

Debra Sweet, Director
The World Can't Wait - Drive out the Bush Regime

Dear Debra,

May 7, 2007

We met in person during a World Can't Wait teach in at Synod Hall in Manhattan last fall. You said you were webcasting the event but had no plans to telecast it, as I proposed.

PELOSI FOR PRESIDENT IN 2007. I am very pleased to see that you have hooked up with a number of other organizations into the Impeach '07 campaign. I watched on-line the April 30 press conference in front of the Capitol at which you spoke. It is good to zero in public attention that whatever symbolic initiatives the Congress makes, only the removal of Bush and Cheney from office can in fact end the war on Iraq. I believe it is also crucial to always include Bush and Cheney together in any impeachment resolution and to emphasize their actual removal from office as the point of the action. I recommend the slogan "Pelosi for President in 2007." Instead, the current leadership of the Democratic Party wants to keep impeachment off the table and impose Hilary Clinton as the only viable candidate in 2008. A recent interview reveals that she views with equanimity an ongoing presence of U.S. troops in Iraq during her Administration.

TELECASTING IMPEACH '07. As I said to you in person, I believe the key to a successful political mobilization is our self-presentation on television. The nationwide actions on April 28 favoring impeachment could really make a difference, if we cover them in depth ourselves at program length. Several of the participating organizations you list, or their memberships, can provide funds to edit videos, secure airtime, and advertise and promote local broadcasts. Public access slots are free and UHF time is cheap, even for the early Sunday evenings I suggest. Initial budgets can range from \$5000 – 10000 per locality. Airing shortly after the live events, building on the public awareness these generate, such broadcasts can draw audiences of 50 - 100,000 in bigger cities. Listing sponsors' 800 #s and websites will bring in sizable donations, greater than costs, enabling rebroadcasts elsewhere.

The five excellent Bush Crimes Commission half hour videos detailing the Bush Administration's actions meriting impeachment can provide the content for subsequent broadcasts, along with edited versions of new events.

If we want to actually achieve impeachment in 2007, against the wishes of an entrenched political establishment, I suggest we cannot continue to depend exclusively on local actions, print advertising, commercial media coverage, and web outreach. We must bring to bear the weight of public opinion through our own use of the mass media. The people are ready, if we go to them directly through TV. Once individuals identify themselves in response, we can interact with them personally through the Internet.

MY ROLE AND WEBSITE. I am a long time video producer and editor. I can help coordinate this process as a consultant with the legitimation of your group. My compensation can derive from a small percentage of the funding that comes in from responses to the broadcasts, rather than up front.

I proposed this basic idea last fall to exploit the 230 anti-Bush festivals your group staged then. I had extensive communications with Araby Carlier and one meeting with her and Mark Green. The addition this year of these other potentially sponsoring organizations and a focused political objective could change the calculus. Mass support exists, numerous groups are on board, events are happening, and video records of them will be shot. What is needed is to fund edits, airings, and advertising to produce a groundswell that can force meaningful political results. My brochure, accessible at www.earthtelevision.org, illustrates the concept. I look forward to an enabling reply.

Yours,
David Lionel