

## The Biggest U.S. Domestic Crisis and Scandal since 1865

### The National Emergency Letter to the Board Members of McDonald's

Care of, and mailed to: Messrs Skinner and Rogers:

**Mr. James A. (Jim) Skinner**  
Vice Chairman and Chief Executive Officer  
McDonald's  
2111 McDonald's Drive  
Oak Brook, IL 60523  
630-623-3000

**Mr. John W. Rogers, Jr.**  
Board Member of McDonald's  
Chairman, CEO & Chief Investment Officer  
Ariel Investments LLC  
200 East Randolph Drive, Suite 2900  
Chicago, IL 60601 312-726-0140

**Mr. Don Thompson**  
President and Chief Operating Officer  
McDonald's  
2111 McDonald's Drive  
Oak Brook, IL 60523  
630-623-3000

To be forwarded to:  
**Mr. Brian L. Roberts**  
Chairman, Chief Executive Officer  
Comcast-NBC Universal  
1 Comcast Center  
Philadelphia, PA 19103 215-286-1700

Dear Mr. Skinner, Mr. Thompson, Mr. Rogers, and all Board Members of McDonald's,  
and Mr. Roberts and all Comcast-NBC and GE-NBC Board Members:

The TITLE

### The Boycott Letter from Black Newspaper Publishers that SHOOK the WORLD

The PREAMBLE

The topic of this Historic Letter is the participation by McDonald's – as a television advertiser –  
in what is far and away the worst U.S. domestic crisis and scandal since 1865. It is:

**The Silence by Comcast-GE's NBC News about the cited Genocide of 3,000,000 – 4,400,000  
Black Christians in Southern Sudan. McDonald's advertises on NBC Universal with our  
money.**

Herein is the worst corporate scandal in the entire 400-year history of corporations.

The INSPIRATION:

Black America rises with power second-to-none.

## **The Boycott Letter from Black Newspaper Publishers that SHOOK the WORLD**

### **The FACTS:**

GE's NBC News and MSNBC **did not cover genocide of 3,000,000 – 4,400,000+ Black Christians in Southern Sudan.** (*None of this is the Darfur genocide*).

**The Citations** for this nation-horrifying 3,000,000+ number are in major, national print media including the New York *Times* and Los Angeles *Times*. Reliable, sober citations – easily confirmed – give **4,400,000+ murdered Black Christians in Sudan – three-quarters the number of the Holocaust.** All citations are given in scholarly detail – for independent fact-checking by any reporter. See Citations of Our Immense National Crisis.

With normal news reportage, with Journalism-101, the genocide could easily have been stopped. Or easily prevented. The 3,000,000 – 4,400,000+ Black Christian women and their children and their babies and their men would be alive today rather than having been slaughtered.

**The Dead of the Birmingham Church Bombing – times 1,000,000:** Southern Sudan is literally 1,000,000 times the numbers of dead and the horrors of four murdered little Black girls in 1963. GE-NBC News-MSNBC: SILENT. Perhaps NBC feared aroused Black Americans and Christians hearing about a 1,000,000-times-worse crime against them.

Millions of Black Christians were let to be murdered due to the decision of grim silence by GE-NBC News and four other named Major Media.

This awful decision was hidden from the nation. Except covered in the *Wall Street Journal*.

NBC News was obligated to sound-the-alarm about the ongoing genocide of 3,000,000 – 4,400,000+ Black Christians as part of the Universal Obligation of “responsibility to protect”.

THE WORLD IS STRICKEN: The 4,000,000 Black Christians murdered to Big Media's silence is over **20 times the people killed in Hiroshima-and-Nagasaki.** NBC News: SILENT.

OUR NATION SHUDDERS: The number of murdered Black Christians in Southern, Christian Sudan is equal to: **The entire U.S. Black population at the time of the U.S. Civil War.**

The murder of Emmett Till, one boy, triggered the civil rights era:  
This is over 3,000,000 Emmett Till murders.

THIS NATION-STAGGERING SCANDAL: **The Big Media Silence may unto itself be seen as a Crime Against Humanity.** NBC News let 3,000,000 – 4,400,000+ Black Christian men, women and children be lynched without so much as a peep.

