

## The War On Culture

The war between liberty and totalitarianism is being fought beyond politics. Part of the economic war is a culture war. Culture is upstream of politics. Watch any movie or entertainment show today and the left has gone so woke that they feel they have to make their point directly in everything.

The LGBTQ agenda is being shoved into children's cartoons. Everything's about climate change or social justice.

But the power is beginning to shift in media. Now, more than ever, conservative entertainment has a chance to disrupt Hollywood. But, to do it, we need to operate entertainment as a business and not a charity.

For your briefing this week, we brought Executive Producers Matt and Joy Thayer in the Economic War Room®. They share the shift in power they are seeing back to family entertainment as smaller studios collaborate to create cost-effective WINNING family entertainment!



**Your Mission:** To understand the culture war being waged in America and consider new ways to weaponize your money in the entertainment industry.

**Ep. 5-178 (OSINT) Open-Sourced Intelligence Report.** This briefing includes Economic War Room conversations with Matt and Joy Thayer of Spero Pictures. Their mission is to use stories to capture hearts and minds. They've created hundreds of jobs and won almost three dozen national & regional awards for short films, documentaries, and corporate/commercial work. They have several scripted projects in the works.

### 1. You know those bad Christian movies. It is about to change!

Hollywood is so "woke" they have lost the art of storytelling. The power is about to shift!

"I was with Glenn Beck recently, and he was hopeful. Yeah, I mean that. He expressed genuine optimism. And it wasn't based on the polls or the economy, the culture or any of the normal things that people measure.

Not Glenn. He saw something totally different. And I think he's right on. Glenn's reason for optimism stems from a subtle shift in tactics by both sides in the war between liberty and totalitarianism.

That's right, the man who brought you worries about George Soros, the Muslim Brotherhood and Communist China well in advance of their harsh reality has reason to be optimistic? Let me tell you, I think he's right, and his message should spur us to action. Let's watch what he said." –Kevin Freeman



**You decide if the power in media is about to flip.**

WATCH CLIP WITH GLENN →



The left has gone so woke that they feel they must make their point directly in everything.

- » You have LGBTQ shoved in your face in cartoons.
- » Everything's about climate change.
- » It's all about an agenda and the story is being lost.

"I saw NCIS recently, a show that I love and have watched for years. In this episode, the bad guy was a blond-haired, blue-eyed female domestic American terrorist, while her fiancé was the patriotic American-Muslim born in Afghanistan. There's nothing wrong with showing that viewpoint, but the writers went out of their way to hammer home the point rather than telling a good story." –Kevin Freeman

**Writers on the left have lost the power of storytelling as they overcompensate to include agenda items.**

**2. Life is determined by politics, but culture is upstream of politics, and it is big business.**

Our life is increasingly determined by politics. What you can say, where you can go, how you can raise your kids.

Politics can tell you if you must take an experimental vaccine or wear a mask. Politics determine whether or not you have a job or can start a business.

- » Politics is upstream from your life,
- » But culture is upstream from politics.

Before we had the cram-down of transgender “woke”-ism in our libraries and elementary schools, there was *Will and Grace*.

### **CASE STUDY: *Will and Grace*:**

This once-popular TV show normalized LGBTQ issues and played a powerful role in transforming the culture. It did so with storytelling. Storytelling is a powerful weapon in the culture war, but it’s also an economic weapon.

Additional Background From Wikipedia:  
[https://en.wikipedia.org/wiki/Will\\_%26\\_Grace](https://en.wikipedia.org/wiki/Will_%26_Grace)



*Will & Grace* is an American [sitcom](#) television series created by [Max Mutchnick](#) and [David Kohan](#). Set in New York City, the show focuses on the friendship between best friends [Will Truman](#) ([Eric McCormack](#)), a gay lawyer, and [Grace Adler](#) ([Debra Messing](#)), a straight interior designer. The show was broadcast on [NBC](#) from September 21, 1998, to May 18, 2006, for a total of eight seasons, and returned to NBC on September 28, 2017, and ended on April 23, 2020. *Will & Grace* has been one of the most successful television series with gay principal characters.<sup>[2]</sup>

Despite initial criticism for its stereotypical portrayal of gay characters, it went on to become a staple of NBC’s [Must See TV](#) Thursday night lineup and was met with continued critical acclaim.

