



PROCLAIMING JUSTICE TO THE NATIONS

“Let me control the textbooks and I will control the state,” Adolf Hitler

- **GRASSROOTS K-12 EDUCATIONAL OUTREACH:** PJTN has had tremendous impact and success in mobilizing a grassroots initiative to remove anti-Semitic, anti-Israel, anti-Judeo/Christian rhetoric in America’s schools. A campaign launched against global publishing giants such as Pearson Publishing succeeded in having anti-Semitic content removed from future editions of their textbooks and online instructional materials used by children in school districts across the US. Working hand-in-hand with grassroots support from concerned parents, grandparents and PJTN Watchmen across the nation, 2017 will see an every bigger campaign.

One school district at a time, we are empowering people like you to know what to look for, learn how to make changes and how to save the future generation of learners.

Background – For every person that is tired of writing articles and sharing frustrating emails, there is proven power in unity. PJTN offers that unity. There are thousands of us who are rolling up our sleeves and doing it the ‘American’ way: getting it done – ourselves. Because PJTN has already faced down this “textbook foe” in Tennessee, we are sharing their model and scaling it across America.

The keys to success:

- Educating yourself
- Launching a strategic campaign
- Understanding who the stakeholders are and who has the authority to make changes in your local school district
- Building your local team -- and know that PJTN will exponentially help you reach ‘top down’ as you build “bottom-up” – from grassroots to the school board.

Action Steps: You need a place to start. And you will need to know where you are headed – which is very likely a show-down with the local school board. First, sign-up at www.pjtn.org and create a profile. You can use the PJTN site as your outreach and database. The site will be a valuable tool for you, offering resources to make your efforts result driven.

The Power of One: Alone or with a small team of those who share your passion for change that will benefit our children, you form an official presence “The PJTN (name of county, state) Citizens for Transparency in our Schools” –

1. Your first step is gaining access to the curricula and textbooks being used in your school district. You can access this information on your local school district’s website.
2. Once you acquire the lists, you want to narrow your focus to review 7th – 12th grade history, geography and social studies textbooks.
3. Request copies of all the books/instructional materials you need from the school administrators, principal, school board member, superintendent or the school library.
4. Who is the publisher/organization, or editor that is responsible for publishing/editing the textbooks/instructional materials, ie: Pearson Publishers, Council on American Islamic Relations (CAIR), etc.
5. If you encounter resistance, go to the library or some other source. **But be sure to document any resistance from the school. Document every contact with the school and the board, including date and time, names, and contact information.** Contact PJTN too. We have a group of lawyers who stand ready to ensure your rights are protected through the process.

REVIEW PROCESS: With textbooks secure—the review process begins. Read through the books being used—look for and make note of PJTN’s 3 Points:

(1) Locate the comparative religion section – ie: Judaism, Christianity & Islam.

- Document how much time is dedicated to learning about Judaism, Christianity and Islam
- Are the tenets of the faith taught? If so, document what is communicated.
- How are the three religions presented? Ie: historically accurate? Biased?
- What additional resources/supplemental materials are being used?

(2) Israel, the Holocaust and anti-Semitism?

- How much time is dedicated to teaching about the Holocaust?
- How is the information presented?
- What about the topic of anti-Semitism? How is it communicated?
- What about Israel?

- How is the Arab-Israeli conflict portrayed? Is the territory disputed, or is Israel seen as an occupying force?
- What about Israel's ancient history?

(3) What about the United States of America –

- Does the material reflect and present an accurate portrayal of U.S. history and the Judeo-Christian values on which the Republic was founded?
- How are the Barbary Pirates portrayed? Are they portrayed as North Africans, Mohammedans, pirates?

(4) What about September 11, 2001?

- How is that event in U.S. history portrayed?
- Did 9/11 happen because of our relationship with Israel?
- Who were the terrorists? Where did they come from?
- What ideology led to the terrorist attack?
- Why is terrorism on the rise?

