

From: Scott Yenor <syenor@boisestate.edu>

To: harv@foothills.org

Subject: three page summary

Date: Tue, 28 Sep 2021 06:54:00 -0600

Attachments: Idaho_ActionSite.docx; ACTION_IDAHO_-_PUBLICV5.pdf

Harvey,

We are gonna move some stuff, my man.

This is what I have at this point. The document is a three pager. The PDF deck is a bit dated, but mostly right on.

I will get you more info soon. If you really need a one pager, I will trim this thing down a bit and send it to you, but only after I teach today. I will be home about 2 (but I teach again at 6!).

I also want you to look at the sacr.us website, to see what the overall national organization is about. We want people doing what our sacr group is doing all over the country.

SEY

Action Idaho: Toward a Local Media that Supports a Fortified Idaho

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 aim to work with those organizations.

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 CRT in our schools that include parent interviews; 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.

3. In-Real-Life (IRL) Engagement

- a. Aside from visual and copy media, Action Idaho will also hold many In-real-life engagement events scaling from Backyard BBQ's to Trump-like rallies that consist of a compelling and entertaining speaker to talk about what is at stake in our state.
- b. These events will build on existing but scattered groups to build a stronger coalition of conservative activists, encourage grassroots interaction and cultivate influential connections. Many email lists are floating around the valley and around the state from the anti-CRT fight and anti-lockdown activists—they need to be made to speak with one voice.
- c. IRL engagement is also meant to double as outreach to potential subscribers and develop a more devoted reader/viewer base.

Business Model and Personnel

This will be a donor-based start up. We will adopt 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 donations 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 will identify 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 two others, 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

- a. Year 1: \$65K for Director of Media and Political Relations (design website); \$40K to pay local writers; \$40 for promotions and advertising; \$10K for ILR events.
- b. Year 2: The same budget for personnel with aim to increase funding going toward local writers, bloggers, and vloggers.

CREATIVE PROPOSAL

ACTION  **IDAHO**

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THE PROBLEM

The Left is coming for Idaho. The complacent Republican Establishment, the government bureaucracies, woke corporations, and Leftist groups (like the Idaho 97 Project and the Idaho Capital Sun) endanger the future of our civilization. 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. Given the events of the past year, many are legitimately worried that the American republic cannot survive. Many are retreating to Idaho as a rampart. But it will not be a rampart unless conservatives win and keep winning. And that requires strategy and action.

THREATS TO IDAHO

- CRITICAL RACE THEORY IN EDUCATION
- CENSORSHIP OF FREE SPEECH
- FORCED ADOPTION OF GAY AND TRANS AGENDA
- COVID LOCKDOWNS AND VACCINE PRESSURE
- BLM EXTREMIST IDEOLOGY
- MARXIST/SOCIALIST MOVEMENT



THIS PROBLEM NEEDS A STRATEGIC SOLUTION



SOLUTION

The solution is a media outlet to ***organize conservative political opinion and activism*** for 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 seek to work with those organizations.



PROPOSAL

Our proposal is to establish a new media outlet that creates high quality content, selects content from other sites, and provides opinion leadership for intelligent political action. A playbook for citizens and their legislators, for elections, for school board actions, for creating a new culture, and for rallying people to build a greater Idaho on the ruins of what is a faltering establishment.



THIS IS...

ACTION IDAHO

WEBSITE | VIDEO CONTENT CREATOR | NEWSLETTER | ACTIVIST ORGANIZER | IDAHO TROUBLE MAKER

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THE PATH TO ACTION IS CLEAR.