Since the final episode of the 1998–2006 run aired, the sitcom has been credited with helping and improving public opinion of the [LGBT community](#), with then

U.S. Vice President [Joe Biden](#) commenting that the show “probably did more to educate the American public” on LGBT issues “than almost anything anybody has ever done so far”.<sup>[4]</sup> In 2014, the [Smithsonian Institution](#) added an [LGBT history](#) collection to their museum which included items from *Will & Grace*.

Curator Dwight Blocker Bowers stated that the sitcom used “comedy to familiarize a mainstream audience with [gay culture](#)” in a way that was “daring and broke ground” in American media.<sup>[5]</sup>



**NOTE: You may agree or disagree on LGBT agenda. But entertainment, storytelling and comedy were effectively used to shift perceptions around the LGBT community and the agenda that was being sold.**

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### Entertainment is Big Business!

Before the pandemic, total annual box office receipts were \$42.5 billion per year. Add in TV, streaming, music, and video games, the entertainment industry totals well over \$700 billion per year!

- › This is a huge business, and it has an impact on your future, but it also has an incredible opportunity for wise investors, those wanting to take back our culture.
- › The best way to influence politics is through storytelling.
- › The leftists owned this when they were out of power. Now that they’re in power, they’ve become so ham-handed that they’ve lost the art.

**The good news is that there’s a brand-new breed of conservative storytellers rising.**

### 3. Spero Pictures is a husband-and-wife production team that is on a mission to create quality entertainment!

Their mission is to use stories to capture hearts and minds. They’ve created hundreds of jobs and won almost three dozen national & regional awards for short films, documentaries, and corporate/commercial work.

“God’s word on my life has always been hope, and I’ve always walked away from a lot of situations where people have said, ‘you’re just always so hopeful.’ And I felt like God was calling me to be a bringer of hope.

When it came time to come up with a movie studio name or a production studio name, I was like, 'Why don't I call it Hope Pictures?' Because that's again, right on the nose. Well, what if we were to find another word? And I dug into like Latin, and I found that Spero means "to hope" in Latin. And it's literally 'Hope pictures.' But it causes a lot of people to ask the question of, 'What is that?' And then suddenly, it's, 'That's cool.'" -Matt Thayer

Matt and Joy, have incredible bios and are telling amazing stories:

- › They have received 14 Telly awards!
- › They received an award for "the best documentary" at the 2019 Catalina Film Festival!
- › They've taught film production. And they've written, directed, and produced thousands of corporate and commercial projects.
- › They created two projects for the Republican National Convention in 2020.
- › And they were the local production company on an episode for the 25th season of BBC's Top Gear.



### **Their work includes documentaries, including one with President TRUMP:**

They produced *The Trump I Know* – It may be the only documentary about President Trump that actually has an interview with him in it.

### **Joy Thayer shares a behind the scenes look at what she learned about President Trump as she produced this documentary:**

*"When I was asked to produce this documentary, I hadn't voted for President Trump in the previous election. And I had heard everything from mainstream media, and all of these lies that they had said.*

*So, by this time, my father-in-law had voted for President Trump and kept pointing out all his policies and said, 'Look at what he's putting in place. Look at the stuff that they're not talking about.'*

*So, now I'm at a spot where I'm becoming pro-Trump. And I start reading his books and I said, if we get out there and I find out this is all garbage and everything, I'm going to pull the plug and I will not produce a project that's just going to be fake.*

*I was not going to do a puff piece, that kind of stuff. So, we got to interview firsthand all of these women. We got to interview Kayleigh McEnany in her home with Baby Blake. And we got to interview Laura Trump in her house and Pastor Paula White and find out that Trump has called her his pastor for over two decades and all that kind of stuff.*

*And I started reading all the other books about Trump or by Trump, and he's been consistent over the years, in the '70s, the '80s, and '90s on where America was headed and then the policies that are pro-black, pro-female.*

*His first Trump Tower was built by a woman engineer who served as VP of Construction. (She was the first woman in New York City to head up a construction project at the time.)*

*And we got in the middle of it, and we just used our craftsmanship to share the truth and tell the story."*



**4. The Power of Story Telling – Matt and Joy Thayer produced a short simple video that achieves 8 million views and teaches an MBA lesson!**



*"I love that story. I mean, in about six minutes you taught a business school lesson that should be in every MBA program in America. You taught competition, specialization, cooperation, and you did it by showing a story." –Kevin Freeman*

**The back story on what encouraged Matt and Joy to produce the Lemonade short segment.**

**The Power of Story Telling -It was first produced to tell a story to the Thayer's children:**

"Initially, the genesis of it was, as a dad, I wanted to teach my daughters how to be good at their own thing-- they were in this age where like, I'm better at this than she is, or she's better than this than I am." -Matt Thayer

Matt wanted them to know everybody can be good at their own thing and we can celebrate other people for being good at what they are good at. And that was the genesis of it.

