

From: Scott Yenor <syenor@boisestate.edu>

To: dturner@philanthropyroundtable.org

Subject: Action Idaho

Date: Wed, 07 Sep 2022 22:46:26 +0000

Attachments: Syringa_Fund-Proposal_.docx; Idaho_ActionSite.docx; LTR.IRS.DET.pdf

Dear Daniel,

We arent that far along, but we are not just starting. Our plan is to make Action Idaho into a broad based go-to place for conservative news, as an adjunct to a think tank, called the Syringa Fund. The Action Idaho site is a map for what we think we could do on the site fully built out. Right now we are just doing social media, some video content, writing, and some contract writing. VEC's IRS designation letter is attached.

A quick word on finances. We have gotten 45,000 in December and some 20,000 in donations this year, with a fund raising dinner tomorrow night (probably raising about \$2,500). I have fund raised passively. Our expenses have been on social media, web development (very cheap!) and some contract writers. We have about \$30,000 in the bank.

Thanks for your interest.

SEY

Sent from my iPhone

Syringa Fund (Initial Proposal)

Purpose: To establish a think tank and political action group to identify and cultivate political talent and meet the challenges posed by living in a decadent federal republic. Montana, Idaho and Wyoming would house branches of the Syringa Fund, which would be a 501©3. We have an established 501c3 through which to run Syringa now.

Old paradigms pitting liberty against authority, while relevant, are not adequate to our current situation. A global oligarchy is rising, and it aims to demoralize opposition to it. Rampant drug-use, pornography, the decline of birth rates, homelessness, unplanned development and sprawl, increasing concentration of real estate, foreign ownership of real estate, the endless stream of refugees and immigrants upset our social fabric and sap the vitality from our civilization. States in the intermountain West are not immune from these trends, but they are also in the best situation to deal with them given the nature of their populations. Our populations are relatively homogenous and vital and infused with a love of liberty. No three states have more guns than Montana, Wyoming and Idaho. Yet no state-level think tank in the country is dedicated to maintaining the American Way of Life—and to protect states from degrading impositions from the national government and to recognize the oligarchic sources of decline from within. Without a think tank to educate the populace more generally and to identify political allies and political talent, we will not have the leaders to meet the challenge. And without leaders to meet the challenge, we will not meet the challenge.

Syringa will be headed by Jeremy Carl and Scott Yenor, both Ph.D.s, living in Montana and Idaho respectively. It will undertake three main initiatives. First, it will commission essays from competent scholars on issues facing the intermountain west. Our first three features would include “Republican Rule” essays (discussed below), investigations of foreign ownership and corporate/private equity ownership of real estate in the states, and a policy manual Second, the heads will write on the issues facing the intermountain west, much like is currently done on actionidaho.org. Daily and weekly updates about policy will spearhead an effort to build an alternative media presence, culminating in something like Alpha News (an alternative, internet based streaming news show for the intermountain west). Third, it will hold six annual idea conferences in various parts of the states where we will bring in national figures and local activists to discuss policy challenges facing the state and how best to meet those challenges.

Year 1:

1. Commission essays called “Idaho under Republican Rule” and “Montana under Republican Rule,” where the relative position of the states with respect to industry, politics, government shape would be analyzed comparing what the state looked like at the beginning of Republican rule (1992 in Idaho) and today. What have the Republicans accomplished? What opportunities have they missed? What problems have their policies caused? Each Essay would be \$25,000.
2. Yenor and Carl would write weekly essays on policy challenges facing the state and promote them through websites like actionidaho.org, where daily works are produced about the new policy challenges facing the state. Each would receive a stipend of

\$30,000 for their work overseeing the commissioned essays, establishing website, writing for website, and organizing the idea summits.

3. Idea summits would take place in CDA, Treasure Valley, Bozeman, Kalispell, Helena, and Idaho Falls, where we would invite one big name national figure (Tucker to talk about homelessness, Mollie Hemingway about election integrity, etc.) to draw in people for a discussion of the big threats facing the states and aligning our reaction to them. We would start doing three idea summits in year one, with the goal of increasing them incrementally over the next several years. The goal would be to create a network of based, right-wing allies, to train legislators and executives in the ways to meet our challenges, and to identify candidates for political office. Each summit would cost \$75,000.

