

TRIP REYNOLDS
P. O. BOX 412, CRETE, NE 68333

Hello,

As you know, I'm clearly not the only "person of color" who solidly embraces conservative idealism, limited government, and capitalism. Unfortunately, mainstream media and far too many ethnic-based organizations have effectively pigeonholed people of color *and women* into the Democratic Party and/or leftist-leaning liberalism. As a consumer, I do not find any of this overtly liberal content interesting, educational, objective, or entertaining. **Impact:** After consistently watching Johnny Carson for thirty-(30) years, and David Letterman for thirty-(30+) years, etc., and proudly purchasing products and services advertised by their program sponsors, in 2016 I stopped watching late night, mainstream (White-male) televised talk shows, and I'm no longer a potential consumer to programs that intentionally float a skewed, or non-objective, or leftist agenda. *The tail does not function to wag the dog.*

I have an idea; but first, here's the rationale for my proposal.

BACKGROUND: Prior to my arrival at Cox Cable's Channel 22 (CTI22), the station was primarily dedicated to religious, Black, Latino, and Native American content. Community Telecast, Inc., (CTI22), an IRS 501 (c)(3) was the only broadcast cable television company in metro Omaha and within 18 states to focus on the community. For its general operations CTI22 received NO financial support based on grants, and NO tax support from the federal government, or State of Nebraska, or local government, and CTI22 did not receive revenue based on Franchise Fees from the cable provider. CTI22 was supported only through membership fees and donations. CTI22 did not receive over 40% of our operating budget (over \$36,000) from contracted program producers. As President/CEO/General Manager of Community Telecast, Inc., I terminated all contracts with an outstanding balance due, and by using Nebraska EEO-1s (private sector) and EEO-4's (public sector) as my template (below), I dramatically increased our program content to reflect the "greater diversity" of Omaha, Nebraska.

RACIAL / ETHNIC GROUP AND SEX	WHITE	BLACK	HISPANIC	ASIAN	AMERICAN INDIAN	HAWAIIAN	2 OR MORE
Executive/Senior Level Officials & Managers							
First/Mid Level Officials & Managers							
Professionals							
Technicians							
Sales Workers							
Office & Clerical Workers							
Craft Workers							
Operatives							
Laborers							
Service Workers							

Your appearance on Susan Smith's program, "[Eyes Wide Open with Susan Smith](#)," was just one example of dozens and dozens of original, first-run, "live" content I produced. **Result:** I doubled CTI22's operating budget in less than 7 months (to \$100,000) and eventually increased revenue streams by more than 200%; increased broadcast program hours; and as reported to the Omaha City Council in April 2010 [<http://www.cti22.org/franchise.htm>], at any given time CTI22's broadcast audience ranged from 13% to 20% of Cox subscribers! CTI22 was the only broadcast entity in metro Omaha to regularly produce and broadcast weekly "prime time" content featuring a male and female from all major racial/ethnic groups: White, Black, Latino, Asian, and Native American; and CTI22 produced and broadcast more first-run, prime time, and "live" content, and more public service announcements than all metro Omaha television stations combined!

OBSERVATION: Although the aforementioned was a successful business model for CTI22, an IRS 501 (c)(3), let me be very clear, I am NOT proposing the same thing for KFAB / iHeartMedia. *On the contrary, my proposal is confined to showcasing a greater diversity of "conservative content" from throughout all of metro Omaha.*

QUESTION 1: What's wrong with providing all "people" with regular access to convey the values of conservative idealism, limited government, and capitalism?

QUESTION 2: What wrong with strategically expanding revenue streams by targeting a greater diversity of consumers, advertisers, and program sponsorship?

QUESTION 3: As defined by Nebraska's EEO-1s (private sector) and EEO-4s (public sector), why can't "media" strategically target and showcase *diverse populations of conservative thinking consumers*?