**It had an impact across America, as Matt shared a story from his heart.**

"But it was interesting because when we finished it, I had been reading a lot of free-market economics and all that stuff at the time. It's really a good example of the subtlety of storytelling comes out of your heart.

I made this short with my kids and I put it into these film festivals, people were like:

- » Is this about Walmart and Amazon? Do you know what I mean?
- » Is this about Main Street? The competition and everything.

Sure. It tells all those things without being in your face about it."

**And it was interesting to release that baby out into the world and to allow people to look at it and go, wow! I'm seeing things that I didn't even see when I was creating it, which was really interesting." -Matt Thayer**

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**Jesus was a master storyteller because stories work and are memorable!**

"It's like people get too focused on the theme and they forget about plot, which is really in the Aristotelian hierarchy of storytelling. It's plot first, then characters, then theme.



**That's part of the problem that you were alluding to is that the woke crowd has become too infatuated with the theme, which is where the Christians were for a long time. And we have to learn how to put everything back in its rightful order. Focus on the plot first. And I think that's where the good storytelling comes from."** –Matt Thayer

**5. Woke entertainment has gone too far! The plan to disrupt Hollywood.**

Agile and collaborative studio system to create cost-effective winning values-based entertainment!

The studio system is dominated by the left. They made it big business and they made a lot of money from it, and now they're pushing these woke/on the nose stories at us.

**The Opportunity: Woke entertainment is creating a huge opportunity for regular Americans.**

The current studio system has been run by very few people and we have an opportunity to disrupt that whole system right now. We can create more agile systems, can collaborate, and we can be more cost-effective. While not cheating the professionals and creatives who make them.



**Distribution channels are shifting:**

- » Right now, we're seeing the studios and we're watching the theaters collapse.
- » People aren't watching their things at theaters as much anymore.
- » They're watching them on their devices at home.
- » And so, we have a really big opportunity like never before.

**The studios have writers, showrunners, publicity channels, actors, investors. We have all those available to us, but nobody's pulling them together.**



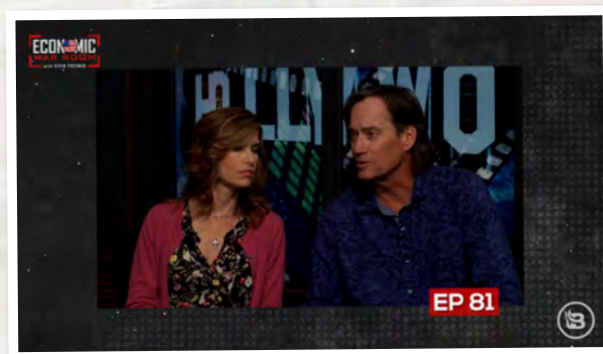
Joy Thayer has been traveling across the country meeting with those that want change.

She has been meeting with investors, distribution companies, and people working on studios and creatives. In the last couple of decades, many people have gone into Hollywood and served as Josephs and Daniels.

"It's the Josephs and the Daniels, the last couple of decades, Christians realized we were losing this media war and realized, 'Oh hey, we should probably get back involved.'" And we know a lot of Christians that jumped into the industry, got in there, were a part of some massively huge projects, big blockbuster type stuff. And then suddenly there this been this shift, and now suddenly, Nebuchadnezzar is no longer there, and Balthazar has taken his place. The temple objects are being desecrated. And people are saying, 'I can't serve that anymore.' And there's a swath of not just Christians, but conservatives in the industry that are looking for another place to go." – Matt Thayer

This provides an extraordinary opportunity for renaissance because it's not about focusing on the woke and the themes and the stuff they're trying to shove down their throat.

- » These people just want to tell great stories.
- » They spent time in the palace like Moses did and learned how to lead and learned how to do it well.
- » Today, we have this amazing opportunity to coalesce that team together and really create some amazing stories that people really want to see.



