The FreeNation Directory Alternative America

Plan for a Directory and a Company
It's Publication as an Online Directory
The New Coalition (Community) Brought Together by the Directory
Told by a series bible, screenplay, novel or a hybrid form

By

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<u>About</u>

Current political designations mean less and less in the evolving world of modern politics. Groups are finding relationships that didn't exist before. In this environment, old labels no longer serve to define new groups.

The *FreeNation Directory* was started in June 2020 as a part-time hobby activity for the author. By January of 2021, it has grown to 500-pages, 113,000 words and 42 categories. It lists people, sites and organizations promoting freedom in America and alternative sources and narrative than those provided by the mainstream media in the nation. It creates a deep cultural database that goes beyond just listing political affiliations but also affiliations and relationships across a broad spectrum of interests and beliefs. There is a section on Hollywood. A section on Musicians. One on Journalists.

The directory is in MS Word and Times New Roman type. Entries are made from the author's research as well as recommendations from many others. Rather than just list political affiliations, the directory goes far beyond this into deep cultural affiliations like lists of musicians, Hollywood celebrities and film directors/producers,

<u>Future</u>

The years from 2016 – 2020 saw an incredible growth of alternative media and populism in America. This growth will not be stopped with the defeat of the Trump administration but will continue on in other avenues and venues. The post-Trump populist movement will need many things for it to grow but perhaps the largest thing is a way to connect with other like-minded individuals and organizations.

The last few months of 2020 saw perhaps the greatest expansion of populist, alternative websites in history. The explosion of alternative media shows that there is a huge need for these types of views during a period when America is coming under greater censorship.

What is needed more than anything else is a method for connecting the various groups who want an alternative to mainstream media. These groups might be called populist but there are many new connections between groups outside populism with populism. Many millions of Americans from both political parties search for alternatives today to mainstream politics and media. The goal of the *FreeNation Direc*tory is to be the key directory for these alternatives.

<u>Plan</u>

There are a number of steps needed to go forward in creating the directory and we list them below.

1. Create a legal entity and then a team. Should it operate as an LLC? A foundation? Important initial questions related to the overall actions/activity of *FreeNation Directory*. Editorial board. CEO. Technical VP. Investors. This group will coordinate and execute

the steps below. A structure of leadership at this beginning point going forward. With the assumption and agreement that it will be modified by consensus agreement at some future date.

2. Edit the directory. Both copy-editing and line editing are needed. The Introduction is rather long and query whether it adds to or subtracts from the overall effectiveness of the directory. Might the long Introduction in FreeNation Directory better serve out in the morsels of particular blogs? Also, the current 42 categories need to be consolidated into fewer and more meaningful categories. Addresses and website links need to be confirmed. About sections are often simply pasted in from the websites and need to be edited down to shorter lengths. Some categories should perhaps be taken out altogether. For example, the directory started out listing Republican and Conservatives as simply an alternative to modern Liberals. But we soon realized this was the wrong target and that there was a huge group out there who wanted an alternative to the current mainstream media and politics. Many were labeled as populists. Yet this was not that "uniting" word we were searching for. Something greater was at work here during those first months of the pandemic. Masks were being put on but more importantly, masks were coming off for many Americans. For the first time, they saw the operations of the government in ways never seen before. New connections were made. Connections to ideas and connections to new groups and types of people. Not "permitted" or "approved" before by the government by inclusion within one political party. But now, new connections made in new ways. Gun owners find commonality with the cannabis crowd. Social liberals are finding common grounds outside of political grounds. The directory more than anything else attempts to be a source for alternative groups to connect today. Alternative Liberal groups. Alternative Conservative groups. The author of the directory, though, has lost faith in both groups today. They have both let him down so far. For example, Senators, Congressmen, Mayors and Governors. They all need to be updated with the new Congress. However, there is the question of whether politicians should even be included in the directory in the first place. The same is true of many Conservative sources. Should they stay in a populist, alternative directory? Contact all the entries/listings in the directory. One of the requirements of database programming is that lists of all email (Twitter) contacts for all in the directory can be pulled together in Reports and sent via list mailings. Contact directory entries and tell them about the directory. Ask their opinion and advice on the project. Perhaps show them what you're now reading. The business plan idea for all of this. The context of the project. The contact of directory entries and telling them about the directory. Ask their opinions real profit center for the actions of the database. Perhaps show them the business plan you are now reading.

3. Check with entries for inclusion in directory. Legality of listing entries in a directory. Approval needed? Will entries want to be included in a directory? Fear of being included in a directory like this might be a real thing. What will their entry look like?

4. Database design & publishing. The directory gains true power from turning the contents of it into a database. This means selecting database fields and page design. Should entries contain links to other materials? Should the About sections of entries be limited to a number of words? Should there be any photos in the directory? Videos?