CREATE CONTENT



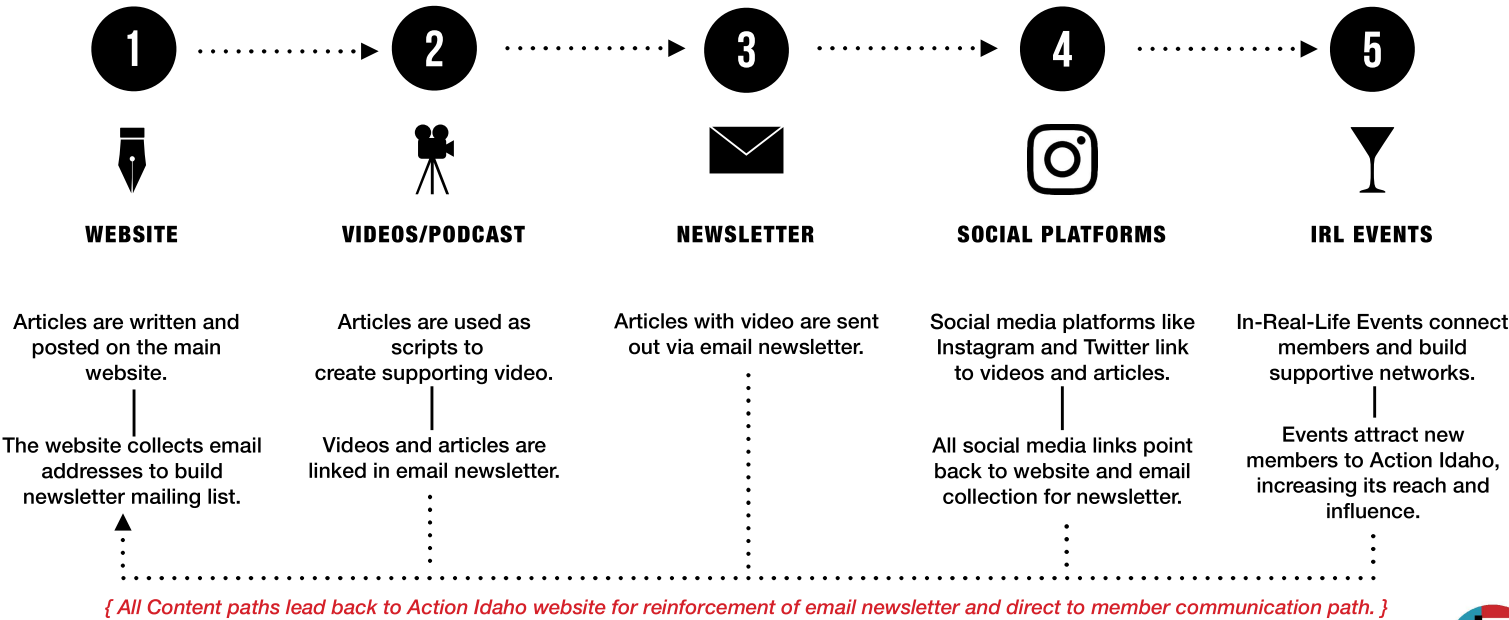
INFORM SUPPORTERS



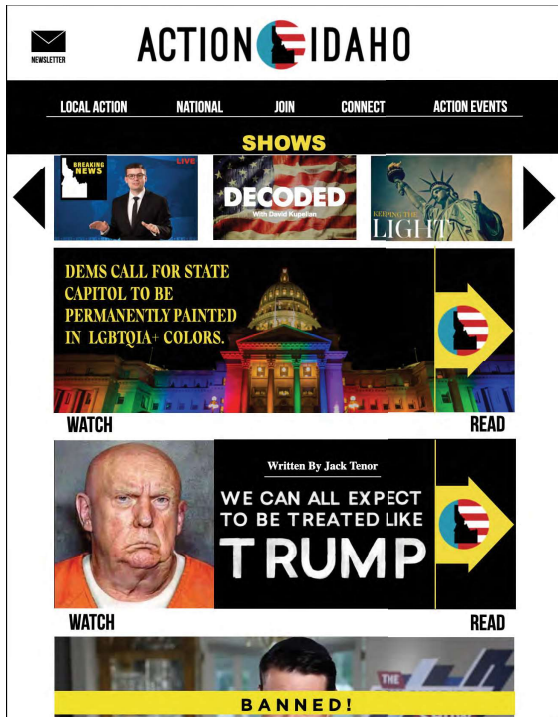
TAKE ACTION



DETAILED CONTENT DISTRIBUTION PATH



WEBSITE



The primary driver of content on the website will be articles. They will cover local and national level news, cultural events, city planning, analysis of businesses, clearinghouses for schooling and political races.

They will be compiled on our own website, social media and emailed weekly to members of our subscription lists. We will create some original content, but also look for congenial, complementary material and publish it. These outlets will link to each other and serve as a tool for continued viewer engagement across all Action Idaho platforms.

