

**Churchill-Inspired
Guidelines for Rating and Evaluating
Counter-Jihad Communications**

DESIGNATION	CRITERIA
Satisfactory	<p>The designation “Satisfactory” shall be given to a written, spoken, audio, or visual communication that:</p> <p>Terms at all times the discussion of Islamism, Islamists, Sharia, and the Koran and the West’s confrontation with Islamism, Islamists, Sharia, and the Koran, not as some struggle between or of either the “Right” or “Left”, but as a struggle belonging to all people for the protection of democracy, human rights, women’s rights, the rule of law, equality under the law, freedom of expression, freedom of conscience, freedom of inquiry, freedom of religion, etc.;</p> <p>Recognizes at all times that “Political Correctness” has its roots, not in some “Leftist”, “Marxist”, or “Socialist” worldwide malicious conspiracy, but in an otherwise admirable and well-meaning historically-based Western Judeo-Christian over-application (minus equal standards) of the “Golden Rule” in our conduct and interaction with others not like us;</p> <p>Recognizes that this historically-based Western Judeo-Christian over-application (minus equal standards) of the “Golden Rule” in our conduct and interaction with others not like us, known as “Political Correctness”, is generally found in individuals from the “Center”, “Left”, and “Right” equally across the West;</p> <p>Recognizes that in the past and at present, politicians and parties from the “Center”, “Left”, and “Right” have been active across the West in encouraging unchecked irrational immigration, have failed to address eventual difficulties that have subsequently arisen, and have worked to gain benefits for themselves and their parties from the votes of new arrivals and their families;</p> <p>Explicitly and actively welcomes and enlists as members at all times, in word and actions, individuals and groups from the political “Center”, “Left”, and “Right” (notwithstanding those described in the “Fail” designation below) in the struggle for the protection of democracy, human rights, women’s rights, the rule of law, equality under the law, freedom of expression, freedom of conscience, freedom of inquiry, freedom of religion, etc.;</p>

	<p>Excludes at all times (except where an explicitly and self-avowedly Marxist or neo-Nazi individual or organization has formally converted to or joined with Islamists or Islamism and then, in addressing such, using only the terms “Marxist” or “neo-Nazi”) the terms “Right”, “Left”, “Hard-Left”, “Hard-Right”, “Rightist”, “Leftist”, “Conservative”, “Liberal”, “Right-wing”, “Left-wing”, and “Socialist” and similar terms from all communications, written or verbal, regarding Islamism, Islamists, Sharia, and the Koran and the West’s confrontation with Islamism, Islamists, Sharia, and the Koran and instead, absent these terms, places all discussion, debate, and presentations within the context of the struggle for the protection of democracy, human rights, women’s rights, the rule of law, equality under the law, freedom of expression, freedom of conscience, freedom of inquiry, freedom of religion, etc. that is common to the entire mainstream political spectrum, “Center”, “Left”, and “Right”.</p>
Unsatisfactory	<p>The designation “Unsatisfactory” shall be given to a written, spoken, audio, or visual communication that:</p> <p>Terms the discussion of Islamism, Islamists, Sharia, and the Koran and the West’s confrontation with Islamism, Islamists, Sharia, and the Koran in the struggle for the protection of democracy, human rights, women’s rights, the rule of law, equality under the law, freedom of expression, freedom of conscience, freedom of inquiry, freedom of religion, etc. as a struggle between or of either the “Right” or “Left”;</p> <p>Asserts that “Political Correctness” has its roots in “Leftist”, “Marxist”, or “Socialist” teachings or conspiracy as opposed to arising long before from an otherwise admirable and well-meaning historically-based Western Judeo-Christian over-application (minus equal standards) of the “Golden Rule” in our conduct and interaction with others not like us;</p> <p>Asserts that this historically-based Western Judeo-Christian over-application (minus equal standards) of the “Golden Rule” in our conduct and interaction with others not like us, known as “Political Correctness”, is solely found in those that could be characterized as the “Left”, “Liberals”, “Socialists”, or “Leftists”;</p> <p>Asserts that in the past and at present, politicians and parties from the “Left” are fully or predominantly responsible across the West for encouraging unchecked immigration, for having failed to address eventual difficulties that have subsequently arisen, and for having worked to gain benefits for themselves and their parties from the votes of new arrivals; Rejects or alienates potential members from the political “Center”, “Left”, or “Right” in the common struggle for the protection of democracy, human rights, women’s rights, the rule of law, equality under the law, freedom of expression, freedom of conscience, freedom of inquiry, freedom of religion, etc. by use of terms such as “Right”, “Left”, “Rightist”, “Leftist”, “Conservative”, “Liberal”, “Right-wing”, “Left-wing”, “Socialist” and the like;</p>