Budget for Year One:	Summits, \$225,000
	Directors, \$60,000
	Website Development, \$10,000
	Advertising, \$10,000
	<u>Commissioned Essays, \$50,000</u>
	TOTAL \$450,000

Action Idaho: Toward a Local Media that Fortifies Idaho

Proposal: I ask for a \$45,000 grant to seed a media company (Action Idaho), whose purpose is to lead conservative opinion in Idaho. We will use multiple platforms of video, podcasts, articles, and event calendars to point conservatives toward preserving our distinctive way of life against threats. The \$45,000 will pay for our Editor-in-Chief.

Statement of Problem:

National politics are hopeless for the foreseeable future. Conservative states are under attack by national government, “woke” corporate oligarchs, and leftist interest groups descending into the state. Major news outlets in Idaho are mouth pieces for the progressive political establishment - local television stations and newspapers aggressively push false narratives and undermine conservative spirit. The Left is organized. Idahoans must fortify our own state to protect our values and rights as people.

The fight against critical race theory and against the lockdowns has created momentum about the importance to preserve the state—more people see the threat clearly and thirst to take the fight to those who would undermine Idaho. While we have some assets, we enter the fight comparatively less armed and less organized, especially in comparison to commanding heights of the culture that the Left controls.

We need a concerted strategy to fight. Central to this strategy is a media outlet to ***organize conservative political opinion and activism***, to issues and fights that will make the state more congenial to conservatives. The new media outlet must be un-cancellable, reliable, and strategic in taking on Idaho’s Establishment and protecting a culture conducive to liberty and faith. It needs to identify friends of that culture and support them (i.e., in business, schools, politicians, churches), while identifying enemies of that culture and expose them and seek to undermine their public support. No current organization can do this, though there are friendly organizations that do *part* of this; we will work with those organizations from a leadership role.

Our new media outlet will create high quality content, select high quality content from other sympathetic sites, and provide leadership for intelligent political action. It will arm dissident citizens to fight against the Establishment. It will run a playbook for citizens and legislators, for elections, for school board actions, for creating a new culture, and for rallying people to the build a greater Idaho on the ruins of what is a faltering establishment.

This new media outlet is **Action Idaho**.

It would include the following:

1. Articles

- a. We will cover, on a local and national level, cultural events, city planning, analysis of businesses, clearinghouses for schooling and political races.
- b. Our articles will be compiled on our own website, social media and emailed weekly to members of our subscription lists. We will create original content, but also look for congenial, complementary material and publish it to our site. These outlets will link to

each other and serve as a tool for continued viewer engagement across all **Action Idaho** platforms.

- c. Subscribers will have get stories from localities and statewide stories. They will be able to opt in or out of receiving newsletters centered around a number of regions. We will have one newsletter for the entire state and an option to receive newsletters centered around Treasure Valley, Moscow, and/ or Coeur d'Alene (if those areas have local content providers).
- d. We will fund reliable local journalists who curate content and bring issues to the attention of the public so that people can take action immediately. Head writers will write two articles a week that explore items consistent the topics we are concerned with, as well as five bullet-pointed calls to action and tactics which will give people the opportunity to take local action, communicate using the proper channels, with scripting and suggestions for readers. As elections near, writers will shift gears to focus on defeating RINOs.

2. Video Content and Podcasts

- a. Video and social media will be custom directed to complement and reinforce the story and messaging of our articles. They will be distributed in our newsletter as well. Important articles would lead into video and podcasts. These would be promoted, while possible, on social media through a thoroughgoing campaign, but also through the newsletter that is delivered via email and is therefore uncancellable.
- b. We imagine, for instance, video stories about about how the libraries in Idaho have been captured by woke ideology; stories about social justice ideology on our college campuses where we interview parents about what happened to their children; targeted stories about businesses that caved to Leftist pressure with an organizing of boycotts; stories about local businesses that are funding BLM activities in the state; exposes about Leftist groups seeking to transform the state, etc. We will aim for light touch with much humor, where appropriate. But always with a call for action.

Business Model and Personnel

This will be a donor-based start up, where our 501©3 (Voices Empowering Communities) provides seed money for an independent media company Action Idaho. We will begin with an open access, subscription model (to avoid dependence on social media and google searches) adding premium content for paid subscribers and merchandise as we move forward. Our goal would be for less than 50% of our operating budget to be funded through seed money after two years.