Subscribers will have access to stories from localities statewide, having the ability to opt in or out of receiving newsletters centered around a number of cities. We will have one newsletter applicable to the state as a whole and an option to receive newsletters centered around Treasure Valley, Moscow, and/ or Coeur d'Alene (if those areas have local content providers).

We will fund local journalists who curate content and bring issues to the attention of the public so that people can take action immediately. Head writer will write two articles a week that explore items consistent the topics we are concerned with, as well as provide 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.



VIDEO AND PODCASTS



Videos are custom built to complement and reinforce the story and messaging of our articles. Important articles would lead into video and podcasts. These would be promoted, while possible, on social media through an ongoing campaign, but also through the newsletter that is delivered via email.

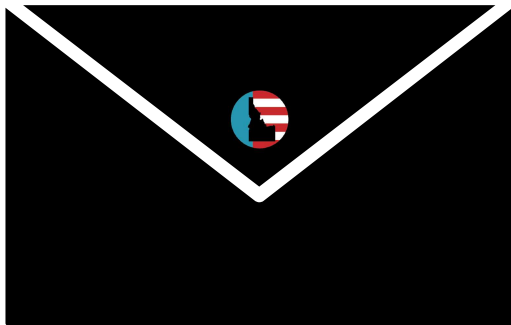


We imagine, for instance, video stories about CRT and social justice ideology on our college and public school campuses. We would interview parents about what happened to their children; interview sympathetic teachers about what they are being ordered to teach; find activists who push the CRT narrative and expose their methods of getting into the schools. We could also do stories on how the State Board President sent his three children to private schools for twelve years or how local business is funding BLM activities in the state. We will aim for alight touch with much humor, where appropriate.



NEWLETTER

THE ACTION IDAHO NEWSLETTER IS UNCANCELLABLE.



➔ **SUBSCRIBE** ➔

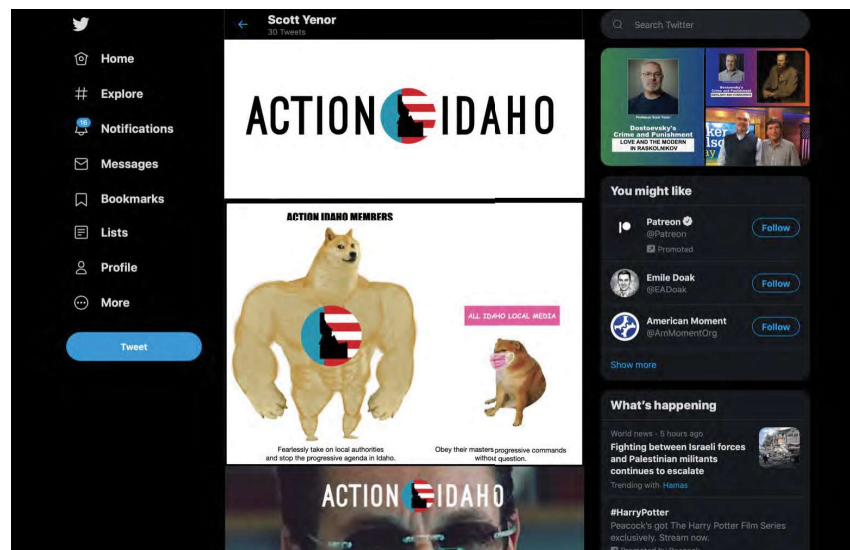
The Action Idaho Newsletter is email based and the primary driver of direct communication with members and features direct links to articles and videos. While social media can be cancelled, direct email cannot.



**MERCILESS MEMES AND CONSTANT CONNECTION.
SOCIAL MEDIA IS STILL KEY.**



SOCIAL MEDIA



Social media platforms are a powerful outlet to build connection with members and rapidly inform them on current events. Younger generations speak the language of social media, using memes to mock opponents in a funny and efficient way.



**AS CENSORSHIP OF FREE SPEECH INCREASES,
PERSONAL CONNECTION IS EVERYTHING.**

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IRL EVENTS



Action Idaho IRL (In-real-life) engagement events will range from Backyard BBQ's to Trump-like rallies, consist of a compelling and entertaining speaker to talk about what is at stake in our state.