Comcast-GE's NBC News – on which McDonald's advertises with our money – treats over half the dead of the Holocaust, two to three times the dead of Auschwitz, as a Non-Event about a Non-People.

## The Biggest U.S. Domestic Crisis and Scandal since 1865

This is one of the worst crimes against humanity in history.

Murdered Black Christians: over *1,000 times* the murdered of 9/11.

NBC News: SILENT.

Murdered Black Christians: *2,000 times* Katrina's 1,800 deaths. NBC News: SILENT.

Murdered Black Christians: *10-15 times* the storied horrors of the Rape of Nanking in 1937. NBC News: SILENT.

All of America is stunned. This is a national earthquake.

The world is horrified – and will be for 100 years, indeed perhaps for 1,000 years.

**NBC News is in more serious trouble than any American institution since 1865.**

Comcast-GE's NBC News is, bluntly, yet must be said, wading around in the blood of millions of Black Christians. This is a blood-soaked crime.

Comcast-GE-NBC must pay billions of dollars in Apology-Remorse Payments for this Crime of Silence. GE currently has \$40+ billion dollars in the bank. Some of this is owed as Apology-Remorse Payments. This is necessary, in the view of the American people.

The dark, brutally thoughtless, and contemptuous decision to turn aside and pretend to see nothing by NBC News was never disclosed to McDonald's nor to any advertisers.

This Silence was and is Negligent Genocide. This Silence was and is Criminal Neglect.

This Silence was and is Contributory Silence – a blood-soaked silence.

The *Wall Street Journal* – studied daily at NBC News as a news source – repeatedly published articles and op-eds about the genocide: **NBC News saw these reports and chose to ignore them.**

NBC fecklessly aided and abetted the genocide of 3,000,000 – 4,400,000+ Black Christians.

The *mental* shock to the American people of *all races* from this disaster will actually be greater than from December 7, 1941, Pearl Harbor.

This is a Betrayal that will Live in Infamy. Our nation will be adjusting for a *generation*.

Black men were denied their manly rights to arrange for the defense of Black women, Black children, and venerable grandparents.

Black Americans were denied the right to mourn our millions of dead. Including over 500,000 Black children murdered. And their mothers: *murdered*.

All 535 Members of Congress have been cheated. Congress members watch TV news.

The Congressional Black Caucus was given the Jim Crow treatment by NBC News.

Every Christian and Jewish member of Congress was dismissed by NBC News.

Congress was scorned, duped and diminished by NBC's abdication of responsibility.

## **The Boycott Letter from Black Newspaper Publishers that SHOOK the WORLD**

### **The Formal WITHDRAWAL of PERMISSION from McDonald's:**

McDonald's, a great corporation, has inattentively, if understandably, been advertising on television networks that refuse to cover **the Genocide of 3,000,000 – 4,400,000+ Black Christians in Southern, Christian Sudan.**

The money used for McDonald's advertising comes from Black Americans and all Americans.

This Letter, herewith, formally **withdraws our permission** for McDonald's to use money from us and supporters to advertise on the First Network Boycott Target: Comcast-GE's NBC – that is Silent about Genocide Against Millions of Black Christians.

As Board Members of McDonald's, you are national business leaders. As leading Americans, you can discern for yourselves how Black Newspaper readers – and how all of America – will respond upon reading the Boycott trip-wire – and its geometric growth to 100,000,000 in Count-me-in-the-Boycott Emails from friends and family.

The Boycott Letter from Black Newspaper Publishers that SHOOK the WORLD will itself horrify all Americans of every race as it is Explosively Emailed around the country.

**The Frederick Douglass DEMAND:** Great Victory Boycott – known as The Largest Boycott In History – requires that McDonald's withdraw all advertising from Comcast NBC Universal – except that Comcast has a signed Standstill-Agreement with us Black Publishers and The Largest Boycott in History. Each Standstill-Agreement expires in a fixed period.

Let McDonald's do what has to be done now. Including obtain its own Standstill-Agreement. **Thereby, McDonald's will become a hero to the American people.**

**Has there been Contract Fraud and Misrepresentation by Comcast-GE's NBC against McDonald's?**

Ask yourselves whether GE-NBC Universal, now Comcast NBCU, has engaged in fraud and misrepresentation against McDonald's. As you know, Contract Fraud includes willful failure to disclose known *material information* that – predictably – can now cause double-digit billions money damages to McDonald's.