Fail	<p>The designation “Fail” shall be given to a written, spoken, audio, or visual communication that:</p> <p>Advocates racial, ethnic, or genetic-based causes or solutions to the West’s confrontation with Islamism, Islamists, Sharia, and the Koran;</p> <p>Advocates violent or non-democratic means to achieving social, political, or demographic change;</p> <p>In the context of the Counter-Jihad movement, advocates violence, armed conflict, or otherwise glorifies war, violence, guns, or weaponry;</p> <p>Calls for or promotes (or knowingly or negligently accepts) as members within a Counter-Jihad party any individual or group espousing beliefs described in this “Fail” category.</p>
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* English Prime Minister Winston Leonard Spencer-Churchill explains “Churchill’s Principle” to the House of Commons on October 13, 1943: “I thought it might help if I reminded the House at the outset of this discussion of the general foundations upon which we stand at the present time. We have a National Coalition Government, which came together *to try to pull the nation out of the forlorn and somber plight into which the action, or inaction, of all political parties over a long period of years had landed it.* I stand very well placed in that matter, having been out for eleven years. *What holds us together is the conduct of the war, the prosecution of the war. No Socialist, or Liberal, or Labour man has been in any way asked to give up his convictions. That would be indecent and improper.* We are held together by *something outside*, which rivets all our attention. The principle we work on is: ‘Everything for the war, whether controversial or not, and nothing controversial that is not bona fide needed for the war.’” (Emphasis supplied).

** Those individuals and websites receiving a designation of “Unsatisfactory” should be, for example, placed on an Internet-based probationary list of “Unsatisfactory” individuals and blogs/websites and given notice (in so far as possible) and strictly banned for a period of perhaps six (6) months (running from the date of the most recent infraction) from participating in any events with or relating to any Counter-Jihad political parties or their leadership or members. Those individuals and websites receiving a designation of “Fail” should be placed on an Internet-based list of banned individuals and blogs/websites and strictly banned for a period of perhaps five (5) years (running from the date of the most recent infraction) from participating in any events with or relating to any Counter-Jihad political parties or their leadership or members.

*** A very understandable exception is given only to actual Members of Parliament and party leadership within Counter-Jihad parties themselves in using the terms “Right”, “Left”, “Rightist”, “Leftist”, “Conservative”, “Liberal”, and “Socialist” and similar terms for the purpose of rebutting or addressing in matters unrelated to the Counter-Jihad movement adversarial political parties’ or politicians’ own use of these terms against a Counter-Jihad party or politician. In order to attract and keep new members from all parties and political backgrounds, “Center”, “Left”, and “Right”, the goal should be to minimize and avoid use of these terms and to stick to the above guidelines in all communications for all persons and groups within the Counter-Jihad movement, whether elected or not, to the very greatest extent possible.

**** As “Churchill’s Principle” above implies, these criteria are not meant to dictate what can or can not be said or to unilaterally act to abridge our free speech. Their use is based on joint recognition and *voluntary* acceptance of: 1) the need of the Counter-Jihad and Counter-Jihad political parties to have all persons, regardless of political belief, quickly come together to understand the very valid and highly uniform concerns with respect to Islamism and Islamists; and 2) the common sense assertion that the “Center”, “Left”, and “Right” across the West each and all have as their very genuine and sincere goal the protection of democracy, human rights, women’s rights, the rule of law, equality under the law, freedom of expression, freedom of conscience, freedom of inquiry, freedom of religion, etc. The only difference being that some individuals and groups (found on both the “Left” and “Right”) genuinely see protecting Islamism, the Koran, and Islamists from criticism or challenge as an act meant to protect Western freedoms and Muslims’ human rights and free exercise of their religion; such individuals, however, need to be convinced by good argument and examples – not by disparagement of their persons or political affiliation – that the protection of Islamism, the Koran, and Islamists from criticism and challenge, which seems on the surface to be one and the same as the protection of “religious freedom” or a “religious minority”, can and does lead for everybody to a subversion and loss of democracy, human rights, women’s rights, the rule of law, equality under the law, freedom of expression, freedom of conscience, freedom of inquiry, freedom of religion, etc. As a result, it is jointly recognized and *voluntarily* accepted, that until the Islamist threat is finally deterred, that application and observance of “Churchill’s Principle” and the above guidelines in all publications, presentations, and communications relating to the Jihad and Counter-Jihad is the best and only way to bring together and convince the greatest number of people from varying political backgrounds of the validity of these concerns and issues, to protect the Counter-Jihad movement and to avoid highly damaging affiliations with and accusations of “Right-wing”, “Left-wing”, or “neo-Nazi” individuals or groups in the wake of any future domestic terrorist attacks. In this way, the Counter-Jihad movement and its political parties best succeed in ensuring a shame-free political future and the preservation of Western freedoms, values, and institutions.