



Fight Back With Your Dollars!



EqualityBoycott.com

WHY AN "EQUALITY BOYCOTT"?

An economic boycott should focus on harming the opponent's assets, hence the belief that the focus should be on the Mormon (LDS) Church and its investments rather than the entire state of Utah. There is no major church in the U.S. as active as the Latter-Day Saints in economic life, nor, per capita, as successful at it.

Remember that they took it upon themselves to start this. We're just taking the issue back to them.

WHO TO BOYCOTT

Don't use Beneficial Financial Group for your investments, life insurance, annuities, disability insurance, or anything. If you own stock in Zions Bancorporation, divest. It is listed on the NASDAQ as ZION. Ask friends, family, and allies to do the same. Again, research where your local government has its investments, and if they are in Zions Bancorporation, demand divestment.

Don't use Zions Bancorporation or any of its banks in Arizona, National Bank of Arizona. If you bank there now, change to a different bank. Next, if your local government has accounts in Zions Bancorporation/National Bank of Arizona and its affiliates, demand divestment.

Bonneville International Corporation, managed by Deseret Management Corporation, is a broadcasting company wholly owned by The Church of Jesus Christ of Latter-Day Saints (the LDS Church). **In Arizona, Bonneville owns KPKX 98.7 FM (The Peak), KTAR 620 AM (sports radio) and KTAR 92.3 FM (news/talk).** Boycotting these stations effectively will require some organizing with like-minded individuals and organizations.

The organizing efforts mean monitoring these stations to determine their advertisers. Then these advertisers need to be approached. Polite but firm letters can be sent, and meetings with the advertisers must be organized to ask that advertising on these stations be stopped.

Be sure to tell them you cannot and will not purchase their products anymore until the company notifies you in writing that they have ceased advertising at Bonneville stations. Sometimes, their advertising buys entail contracts over a period of weeks, so expecting an immediate cessation is not entirely realistic.

Last of all, do not purchase their products until they do what you have asked.

Tell your friends about the boycott and the reasons for it.

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