As you gather this information, you and your team are assembling a critical mass of influence in the community and will approach the school board with facts and data. **REMEMBER: Use facts – not emotions.** Once you have compiled the information, please send your research to Textbooks@PJTN.org so we can add your data and share your findings with like-minded Americans who are working on similar efforts in their own communities.

TIPS ON TEAM BUILDING:

It's important that your team consist of people who live in the school district you want to impact. With children, grandchildren, or as concerned citizens in the district schools, influencing for change works best when citizens speak to people who need their vote. We have learned through past efforts that local school boards pay almost no attention to concerned citizens who live outside their district.

Start your outreach through civic groups, local community organizations and faith communities. Some of their leaders and members probably live in the district, but in any case, the leadership, taken as a whole, can probably direct you to their members who do live in the district. If you ask, they will probably be happy to introduce you.

You also will want to ask whether you can speak at their membership meetings and take no more than **THREE** minutes to talk about your concerns, to recruit signatures/people members and be specific

about what you plan to accomplish. (PJTN will provide talking points, a graphic roadmap, a sign-up sheet; all downloadable by October 15th).

After you have assembled your team, be sure to keep in contact with them on a schedule. Some people like to attend meetings – but these busy days, more people will help *if you don't want to take time* from their schedules. Conference calls are a great way to stay connected and moving forward. There are several “free” conference call websites available. So, be organized and prepared to keep things moving along with deadlines and calls to action per the PJTN Textbook Roadmap.

Recruiting should be ongoing as people have short attention spans these days. But all names on record are of great value.

PJTN has prepared an OP-Ed that we will place in local media to drive interest to your group and to help explain the issue once you are ready to start. It will include a PJTN reading list recommendation, including:

- ***Crimes of The Educators*** by Samuel Blumenfeld & Alex Neuman
- ***The Trouble with Textbooks*** by Gary A. Tobin & Dennis R. Ybarra
- ***Underground History of American Education*** by John Taylor Gatto
- ***The Well Trained Mind: The Classical Approach to Education*** by Susan Wise Bauer & Jessie Wise

Step 2: Know your school board and complete the PJTN Roadmap Report, Recommendations and Demands

No question about it, this is the time to get to know more about the people who serve on your school board and how best to reach them with your message. Know their calendar and deadlines. Understand how to submit a complaint, or a request to remove questionable content, their committee procedures and understand their exact process to successfully create the changes we seek.

PJTN can make a real contribution to your efforts once you obtain the policies and regulations of the board of education (often on their website), we can help navigate some opportunities for impact.

You will also want to visit your state's department of education website to download the education standards for history, geography and social studies. This is where the foundation of education is laid in our states.

Step 3 Get on School Board Agenda and Calendar

Along the way, you'll measure your success. It will become evident if concern and an organized campaign effort is warranted and can wrangle the school board, or if you require a public interest law firm. There is no charge for their services. PJTN will be there to advise you.

Then, it's your time to make it happen.

Getting the Win

A few more points to ensure this heavy lift has a positive outcome:

- Encourage sign-ups on the PJTN.org website. We use a platform that allows you to download all material you need for this mission AND helps you save time/effort by allowing you to reach into social media and touch a lot of people you know care about this topic.
- Everyone who joins you will hopefully sign up as a PJTN member and make a \$36.00 donation which will engage all of PJTN's top media/PR team, grassroots training leaders and PJTN's President, Laurie Cardoza Moore.

The more PJTN members who join us – the stronger our voices will be empowered—and heard-- on the grassroots level. It's time and time proven, that with the power of the unity of focus of concerned citizens, there is so much we can accomplish together.

For the sake of our children, our children's children, and our Republic, we hope you will make the decision to make a difference!

[Deuteronomy 6:7](#)

You shall teach them diligently to your sons and shall talk of them when you sit in your house and when you walk by the way and when you lie down and when you rise up.

Laurie Cardoza-Moore

President, PJTN