Full Disclosure is required by Contract Law's good faith and fair dealing.

Had McDonald's been honestly informed by GE that its NBC News does not cover Genocide Against Black Christians, **McDonald's would not have advertised on NBC.**

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McDonald's Board Members would have been justly angered. McDonald's has been dissed. McDonald's has been duped. GE-NBC bullied and lied to McDonald's. McDonald's has been played the fool by Comcast-GE's biased and incompetent NBC News and MSNBC.

McDonald's Board Members have been publicly diminished before the nation. Board Members who happen to be Black or Christian have been even more insulted by NBC News.

THEREFORE:

**NBC owes ten figures in Money and Make-Good Advertising to McDonald's.**

**Comcast-GE-NBC also owes 8-figure Apology-Remorse Payments to each and every McDonald's Board Members yourselves. It is a Boycott-settlement absolute requirement that such monies be paid to you. Call it Black Power.**

You – Board Members of McDonald's – are students of history. Therefore, you know that a major boycott is the most powerful social force known to history.

Fighting the Once-in-a-Century boycott is like punching the Pacific Ocean.

The enormous power of boycott powered: 1. The founding of America, the boycott of British goods. 2. Independence for India. 3. Black Civil Rights, the Montgomery Bus Boycott.

**Every major boycott in history has been hugely victorious.** Not one defeat ever.

The Planned Boycott of McDonald's, if necessary, is a Modern-Boycott.

Herewith we quote a 1.5-page section about Modern-Boycott from The Largest Boycott in History, Beverly Hills. Quoted Section begins >:

**“Every McDonald's Board Member and Executive should discuss this:**

“Here is the Geometric Expansion of Count-me-in-the-Boycott-Against-McDonald's Emails that can cost McDonald's stockholders \$10 billion dollars.

“Except that McDonald's has a Standstill-Agreement.

“At Boycott-Settlement, each Count-me-in Email must be paid a \$100.00 (one hundred dollars) Demand-Refund and Apology-Remorse Payment. THEREFORE:

“Any hundred people invite 100 Count-me-in-the-Boycott-Against-McDonald's Emails from friends, including Facebook Friends, (some get 20, others 200, others 500). Students, homemakers, grandmas will – *for hours a day* – ask friends-and-family for their Count-me-in-the-Boycott-Against-McDonald's to get paid \$100 per email, \$10,000 for 100.

“Any ten thousand (10,000) people get 100 Count-me-in-the-Boycott Emails is 1,000,000 dated emails. 1,000,000 boycotters against McDonald's is not many.

## The Boycott Letter from Black Newspaper Publishers that SHOOK the WORLD

Quoted section continues this whole page:

“Here is the National-thriller and High-fiver that can **cost McDonald’s stockholders ten billion dollars – unnecessarily, pointlessly:**

“1,000,000 Count-me-in-the-Boycott-Against-McDonald’s people getting-100-Count-me-in the Boycott Friends is a nation-stunning (1,000,000 times 100) **100-Million people in Count-me-in-the-Boycott-Against-McDonald’s** times-a-\$100-dollars-email equals double-digit billions due as **Consumer-Refunds-with-Apologies.**

“This could happen ‘in a month’ or other short period.

“Demanding refunds is as American as apple pie.

“This ten billion dollars is better paid by the named Major Media. Rather than McDonald’s bizarrely volunteering to pay \$10 billion as a Big Media advertiser.

“PLUS: **\$100,000.00 must be paid to each of 50,000 sickeningly-cheated Black Pastors**, in Apology-Remorse Payments. This \$5 billion makes a supra-gargantuan \$15 billion total due – payable to 100,000,000 Americans who refuse to go to McDonald’s – *EVER* – until they have been paid their **Demand-Refunds and Apology-Remorse Payments.**

“McDonald’s must pay this. OR: five named-Big Media must pay the Refund-Demand.

“The better choice for McDonald’s is obvious.

“**McDonald’s restaurants, EMPTY:** Gentlemen, modern-boycott will lead – unnecessarily – to McDonald’s franchisees phoning Chief Executive Skinner to report that their restaurants are empty. They will send proof-videos from their cell-phones.