The key to this proposal is personnel. We have identified a media maven who can translate the content into fun, usable information that can be disseminated (i.e., a reliable creative person who will translate content into media campaigns); we have identified a reliable, talented content producer who identifies issues and makes them into a compelling stories for the site's original content. 1 is a savvy media veteran totally committed to the cause; 2 would be a talented young Hillsdale graduate-type (like writers for American Greatness) who can translate the broad social concerns to our area (we have many connections to identify such a person).

- a. Donations for this start up company will pass through a 501c3, Voices Empowering Communities, toward the LLC media company: **Action Idaho**. Action Idaho will be governed by a Board of Directors, including Scott Yenor (Meridian, ID) and Melissa Johnson and Leah Paxton, who will set the overall strategic objectives for each quarter.
- b. Year 1: A \$155K investment gets us a website, email lists, media director, and head writer for that year. Goal: Translate anti-critical-race-theory (anti-CRT) movement and anti-lockdown movements into a durable political movement to radicalize political opinion in Idaho and shape the primaries to the advantage of conservatives. Support on the ground work throughout the state and in the Treasure Valley especially.
- c. Year 2: A \$60K in donations sustain and build, add premium content and advertising.

Budget: Much of this is personnel, including an Editor-in-Chief (we have offered the job to Pedro Gonzalez); a local Social Media focused part-time employee (Harley Cope); a Media/Podcast Director (Josh Turnbow); a copy-editor and web manager.

Board of Oversight (Scott Yenor, Theo Wold [Lincoln Fellow 2017]), and Skyler Kressin)

Budget Breakdown:

Website development. . . . (paid for by men's group in Treasure Valley)	gratis
Editor in Chief (XXX Claremont Lincoln Fellow 2021).	45,000/year
Local Reporters (covering city councils, school board, library board, businesses, zoning). (piecework: reporters will be paid 225/article. 3 articles/week total). . .	35,100/year
Copy Editor for Local Reporters . .	5,000/year
Social Media (Harley Cope: posting and pursuing our stories on social media platforms and execution of newsletter curating local content). . .	26,000/year
Social Media Advertising Targeted at the launch	14,000/year
Video and Podcast Services (Turnbow Industries: making high quality video About projects and oversight of every-other week podcast)..	30,000/year
Accountant (on the Voices Empowering Community board, Skyler Kressin). ...	gratis
Weekly Articles by Scott Yenor on Idaho Politics and Education	gratis

Total	\$155,100
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Department of the Treasury
Internal Revenue Service
Tax Exempt and Government Entities
P.O. Box 2508
Cincinnati, OH 45201

VOICES EMPOWERING COMMUNITIES INC
2133 E COMISKY DR
MERIDIAN, ID 83646-5230

Date:
04/11/2022
Employer ID number:
87-2396491
Person to contact:
Name: Customer Service
ID number: 31954
Telephone: (877)-829-5500
Accounting period ending:
December 31
Public charity status:
170(b)(1)(A)(vi)
Form 990 / 990-EZ / 990-N required:
Yes
Effective date of exemption:
August 27, 2021
Contribution deductibility:
Yes
Addendum applies:
No
DLN:
26053445007582

Dear Applicant:

We're pleased to tell you we determined you're exempt from federal income tax under Internal Revenue Code (IRC) Section 501(c)(3). Donors can deduct contributions they make to you under IRC Section 170. You're also qualified to receive tax deductible bequests, devises, transfers or gifts under Section 2055, 2106, or 2522. This letter could help resolve questions on your exempt status. Please keep it for your records.

Organizations exempt under IRC Section 501(c)(3) are further classified as either public charities or private foundations. We determined you're a public charity under the IRC Section listed at the top of this letter.

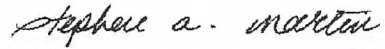
If we indicated at the top of this letter that you're required to file Form 990/990-EZ/990-N, our records show you're required to file an annual information return (Form 990 or Form 990-EZ) or electronic notice (Form 990-N, the e-Postcard). If you don't file a required return or notice for three consecutive years, your exempt status will be automatically revoked.

If we indicated at the top of this letter that an addendum applies, the enclosed addendum is an integral part of this letter.

For important information about your responsibilities as a tax-exempt organization, go to www.irs.gov/charities. Enter "4221-PC" in the search bar to view Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, which describes your recordkeeping, reporting, and disclosure requirements.

We sent a copy of this letter to your representative as indicated in your power of attorney.

Sincerely,

A handwritten signature in dark ink that reads "Stephen A. Martin". The signature is written in a cursive, slightly slanted style.

Stephen A. Martin
Director, Exempt Organizations
Rulings and Agreements