

9/11 TV SERIES

A WINNING STRATEGY for the 9/11 Truth movement has the power to reverse the corrupt *coup d'état* the Bush Administration represents. But getting out the real story needs a serious counter-media TV presence. With modest funding for promotion, advertising, and airtime, local broadcasts of a TV series of already produced videos could gain widespread viewership.

Front pages and newscasts were full of the stage-managed pageant the Bush Administration conducted with the 9/11 Commission, carefully scripted to avoid known embarrassing questions about what actually happened that day, how and why. The latest reimprinting of the official story are the Moussaoui trial and the theatrical release of *United 93*. We need to break into this dumb show, designed fundamentally to substantiate the Al Qaeda conspiracy theory. Either we get our information out to the masses soon, or this illegitimate government will have gotten away with its mass deception, as so many times previously in human history.

TELEVISIONING A SERIES OF FINISHED PROGRAMS could create a promotional platform to debate the merits of the case. Show us where our critiques are misguided. Produce evidence for the official story. Put their experts in debate against our authorities, and let the public decide who makes better sense. 9/11 activists are aware of truths that simply require exposure. We have plenty of plausible replies to our questions that look damning to the current regime. What are their answers to these questions?

A SELF-FINANCING PLAN would involve coming up with some \$15,000 seed money to pay for the first local broadcasts and their promotion, buying affordable commercial program time on UHF TV. Provocative targeted ads and publicity can alert viewers to the issue, even if not all of them actually watch airings of the 9/11 shows on a local channel. Spots within the telecasts could market available videos. On-line sales and contributions can help fund additional broadcasts of the multi-part video series. Distributing these programs on TV would maximize citizen awareness and facilitate their responding through the Web.

STRONG MEDIA SELF-PROMOTION is what the movement needs to prioritize budgeting and financing. Get what coverage we can from the mainstream press, but the key to success and making a difference is raising money for greater self-generated outreach NOW. This tactic works directly against the establishment's zero-coverage strategy. We can change the current political calculus by putting an alternative narrative out through channels that will take our money, sufficiently so that the larger public gets an inkling of the treachery hidden behind the conventional wisdom.

STRATEGY OUTLINE

RAISE SEED MONEY TO GET ATTENTION DESPITE THE MEDIA BLACKOUT

PAY FOR PUBLIC OUTREACH

- Local UHF TV program time
- Print ads and radio spots
- PR
- Web buzz

TELECAST ON UHF OR REGIONWIDE PUBLIC ACCESS CABLE A 13 WEEK SERIES OF ALREADY PRODUCED 9/11 VIDEOS:

- The Great Conspiracy* (Barrie Zwicker)
- Loose Change 2* (Dylan Avery)
- Truth and Politics* (David Ray Griffin)
- 9/11 Revisited: Scientific & Ethical Question* (Steven Jones)
- The Truth and Lies of 9/11* (Michael Ruppert)
- 9/11 Pioneers and International Inquiry One Summary* (San Francisco 2004)
- Celsius 9/11* (SF/Toronto 2004)
- Confronting the Evidence* (Jimmy Walter)
- Open Your Eyes* (Toronto 2004)
- Flights of Fancy* (David Ray Griffin)
- Citizens Grand Jury* (Los Angeles 2004/5)
- 9/11: Reclaiming Our Future* (Chicago 2006)
- Reversing the Neo-Con Coup* (Los Angeles 2006)

DEMAND AND STAGE WIDELY PUBLICIZED DEBATES

- Experts skeptical of the official story meet “conspiracy theory” dismissers
- Include excerpts from videos supporting both sides
- Locally telecast edited versions shortly after the live events

DELEGITIMIZE THE BUSH PRESIDENCY

- 9/11 Complicity
- Stolen election(s) 2000 + 2004
- Depleted uranium use in Afghanistan and Iraq
- Illegitimate wars, including especially the War on Terror
- Rollback of coup regime actions and appointments
- Indictment by the International Criminal Court for crimes against humanity

ESTIMATED BUDGET

<u>EXPENSES</u>	<i>Monthly</i>
PR FIRM	3500
AD AGENCY	3500
PRINT DISPLAY ADVERTISING	
<i>Los Angeles Times TV Times (1/10 page)</i>	5000
<i>LA TV Guide (1/4 page)</i>	5000
<i>LA Weekly (2 x 3")</i>	2300
<i>Los Angeles Citybeat/Valleybeat (1/5 page)</i>	1200
<i>Whole Life Times (1/2 page)</i>	<u>800</u>
SUBTOTAL	14300
RADIO SPOTS	
KCRW 89.9 FM NPR	1200
KPFK 90.7 FM Pacifica	1000
KPCC 89.3 FM Minnesota Public Radio/PRI	800
KTLK 1150 AM Air America	<u>1000</u>
SUBTOTAL	4000
ADMINISTRATION	2000
VIDEO	
PRODUCTION	2000
POST-PRODUCTION	<u>2000</u>
SUBTOTAL	4000
OFF AIR TOTAL	31300

UHF TV TIME OPTIONS				<i>Hourly</i>	<i>Monthly (4x)</i>
KSCI TV 18	Friday	12:30 AM		1800	7200
KSCI TV 18	Saturday	12:00 AM		2300	9200
KJLA TV 57	Saturday	7:00 PM		2400	9600
KXLA TV 44	Sunday	5:00 PM		3000	12000

OFF AIR AND ON AIR TOTALS

KSCI TV 18	Friday	12:30 AM		38500
KSCI TV 18	Saturday	12:00 AM		40300
KJLA TV 57	Saturday	7:00 PM		40900
KXLA TV 44	Sunday	5:00 PM		43300

REVENUES

VIDEO SALES PROFIT @ \$10/unit (1500)	15000
AUDIENCE DONATIONS @ \$20 from .5% of 100,000 viewers	10000
FUNDRAISERS/PHILANTHROPISTS	<u>13 - 19000</u>
TOTAL	38 - 44000

PROJECTED VIEWERSHIP > 100,000

REQUIRED SEED MONEY TO START \$15000

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