“This will be front-page news in the *Wall Street Journal*, day-after-day.

“Allow me to draw to your expert attention that the described Modern-Boycott is much, much more comprehensively-organized than any other history-changing boycott:

“The 1776 boycott against British goods, the 1946 Indian boycott against British goods, and the 1955 Montgomery Bus boycott. These great boycotts made a great deal of history.

The “once-in-a-century” boycott is the most powerful social instrument known to history.

“Yet, compared to the Modern-Boycott with exponential explosion of **paid**, Social Network, Count-me-in-the-Boycott Emails, these boycotts were less organized.

“And too unsure of themselves to require Apology-Remorse Refund-Payments to each boycotter. These boycotts used the term “demands.” Largest uses the term “require.”

“Judge for yourself whether The Largest Boycott in History will be called a new thing to history.

## The Biggest U.S. Domestic Crisis and Scandal since 1865

### “The MOST IMPORTANT POINT for McDonald’s:

“As a fan of McDonald’s – a great American corporation – I am obliged to note that inattention by McDonald’s Board Members to this worst American scandal and crisis since 1865 could result in McDonald’s going under.

“McDonald’s could go bankrupt, like Arthur Anderson and Enron – all unnecessary, all pointless.

“Boycott is Freedom of Speech, and, Freedom of Assembly.” < Quoted section ends.

We urge you to distribute all copies of The Letter from Black Newspaper Publishers that SHOOK the WORLD – for comment back to you – to all McDonald’s board members and senior executives.

These Board Members are good people and will be **horrified beyond all measure**.

**Every Black community Newspaper Publisher has been brutally cheated** – in our own reviews of world events – by the decision by NBC News and four other Big Media that the genocide murder of millions of Black Christians is a Non-event about a Non-people.

The Largest Boycott in History requires, for any delays, a Standstill-Agreement, **Black Dignity and Respect** payment of: \$10,000-a-month, rising to \$10,000-a-week, to each Black Newspaper Publisher. McDonald’s should require that the television network pay.

For your review: Can there be U.S. prosecutions for aiding and abetting torture and genocide abroad? Let the Congressional Black Caucus lead televised U.S. Congressional hearings with subpoenas of network chief executives, to review our grim, national crisis.

**National Honor Awards:** Largest Boycott requires (1) Some millions of dollars be paid to each Black Newspaper Publisher, plus (2) Some millions of dollars in bank-guaranteed, Place-or-Pay advertisements in each Black Newspaper. Or: No Settlement.

If there is a Boycott: in Modern-Boycott, each Black Newspaper Publisher must be paid \$5,000.00 per day.

If McDonald’s acts for all of Black America and all Americans, all Americans will want McDonald’s Chief Executive Officer, James A. Skinner to be given the Presidential Medal of Freedom, by President Obama. Let James Skinner rise to the historic occasion.

Let McDonald’s host a **Twice-monthly or Weekly Conference Call** including:

1. All Black Newspaper Publishers, 2. McDonald’s Board Member (and Obama friend) John W. Rogers, Jr., and McDonald’s stellar new president, admired by all of Black America and all America, Don Thompson, and, 3. The Largest Boycott in History from Beverly Hills.

One result: The nation will love McDonald’s. The nation: “Lovin’ it.”

## The Boycott Letter from Black Newspaper Publishers that SHOOK the WORLD

### CONGRESS WILL GREATLY APPRECIATE THIS:

Let me herewith interject in this necessarily grim letter, three pages, pp. 8, 9 and 10, of upbeat **Largest Boycott settlement requirements that are an advantage for all:**

Largest Boycott and Black Newspaper Publishers require that three new television channels be created as a public service by the five, named national media, with News Corp. invited to join the five for this public affairs purpose, and for Comcast-GE-NBC to convene the chief executives of these major media corporations for the purpose.

The three channels are:

(1) **Congress TV Channel**, to allow each of the 535 members of Congress – in unchanging alphabetical order – to make any 15-minute video presentation – on any topic – from anywhere on earth – once every 16 days (all 535 members of Congress divided by the 32, 15-minute segments in each eight evening hours). Actually, once every 5.57 days: 535 members divided by the 96, 15-minute segments in each 24 hours.

