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## Project Sanctuary Twitter Force

# A Guide on How to Support Science Fiction Television

June 2011



#### Overview



#### **Twitter Force Special Project**

There has been a rebound in Sanctuary ratings. More may ensure more Sanctuary. Use this guide to support your shows

Sanctuary Season Four / Season Three Finale Support

This project is a replication of previous work accomplished by teams of individuals world-wide. The majority of participants are not to be directly connected with WormholeRiders News Agency (WHR). Nor should they be. This campaign belongs to each person who loves Sanctuary and desires to participate. WHR team members have been acting as guides for their efforts to avoid pitfalls.

#### Historical Perspective

There is no guarantee of success, but the concept has been previously successful with several television programs including Fringe, Chuck, Star Trek and SGA dating back many years. Some of us were involved in web projects when some SG-1 fans balked in 2006.

Campaigns must be positive in nature, not hostile. However, certain types of entertainment franchise fans have expressed frustration, even hatred, in an attempt to boycott various television networks trying to force the networks and studios to do things "their way". This is not going to happen. The "targets"? Virtually every network in the USA at one time or another.

What have past malcontent activities in the United States accomplished? They have always ended the same way with series franchises either being cancelled or placed on the shelf for extended periods of time, sometimes never to return.

What is a recent result? The end of the entire Stargate franchise is an example of what a boycott "succeeded in accomplishing". On June 17 and 18, 2011 everything Stargate will be sold off in a liquidation.

#### Latest Target

Sanctuary was the latest target of a boycott with huge declines in the live viewership. "Supporters" in the United States encourage:

Boycotters promote "not watching" Sanctuary either live, by DVR, on-line and or via On-Demand (cable / satellite).

Boycotters promote illegal downloading at their web sites providing illegal Internet "streams" of Sanctuary.

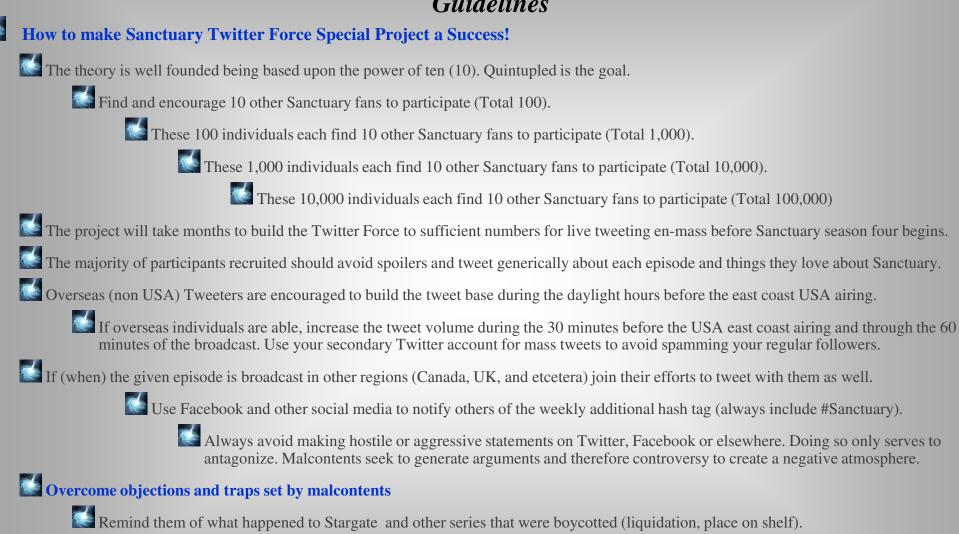
Boycotters promote tweet attacks as well as Facebook posts using "arm twisting" in the fandom often providing misleading information such as they did with Stargate Universe (e.g. if we boycott SGU we will get SGA and SG-1 movies). Such tactics are not only misleading, they failed because they are misguided (see above; end of Stargate).



_	"Is" and "Is Not" Analysis
	Sanctuary Twitter Force Special Project "Is"
	About supporting Sanctuary and demonstrating that fans can act in an adult fashion to encourage TPTB & advertisers to fund a fifth season.
	Buy the DVD's, legally download, and write positive letters of support or positive tweets to Syfy about you supporting Sanctuary
	About using logic instead of emotion with regard to supporting Sanctuary to encourage future airing of the program (5th season renewal status
	About making each person feel empowered enough to advise malcontents (in a courteous fashion) to stop boycotting and or attacking others
	About NOT being drawn into bickering and arguments on Twitter, Facebook and or e-mail. Ignore trouble makers
	About concentrating tweets across international and country boundaries during the 2-3 hour time period before and during Sanctuary USA
	About encouraging all to watch Sanctuary live (1) or by DVR / On-Demand (2) within 72 hours (since USA advertisers there "pay" for series
	About tweeting when Sanctuary airs or is legally available on-line or by DVD in other region countries to support those airing dates and fans
	About convincing using logic to not boycott television networks and not illegally download under any circumstance to set a good example
	Boycotts only causes franchise employees to lose their jobs (actors, creators, directors, support people, contractors and etcetera)
	Sanctuary Twitter Force Special Project "Is Not"
	(Not) About arguing rating system flaws. We are NOT going to "boil that ocean". Avoid being sucked into such no win arguments or debates
	(Not) About allowing individuals seeking power over others to take control of YOUR campaign (who say their effort is better than "yours")
	In the end this is what caused the Stargate Universe and other television program campaigns to fail (too many people wanting "control") Control of what is an appropriate response. Be a team player and tell all your friends to watch Sanctuary LIVE
	(Not) About being perceived as a United States "better than others" campaign AND not about sharing illegal download links. It is not
	(Not) About going "negative" once they are announced as cancelled or after the final episode airs. (But do try through all live air dates)
	(Not) About Syfy, ABC, CBS, NBC, BBC, Sky One, Space Channel or any other TV network. This effort is about supporting Sanctuary!



#### Guidelines



If hostile individuals are encountered, ignore their attempts to start fights. They are likely seeking attention at your expense.



#### Who, What, Where, Why, When