**NEBRASKA
2017 EEO-4 and 2018 EEO-1**

2017 NEBRASKA EEO-4 (PUBLIC SECTOR)					2018 NEBRASKA EEO-1 (PRIVATE SECTOR)						
JOBS PAYING OVER \$70,000 PER YEAR					EXECUTIVES / SENIOR OFFICIALS / MGRS						
"THE GLASS CEILING"					"THE GLASS CEILING"						
		NUMBER	PERCENT	TOTAL %	% of U.S. CENSUS 07-01-19			NUMBER	PERCENT	TOTAL %	% of U.S. CENSUS 07-01-19
WHITE	MEN	6,487	72.96	91.96	78.2	WHITE	MEN	3,293	65.39	95.23	78.2
	WOMEN	1,689	19.00				29.85				
BLACK	MEN	184	2.07	2.88	5.2	BLACK	MEN	23	0.46	0.95	5.2
	WOMEN	72	0.81				0.50				
HISPANIC	MEN	182	2.05	2.53	11.4	HISPANIC	MEN	68	1.35	1.85	11.4
	WOMEN	43	0.48				0.50				
ASIAN	MEN	83	0.93	1.32	2.7	ASIAN	MEN	50	0.99	1.27	2.7
	WOMEN	34	0.38				0.28				
AMERICAN INDIAN	MEN	31	0.35	0.39	1.5	AMERICAN INDIAN	MEN	5	0.10	0.20	1.5
	WOMEN	4	0.04				0.10				
HAWAIIAN	MEN	7	0.08	0.11	0.1	HAWAIIAN	MEN	0	0.00	0.00	0.1
	WOMEN	3	0.03				0.00				
2 OR MORE	MEN	61	0.69	0.81	2.3	2 OR MORE	MEN	15	0.30	0.50	2.3
	WOMEN	11	0.12				0.20				
TOTAL		8,891	100.00	100.00	101.40	TOTAL		5,036	100.00	100.00	101.40
TOTAL EMPLOYEES		14,639	MEN = 7,035	79.12		TOTAL EMPLOYEES		389,620	MEN = 3,454	68.59	
			WOMEN = 1,856	20.88					WOMEN = 1,582	31.41	
TOTAL UNITS REPORTING:		43				TOTAL UNITS REPORTING:		1,822			
				8,891	100					5,036	100
Source:	https://www.eeoc.gov/eo-4/equal-employment-opportunity-commission-state-and-local-government-information-eeo-4-2017-47					https://www.eeoc.gov/statistics/employment/jobpatterns/eeo1/2018/states-industries/table?state=28&naics=					
	<div style="border: 1px solid black; padding: 5px;"> <p>WHITE PEOPLE ARE 78% OF THE POPULATION BUT HOLD 92% OF PUBLIC SECTOR JOBS OVER \$70K / WOMEN ARE 50% OF STATE POPULATION BUT HOLD ONLY 21% OF PUBLIC SECTOR JOBS OVER \$70K</p> </div>					<div style="border: 1px solid black; padding: 5px;"> <p>WHITE PEOPLE ARE 78% OF THE POPULATION BUT HOLD 95% OF PRIVATE SECTOR EXECUTIVE JOBS / WOMEN ARE 50% OF THE STATE POPULATION BUT HOLD ONLY 31% OF PRIVATE SECTOR EXECUTIVE JOBS</p> </div>					
Summary:	<ol style="list-style-type: none"> White people possess 92% of \$70K+ jobs but only 78% of NE population. White men possess 3.8 times more \$70K+ jobs than White women. Black men possess 2.5 times more \$70K+ jobs than Black women. Hispanic men possess 4.2 times more \$70K+ jobs than Hispanic women. Asian men possess 2.4 times more \$70K+ jobs than Asian women. American Indian (AI) men possess 8 times more \$70K+ jobs than AI women. 					<ol style="list-style-type: none"> White people possess over 95% of executive jobs but only 78% of Nebraska's population. White men possess twice as many executive jobs as White women. Hispanic men possess 2.5 times more executive jobs than Hispanic women. Asian men possess 3.5 times more executive jobs than Asian women. 					

So, here's my proposal:

THE PITCH: An eight-(8) week temporary segment, which will also support Chris Baker's on-the-air convalescence, lasting thirty-(30) minutes (including 10-minutes of commercial spots) aired during Chris Baker's program entitled, "Reynolds Rap: Conservative Thoughts from the Silent Majority," which consistently features "live" and/or pre-recorded editorials from a decidedly diverse group of "conservative people" who represent Nebraska's EEO-1s and EEO-4s.

EEO-1 AND EEO-4 CATEGORY	WEEK 1	WEEK 2	WEEK 3	WEEK 4	WEEK 5	WEEK 6	WEEK 7	WEEK 8
Executive/Senior Level Officials & Managers								
First/Mid Level Officials & Managers								
Professionals								
Technicians								
Sales Workers								
Office & Clerical Workers								
Craft Workers								
Operatives								
Laborers								
Service Workers								
Optional Closing comment	Chris Baker	Chris Baker	Chris Baker	Chris Baker	Chris Baker	Chris Baker	Chris Baker	Chris Baker

Trip Reynolds will function as program producer and:

1. Identify and validate that "people" mirror each EEO-1 and EEO-4 demographic;
2. Schedule "people" to be pre-recorded or scheduled for "live" in-studio broadcast;
3. Produce no less than four-(4) editorials per broadcast, or no more than ten-(10) editorials per broadcast;
4. Enable "people" to be anonymous;
5. Subject to KFAB management, distribute a "press release" to local and national print, broadcast, and social media to solicit participants for "Reynolds Rap: Conservative Thoughts from the Silent Majority";
6. Network with participants to identify cross-marketing, advertising, and sponsorship opportunities;
7. Require all "people" to acknowledge, in writing, compliance with KFAB's broadcast policies;
8. Review each editorial prior to broadcast to confirm compliance with KFAB's broadcast policies, and if required, submit editorials to KFAB management for approval prior to broadcast;
9. Provide KFAB with a statement-of-fact, available to the public and FCC, detailing the character and scope of diverse broadcast content uniquely provided by, "Reynolds Rap: Conservative Thoughts from the Silent Majority."

In summary, the death of Sarah Root by an illegal alien also upset many Latinos, but mainstream left-leaning media didn't, doesn't showcase such content. Likewise, where on KFAB are conservative commentaries from women like Susan Smith? Most importantly, where's the strategic effort to "monetize conservative ideas" by exploiting a significantly greater and a far more diverse demographic?

Your thoughts? Please respond at your earliest convenience.

Have a great day!

Trip Reynolds