No one doubts that many members of Congress will – amidst 1,000 interesting topics – visit Southern Sudan and report on the aftermath of: Genocide of Millions of Black Christians.

Congress TV Channel is to be set-up by a date-certain.

The other two, must-carry channels are to be of, by and for, the **Democratic National Committee** and the **Republican National Committee**:

(2) Democratic Party TV Channel and

(3) Republican Party TV Channel in side-by-side, identical studios, in Washington, D.C.

TO UNDERSTATE: Congress will very much like these channels.

This plan brings a great deal of credit to McDonald's, to Mr. Roberts and Comcast, GE, to the GE Board of Directors, to NBC Universal, to Mr. Immelt at GE, and to all concerned.

### **\$100,000,000 to each major media Board of Directors:**

We note that Largest Boycott requires that *each* of the major media noted-above pay its Board of Directors a **National Honor Award** of \$100,000,000 upon the three new TV channels being set with Start-Dates-Certain.

On the topic of new TV channels: The Largest Boycott in History requires that two or more major TV networks create, with Start-Date certain: **Great Black People's TV Channel.**

Free Founders stock to us Black Newspaper Publishers. Thank-you in advance.

And: **Columnists & Commentators TV Channel**, with a format like Congress TV Channel, as described above. Largest Boycott and Black Newspaper Publishers will select the "535" columnists and commentators, including online commentary magazines – from those who take an interest in Genocide of 3,000,000 – 4,400,000 Black Christians in Southern Sudan.

Those who are bored by the topic, need not apply.

## The Biggest U.S. Domestic Crisis and Scandal since 1865

**A Black Newspaper Publishers, history-changing, Largest Boycott settlement requirement that is a win-win for all. Tens of millions of American parents will appreciate:  
The NEW EGALITARIANISM:**

NBCU reporters must be assigned full-time to the Revolution Against Caste (RAC):  
RAC is simply that: 100% of parents must, by law, have the choice, beginning at grade one, of Mandatory School Homework Schools.

In a Mandatory School Homework School: the school takes 100% of the responsibility of supervising that school homework is done, five times a week, 200+ times a year, by all students in a Mandatory School Homework School – just like rich people’s private schools.

(The obvious means: detention after school, in School-Homework-Room, on each and every occasion, during 12 years, when the homework was not done the night before).  
(Good news for young people: School homework is free).

Parents en masse must have the overnight right to sue if *any* student at a Mandatory School Homework School is not required to do his or her school homework.

The Boycott-Settlement requires that Comcast-GE NBC News-MSNBC:

- (1) Board Members themselves editorialize, on the Evening News, on a continuing basis, that 100% of parents must have access to 12 years of Mandatory School Homework Schools,
- (2) Help draw-up the Congressional and U.S. state legislation, on-air and on Internet streaming, with members of Congress, and,
- (3) Assign tag teams of serious, aggressive reporters to interview members of Congress on this critical national matter.

### **Mandatory School Homework Schools can:**

- (1) Raise up tens of millions of American families, including lower-middle class and poor Black, Brown and Blue Collar families, into the solid middle class and upper-middle class and wealthy,
- (2) Send all of their children to university,
- (3) Put the U.S. economy on steroids,
- (4) Double the average income of Black Americans.

The New Egalitarianism can allow **President Barack Obama** to become one of the few, truly “Great” presidents.

On the topic of greatness, we are confident that the American people of every creed and color stand shoulder-to-shoulder with Black America for Major Media annually to convene “1,000” foundations, and “1,000” of the wealthiest corporations and individuals to support **The Sudanese Christians Genocide Recovery Trust**.

## **The Boycott Letter from Black Newspaper Publishers that SHOOK the WORLD**

### **The third of three pages of historic achievements by Black Newspaper Publisher via The Largest Boycott in History**

Largest Boycott requires that the five named Major Media corporations, with Fox invited to join the five for this public affairs purpose: Convene every six months, alternately in Las Vegas and Beijing, “1,000” foundations and “1,000” richest individuals to endow a new university, **Free University for Every Human Being on Earth**. On satellite channels, on Internet streaming, on iPad, on iPad projected to wall screens. From Southern California.

