

Activism: **Activism** consists of efforts to promote, impede, or direct [social](#), [political](#), [economic](#), or [environmental](#) change, or stasis. The term connotes a peaceful form of conflict.

I've been asked by one of our members to write some guidelines for activists who support our Right to Keep and Bear Arms. This comes on the heels of a rally recently held in Media, PA, where anti-gun members of Moms Demand Action were met by Freedom loving firearms owners, who held a counter protest.

On its face, counter protests are marvelous. It proves that we, as law abiding firearms owners, will not concede the field, and hopefully, our actions will be reported on by the media in an effort to balance the issue, or better still, to sway public opinion towards our point of view.

The Delaware County Times <http://www.delcotimes.com/general-news/20140628/gun-rights-activists-gun-control-advocates-face-off-over-background-checks> wrote an article that was, on balance, about as fair as pro gunners are going to get. There is an imbedded video, in which a very well-spoken man, wearing a tie, addresses the futility of the Universal Background Check. Had I stopped right there, I would have applauded the rally participants, but I thought I'd take a look at the photographs' link in the article. <http://media.delcotimes.com/2014/06/28/photos-gun-rally-for-background-checks-and-counter-rally-for-gun-rights/#1>

The very first photo is captioned "Wanting to remain anonymous gun advocates hold up signs." The photo shows two young men, perfectly framed in the center of the picture, with slung long arms.

First of all, why remain anonymous? If you feel empowered enough to foolishly walk about city streets with a long rifle or shotgun, regardless if it's a much vilified black rifle or a beautiful walnut furniture Browning hunting rifle, why don't you feel strong enough to give your name to the media. If you follow the series of some 20+ photos, the anti-gun Moms were unafraid, and freely identified themselves. Perhaps that's why the photo album is devoted almost exclusively to the anti-gun side, with only a few photo's that feature slung long arms.

My friend Bill, who I've known since high school, is my favorite pundit. He says "You can take a man to water, but you cannot make him *think*." My Dad often warned me that when you find yourself in a hole, the very first thing you want to do is *Drop the Shovel*. Murphy's Laws of Combat are clear, too. Don't look conspicuous, it draws enemy fire. That's why aircraft carriers are called "bomb magnets".

My observations are clear. First of all, do you really think you are serving the cause of Freedom by walking about with a long gun? You're digging a hole, and the media is filling it in right on top of you. Think about that aircraft carrier being a bomb magnet. You are the carrier, and the bombs are the photos and disparaging articles that the liberal media drops on you at every turn.

And what about walking about in black tactical gear, or camouflage, and muddy boots? What kind of message do you think you're sending to the anti-gunners? Whatever message you may think you're sending, the media is translating it in favor of Bloomberg, Moms Demand Action, the Brady Bunch and the other usual suspects.

Pro-gun grassroots organizations have spent years defeating and deflecting the efforts of those who would disarm you. When you fail to dress appropriately, when you look like an unruly mob, when you present a veiled threat of using that slung long arm, you undo work that's been going on in earnest since the 80's here in Pennsylvania.

That said, when you gather at the Capitol Steps, or wherever else your travels take you, and you represent the efforts of Freedom loving Pennsylvanians, please THINK "How am I going to be perceived?" Please think, "If a reporter asks me for my name, what I have to hide?" Please think, if a member of the typically hostile liberal media asks you a question, what are you going to say?

Your dress, your demeanor, and your deportment goes a long way in determining how the media is going to paint you. Your accessories to your wardrobe, whether a clean polo shirt with a collar, or a slung long arm, sends a message. You are in complete control of the way you are perceived.

And as a final note, to all of you who loudly shout "I have a right", I'd suggest you consider the awesome RESPONSIBILITY that accompanies that right. I can't dictate your behavior, what you decide to carry in the way of your personal choice in firearms, or your dress, but I can encourage you to carefully consider how your choices affect and impact all of us.