely to fight back against the systems oppressing them.

- **Tip: Reject outside narratives meant to divide us. Be wary of attempts to demonize one group in order to uplift another and question any narrative that frames an entire group as a “threat.”**