The university will telecast the entirety of virtually every course of study known to the human race, from Aeronautical Engineering to Zoology – all textbooks online, all totally free. No copyrights on the DVDs of every course, captioning in every language welcome.

To forever end the worldwide caste system where only some can afford university. Truly, Black Newspaper Publishers here “REMAKE THE WORLD”.

**Free university. For all humanity. Forever.**

In honor of the first Black American President, the University can have:

**The President Barack Obama GATE for the AGES:**  
200 yards wide, pillars ten stories-tall. AND:

**Great Black Christian Clergy & Publishers Square :**

A huge, St. Peter’s Square-St. Mark’s Square-genre square, Tien-an-men-huge, the biggest public square on earth, with St. Peter’s-genre rows of triple-pillars, and, with many Sidewalk Cafés of the Nations. Including a great McDonald’s.

While at it: The Black Newspaper Publishers and The Largest Boycott in History require that the five, named Major Media, plus Fox to be invited, plus 100 major advertiser corporations to be invited, to found and endow:

The online, 24/7/365, **Free School for 12 years at the level of The Top Private Schools of the richest families on earth**. An identical All Women-All Girls school for some cultures.

To be available on wall-screens, Internet, iPad, iPad-projected-to-walls, for every school and teacher, public or private worldwide. For every boy and girl on earth.

Universal free education: from the genius of Black Newspaper Publishers.

English as a second language pre-school and K-12 so that in time *every human being on earth will be able to communicate with any human being on earth*.

Truly, the World is Remade by the genius of Black American Publishers.

## The Biggest U.S. Domestic Crisis and Scandal since 1865

### The Cause is Just. The Crisis is Immense:

Therefore: It is predictable that 1. Our readers, and 2. Millions of Black families, and 3. Many more millions of all Americans will – absent a Standstill-Agreement – make the decision to boycott McDonald's – and obtain Count-me-in Emails from friends and Facebook Friends, to be paid \$100 each Demand-Refund.

### The CLOCK

**IF:** If I and my fellow Black Newspaper Publishers do not each – separately – hear from McDonald's from Board Member level, **within 21 days** – and with full respect – and with the entire seriousness that befits the topic: Genocide of over 3,000,000 to 4,400,000+ Black Christians in Southern Sudan: Then it may be too late for a **Standstill-Agreement**.

1. At signal: We can all proceed with publishing – weekly – the Boycott invitation for readers.
2. The Largest Boycott in History can spread throughout the nation like wildfire – by people inviting Count-me-in-the-Boycott Emails from friends and family.  
*Such expansion and freedom of speech is beyond anyone's control.*  
You might see fit to discuss this Popular Email Explosion with Comcast Chairman Roberts.
3. 125+ Black Newspapers can publish – weekly – a 'WE SUPPORT THE BOYCOTT' Editorial, with readers invited to send us their weekly cumulative totals of Count-me-IN-the-Boycott Emails. **McDonald's could lose many billions of dollars and tens of millions of customers.** You might see fit to discuss this with Comcast NBCU Chairman Brian Roberts.

### The SIGNATURE

McDonald's Vice Chairman Mr. Skinner, and Board Members Mr. Rogers and Dr. Massey and McDonald's stellar new President, Don Thompson:

You should know with real certainty that any and all communication from you must be with studied attention to full and entire respect shown to me and to 250 Black Newspaper Publishers and others – *and must come from your desks only*. 1. No publicity flacks.

2. No 'community outreach'. Save your 'outreach' for Martians. We are Americans.

3. No claims to be 'concerned'. These would be **deep insults** to us.

### In regard to any who would dismiss Black America:

1. We – proud Black Publishers – are in daily communication with each other.  
Any one of us can email ALL the others at will 24/7 via the Largest Boycott system.

For your review: We individually postal-mail The Boycott Letter from Black Newspaper Publishers that SHOOK the WORLD to you by **125-Newspaper-Publishers** during a 14-day period. From all over the United States. We are informally called The 125-Who-Make-History-Group. Judge for yourself.