Sam & Kevin Sorbo - SorboStudios.com

### Case Study – Beware of Rigged Hollywood Accounting / Kevin Freeman Shares:

We did have the blockbusters, whether it is the *Passion of the Christ* with Mel Gibson or *The Lion, The Witch and the Wardrobe* and *The Chronicles of Narnia* series.

But investors want to get a return on their money. And Mel Gibson absolutely did.

And some of these lower-budget Christian films will get in there and they'll make some money. But for the most part, the average American looks at the film industry like my old boss when I worked at Templeton.

His clients basically funded *Dirty Dancing*, one of the huge breakout independent films in the history of independent films. They barely got their money back because of the way **it was rigged against them**.



### 6. Is it possible for conservatives, for Christians to make money with films?

We have seen *The Chosen* operate with great success and master storytelling! Their crowdfunding model clearly caused disruption and opened doors for the public to participate in the type of movies they would like to see made.

"I think that not only can they make money, but I also think that it's on God's heart to tell these stories and we need to have not just one-offs. As Christians and conservatives, having one here and there, that's great. But we need to flood the world with good content right now." –Joy Thayer

- » The world is starving for quality storytelling.
- » You need to know your target audience and market segments.
- » We need to tell them good stories.

"To me, storytelling is entertainment first. Hit the ball straight. Spielberg made *Jaws* before he made *Schindler's List*. It's like you've got to learn how to entertain people so that then you can come in and tell some meaningful stories that change and shape culture." Matt Thayer

Not only can there be a return on investment – if you are investing in a project that’s \$250,000 and you get a return on investment and they make money of \$500,000, that’s great but it’s small. When you’re talking about making a \$50 million film and it makes \$100 million-plus in the box office or more, then those are great returns on investment.



**The Problem:** We need to get down to the nitty-gritty and share the details. We’ve just overlooked so many things in storytelling.

“Christians have, because of our theme-based ideas of how to make movies, we’ve become passionate about these causal one-offs. Where it’s like, ‘Give me some money so I can go and make my little \$10 million movie or whatever.’” –Matt Thayer

But we need to be savvy about it. We need to come out as an investor and say, “Okay, well, let’s get like five or six ideas together. Let’s package them properly. Let’s treat it like a business and diversify.”

**“One of the biggest problems that Christians have had over the years is we haven’t treated it as a business. We’ve been treating it like a charity.”** –Matt Thayer

**Another thing we have not done well is product placement.**

“We want to fund American-made products and that kind of thing. You can use product placement in your stories, and you can do it naturally and organically. And it’s become a marketing tool. It’s become an investment tool. You can sell these products. Disney has capitalized on toys, and they have capitalized on board games and those kinds of things. And we have been thinking way too small.” –Joy Thayer





“We either think way too small or we think way too big, and we expect everybody is going to beat a path to our door. And as soon as this is released, everybody is going to love it and it doesn’t work that way.”—Kevin Freeman

## Why You Should Care:

- › Above Politics is Culture, and Entertainment influences Culture.
- › The woke have overplayed their hand, there is a gap for family friendly entertainment like never before.
- › Top talent in entertainment that has been working on some of the biggest projects is ready to leave and work on projects aligned with their values.
- › With the right studio structure and fair accounting, conservative entertainment can thrive!

## Action Steps:

1. Watch for Economic War Room’s Special Studio summit bringing together Entertainment thought leaders at our new Leadership Advance Center at LibertyHawk Ranch - COMING SOON!.
2. Learn more about Spero Pictures at <https://speropictures.com>.
3. Go to [www.reawakeningseries.com](http://www.reawakeningseries.com) and see some of the documentaries Spero is producing.
4. Remember, we built the Economic War Room for you. Understanding the geopolitical landscape and threats against your money, your livelihood, and your way of life will allow you to be better prepared for multiple scenarios. Be sure to sign up for our weekly updates at [www.EconomicWarRoom.com](http://www.EconomicWarRoom.com).
5. If you have a financial advisor, make sure they have your values and interest at heart. Make sure they really understand what ESG investments mean for our future. Suggest that they become part of the NSIC institute and nominate them to participate in our online certification.



**ATTENTION:** Remember if you have not contacted your financial advisor, it is time to make it happen now.

**6. Weaponize your money toward principles that support Liberty, Security, and Values (LSV).** You control your giving, spending, and investing. Nominate your financial advisor to attend our Founders' class coming soon.