5. Creation of a Website and Platform. Secure a name and dot.com designation. Determine a software platform. Wordpress? Other? Design the website. Ability for visitors to search and create their own Reports from data in the directory. In other words, what if someone wanted to find groups/people in the directory located in their own town or state? For example, they could call up a search of zip codes. What if a directory user wanted to find similar organizations? They would search under a field like Category in the database (See the Database Fields section following). Is there a way for AI technology now to compare the similarity in words so that About pages could be compared for those that might be similar across categories? It has to be an interactive website. Part of the site will be regular blogs about groups on the site. Perhaps a regular Podcast or Video program or Channel. There should be a type of Subscribers Forum where all those using the directory could communicate with each other and other advice or recommendations of people to meet. There should be an event calendar per nation, state and city. Perhaps a national *FreeNation Directory Show* at some convention center. All entries in the directory are invited. The entries are asked to bring their friends and family and any new contacts they want to introduce. Flight and accommodations to the event paid for (in part) via contributions to the directory.

6. Story of the *FreeNation Directory* given a sense of drama by a screenplay and novel featuring the development of a new type of directory. The drama of the story translated into smaller units as blogs, articles or essays. Published on the FreeNation site with a link to Midnight Oil Studios which the *FreeNation Directory* is a project. The first consideration is the dramatic structure of the *FreeNation Directory* narrative. Attraction for any of the artists listed in the directory to come forward and suggest a structure here? A screenplay or novel? An article or essay on this? Used to promote the idea in early stages of selling it to others. Ironic that this 6th step really needs to come 1st. The attempt to tell people what type of person the author is. His attempt to convince you that he's pretty much abandoned modern politics to a system of connecting people beyond political labels. This is really the purpose of the *FreeNation Directory*. A screenplay will be about a character (Hero, Protagonist) who changed much in promoting a particular new group of connected people in America. Of course, this was really me during the creation of the directory. It/I started out in such a faraway place and came so far in the creation of the Directory to this point.

7. Contacting all the entries in the directory for marketing. Once the directory is published online and the initial kinks worked out, mass email to all in the directory that it is now up online and ready to be used. One of the requirements of database programming is that lists of all email contacts in the directory can be pulled together in Reports and sent via targeted mailings. The entire list should be able to be reached at once, though, via emails and messaging numbers. The ability to quickly bring together similar groups in the directory for particular events could be a huge profit center for the database.

8. The announcement of a first gathering of those listed in the directory. A particular convention or show. Las Vegas? A coming together of those listed in the directory. The creation of some charter for the group if felt necessary. Leadership group within the

directory entries established. All of this published on the website for the directory. Perhaps Zoom calls from leaders in the directory to other directory entries. The first FreeNation Congress one might call this event. All this time, the directory would stress the non-disclosure of one's political affiliation before friendships were first established without this knowledge.

9. Establishment of a particular venue for company leadership retreats. This could be the HQ for the directory operations. But it doesn't have to be this. In other words, it doesn't have to be in some great city like my hometown of Los Angeles. It can be in some venue far away from any cities. Perhaps in Borrego Springs, 30 miles west of the Salton Sea? The old hotel in Borrego Springs we once had drinks at used by movie stars of the 40s? Or, 29 Palms in the high desert on the way to the secret military base?

There are probably other steps but you get the larger picture of something more than a 500 page directory. There will be a continuation of a stirring up of things deep in the feelings and emotions of many Americans. Those that can't feel they are potential entries into the *FreeNation Directory*. That's OK. One waste's time trying to make others stay on a path when one can't stay on it first.

Below is a first draft of a Database Fields page for an entry into the directory. Each entry should have a page like the below as well as an APP for *FreeNation Directory* for their phones. Following this is the Current Categories of the *FreeNation Directory*. Too many as we have noted above and the need to delete and consolidate these categories into a useful and relevant few.

In process of gathering ideas and thoughts on all of this from friends right now.

Happy to email you a copy of the *FreeNation Directory* if you let me know.

Best,

John

<u>Database Fields</u>

First Name   Last Name

Organization

Website

Street Address

State

Zip

Phone

Contact

Category

Description

Current Categories
FreeNation Directory

Activist   ____

Advertising   ____

Alternative   ____

Anarcho Capitalism   ____

Athletes   ____

Blacks   ____

Congress   ____

Conspiracy   ____

Constitution   ____

Corporations   ____

Donors   ____

Education   ____

Fact Checking   ____

Financial   ____

Foundations   ____

Free Research   ____

Governors   ____

Hispanic   ____

Hollywood   ____

Journalism   ____

Judges   ____

Mayors   ____

Media   ____

Medical ___

Militia ___

Musicians ___

Organizations ___

PACs ___

Patriots ___

Privacy ___

Publishers ___

Radio/Podcasts ___

Religion ___

Social Networking ___

Tea Party ___

Television ___

Think Tanks ___

Veterans ___

Video ___

Websites ___

Whistleblowers ___

Women ___