

Program Components

Playing Field Discussions

- Assessing the strength/types of opposition to elite-destabilizing truths
- Assessing extent/implications of public fear, resignation and/or cynicism
- Assessing latent strength and potential of independent media
- Identifying vulnerabilities in the corporate media matrix
- Classifying potential organizational allies and constituencies

Mission/Goal Discussions

- Proposing fundamental breakthroughs in the public conversation that could realistically be achieved with effective collaboration among unauthorized media and opinion leaders during the subsequent year
- Identifying the most important/motivating educational/ informational goals

Strategy Discussions

- Exploring what new distribution networks can/should be created to bypass MSM filters and still reach critical numbers of the public and decisionmakers
- Prioritizing the strongest, most persuasive messages/memes to catalyze a populist awakening, educate the misinformed, and mobilize resistance.
- Developing consensual benchmarks to assess and improve our individual and collective progress over the course of the subsequent year
- Offering ways to harmonize and coordinate the myriad single-issue citizen reform movements in order to minimize competition and maximize synergy

Tactical Discussions

- Learning from the breakthroughs, blowbacks and unintended consequences of recent writings, films and media initiatives
 - Fund-raising and apportioning resources among different media arenas
- Developing organizational formats and truth "marketing" plans that effectively coordinate populist messaging and inspire tactical diversity

Follow-through

- Encourage commitments from participants to submit analyses, plans, and proposed collaborative actions to advance the agreed upon goals. This collection should embody a strategic blueprint, tactical suggestions and supportive substantive research that, taken together, could radically deepen the national conversation in the course of this election year.
- Creating supportive infrastructure for an online clearinghouse to report upon, coordinate and multiply after-actions from this effort.

Satya Sam (Satyagraha Samurai*) Awards

- Recognition for courageous journalistic figures (casualties and survivors) nominated by conference organizers, advisors and early registrants
 - * Gandhi: "Satyagraha's root meaning is holding on to truth, hence truth-force..." thus Satyagraha Samurai are heroic non-violent warriors whose only weapon is the truth.