## **The Boycott Letter from Black Newspaper Publishers that SHOOK the WORLD**

2. In the event of condescension or other grave insult: Any one of us can email report-the-insult to all 125+ Black Newspaper Publishers in minutes. We can publish the nation-stunning bigotry. We can seek reader response. We can begin our 'We Support the Boycott' editorials weekly – with wildfire national expansion by Count-me-in-the-Boycott Emails.
3. We urge Vice Chairman Skinner to arrange that each McDonald's Board Member and McDonald's President and Chief Operating Officer Don Thompson, be shown each and all of these Letters from Black Newspaper Publishers that Shook the World. THEREBY: each Board Member will be able to perceive for our nation and for television advertisers that:

**This is a national crisis of almost unimaginable magnitude.  
Nothing to compare it to.**

Assuming this distribution of ALL of our Letters to ALL Board Members:

You – the McDonald's Board Members – are proven national leaders in the business world and in other other spheres. Therefore, you know that: **This Simultaneous Announcement from 125 Black Newspaper Publishers – and more publishers to come – is nation-stunning. We shape our times.**

Let McDonald's Board Member John W. John W. Rogers, Jr. see fit to give a heads-up to the President Obama White House about Black America leading all America in a world-stunning awakening, including pages 8, 9, 10.

4. **The Enormous Power of the Black Church:** The Largest Boycott in History requires that the five named Big Media pay \$100,000.00 Apology-Remorse Payments to each of 50,000 Black Pastors that support the Boycott in their Sunday bulletin. This is a readily-doable one billion dollars apiece. Not a lot.

We do not speak for Black pastors. Allow us to offer that we would not care to be on their wrong side. They are very strong men and women. Be assured, they are accustomed to confronting problems successfully.

5. **It is 50 years overdue:** NBCUniversal must present its plans to the nation to include the full complement of Protestant and Catholic characters of every race, and Jewish characters, in compelling TV series and dramas nightly, including action heroes and super-heroes and heroines, and every leading character imaginable. End Apartheid, end segregation.
6. **Wildfire:** We encourage our Columnists to write – on a continuing basis – about the public affairs of The Boycott Letter from Black Newspaper Publishers that SHOOK the WORLD.

They may win one of 400 demanded, \$1,000,000 National Honor Awards to columnists, \$200 million to Black Columnists, \$200 million to non-Black Columnists for this issue that concerns all Americans. Let there be thousands of boycott-driver columns on the topics.

## The Biggest U.S. Domestic Crisis and Scandal since 1865

7. No one represents me but me. 2. No one speaks for me but me. 3. The Largest Boycott in History does not speak for me. THEREFORE: You do need to get back to me individually – and to *each* Black Newspaper Publisher. You must assign a major executive full-time to this immense national crisis.
8. No public corporation in history has decided to proceed without addressing 125 newspaper publishers (and may become 250 Newspaper Publishers shortly) to be publishing – if necessary – weekly Boycott-support Editorials and How-to-get Count-me-in the Boycott Against McDonald's Demand-Refund Emails.
9. Allow us to suggest that Vice Chairman and CEO James Skinner poll the Board Members about whether a Standstill-Agreement should be obtained. It makes great advertising for McDonald's. It makes McDonald's a national hero corporation.
10. Our Pledge: We stand together as The Black Newspaper Publishers that SHOOK the WORLD.
11. **The CLOSING:** Crusading publishers are as American as apple pie.

This Historic Document signed this DAY: \_\_\_\_\_, MONTH \_\_\_\_\_, YEAR \_\_\_\_\_

Sincerely,

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SIGNED

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Printed

Reference:

Terrence, President  
Largest Media Advisors LLC  
The Largest Boycott in History  
269 S. Beverly Drive, Suite 579  
Beverly Hills, CA 90212  
Email: [sourcesinside@gathering-of-eagles.com](mailto:sourcesinside@gathering-of-eagles.com)

Largest Boycott can email, as Adobe.pdf attachments, **The Letter from Black Newspaper Publishers that SHOOK the WORLD**, and, Citations of Our Immense National Crisis, same-day, upon email or phone request by yourself or your Executive Assistant. Feel free to forward them. Email: [sourcesinside@gathering-of-eagles.com](mailto:sourcesinside@gathering-of-eagles.com): 'Please email the documents SHOOK and Citations.'