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To: Josh Turnbow <josh.turnbow@gmail.com>

Subject: this was my budget

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Attachments: Idaho_ActionSite.docx

attached

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 cave 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 Theo Wold (former Trump White House advisor) and Josh Turnbow (media producer), 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 (Pedro Gonzalez, 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	<u>gratis</u>

Total	\$155,100
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