These events are meant to build personal relationships, stronger coalitions of conservative activists, encourage grassroots interaction and cultivate influential connections.

IRL Events are also meant to double as outreach to potential subscribers and develop a more devoted reader/viewer base.



BUSINESS MODEL AND PERSONNEL

FUNDING

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PEOPLE

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- 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.
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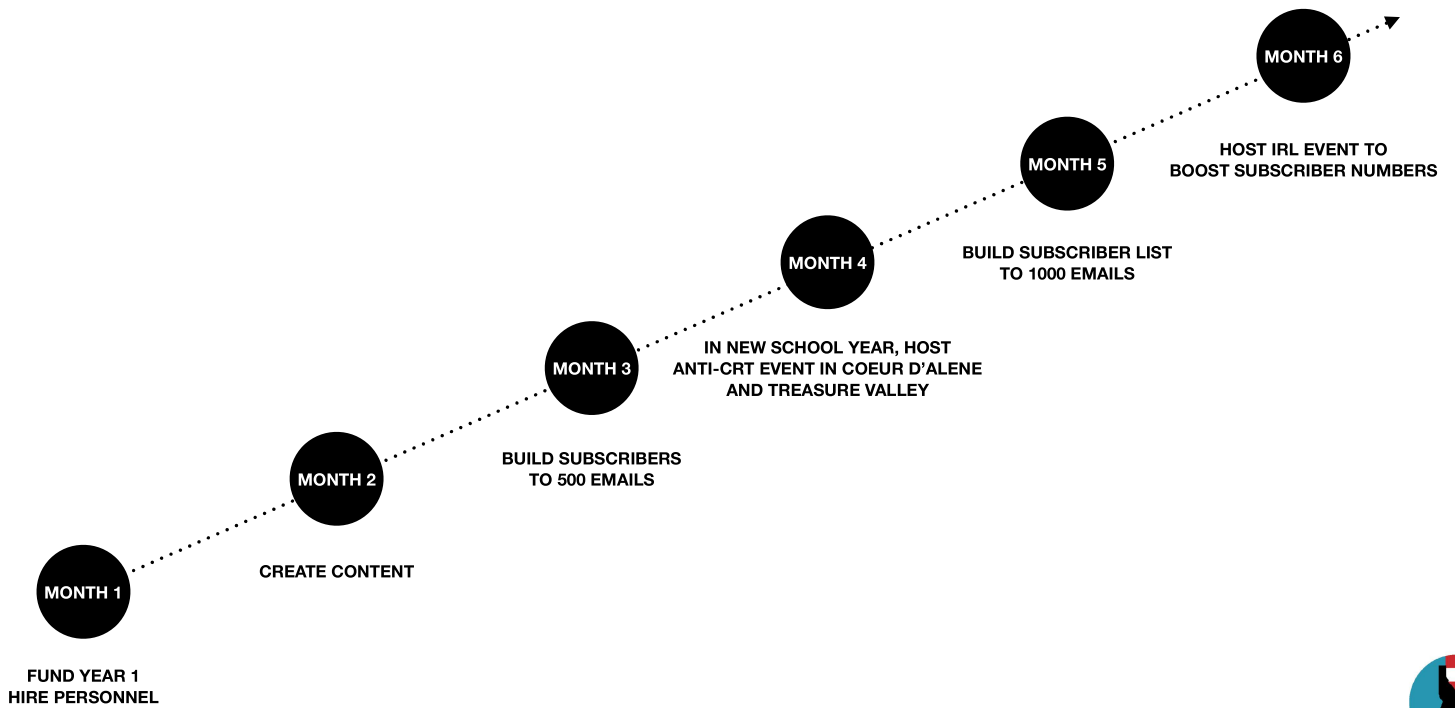
BUDGET

- a. Year 1: \$65K for Director of Media and Political Relations (design website); \$40K to pay local writers; \$40 for promotions and advertising; \$10K for ILR events.
- b. Year 2: The same budget and allotments with hopes for increased funding going toward local writers, bloggers, and vloggers.

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MONTHLY NEXT STEPS AND GOALS



CONCLUSION

**THE ENEMIES OF OUR WAY OF LIFE WILL NOT REST.
THE TIME FOR ACTION IDAHO IS NOW.**



THANK YOU

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