- **Investing.** We suggest you get a like-minded financial advisor. We've done surveys and a clear majority of investors want an advisor who matches with their political and cultural beliefs. Unfortunately, Wall Street is pushing for you to just take what they offer in order to force a leftist agenda on you.
  - o "If your advisor isn't willing to match your investments with your values, send them to us for training and education. If they won't do that, I can promise you that there are lots of other advisors looking for new clients." -Kevin Freeman

**7. It is time to fight the economic war we are facing. Nominate your financial advisor at [EconomicWarRoom.com/advisor](https://EconomicWarRoom.com/advisor) and let them know you think this would be a great opportunity for them. Classes are launching in Spring 2022, and our list is growing fast.**

**8. Also, if you have not already done so, please consider the following:**

Be sure to sign up for our free weekly [Economic Battle Plans™](#)

- o If you are following Economic War Room you will be on the leading edge as it relates to global threats, geopolitical analysis, and how you can weaponize your money to strengthen America. Your money, livelihood, and way of life are at risk and these tools are designed to mobilize America to protect their economic liberty.

In the **Economic War Room®**, we encourage Americans to be the "small ships that make the difference." You cannot solely rely on the government or the president to solve America's problems. You have to make a difference. It is up to you to help take our country back and create a voice for economic liberty. [The small ships are based on Churchill's Operation Dynamo that rescued the British Expeditionary Forces in the Miracle of Dunkirk.

## Shareable Quote:

**“Writers on the left have lost the power of storytelling as they overcompensate to include **WOKE** agenda items.”**

–Glenn Beck, Bestselling Author, GlennBeck.com

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**The EWR Collection Deck – From Kevin Freeman  
(List of resources and external links for more information)**

**Quick Access Links**

- [About Joy, Matt, and Spero Pictures](#)
- [Preachy Entertainment Generally Sucks](#)
- [Entertainment Determines Culture](#)
- [Demand for “Non-Woke” Entertainment is Rising](#)
- [Critical Resources to Battle the ESG Risk](#)
- [Fighting Back](#)
- [NSIC Institute and LSV Investing](#)

**[ ] - Must Read/Watch**

**Where to Access Economic War Room**

- On BlazeTV <https://get.blazetv.com/economic-war-room/>
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- Gettr page <https://gettr.com> **follow us @economicwarroom**
- Link to all Economic Battle Plans™ <https://www.economicwarroom.com/battleplans>



**Episodes and Economic Battle Plans™ from Prior Shows with Application to this Topic:**

- 02/10/22, EP176, The Great Reset, Glenn Beck, [Download Economic Battle Plan™](#)
- 02/03/22, EP175, Ruling Class is Crushing Dissent, Benjamin Weingarten, [Download Economic Battle Plan™](#)
- 01/20/22, EP173, Standing for Truth, Sen. Jim DeMint, [Download Economic Battle Plan™](#)
- 12/09/21, EP168, All About Your Future - The Secret Plan to Destroy America, [Download Economic Battle Plan™](#)
- 09/23/21, EP157, Need for Parallel Institutions, Michele Bachmann, [Download Economic Battle Plan™](#)
- 09/16/21, EP156, If We Lose Religious Freedom, We Lose Everything, [Download Economic Battle Plan™](#)
- Made in the USA, Don Buckner, [Download Economic Battle Plan™](#)
- 08/19/21, EP152, Exposed: The True American History, David and Tim Barton, [Download Economic Battle Plan™](#)
- 08/05/21, EP150, **SPECIAL:** Six Steps to Save America, Dr. Ben Carson, [Download Economic Battle Plan™](#)
- 07/29/21, EP149, America's Spiritual & Cultural Darkness, Dr. Everett Piper, [Download Economic Battle Plan™](#)
- 07/22/21, EP148, Save the West, Ken Abramowitz, [Download Economic Battle Plan™](#)
- 06/24/21, EP144, **IMPORTANT!** All Enemies Foreign and Domestic, [Download Economic Battle Plan™](#)
- 05/06/21, EP137, Grow Up America!, Dr. Everett Piper, [Download Economic Battle Plan™](#)
- 04/29/21, EP136, Formula for Healing America, Dr. Ben Carson, [Download Economic Battle Plan™](#)
- 03/18/21, EP130, Word for Warriors, Sam Sorbo, [Download Economic Battle Plan™](#)
- 03/11/21, EP129, Woke Capital, Stephen Soukup, [Download Economic Battle Plan™](#)
- 11/12/20, EP113, Dave Brat and Ryan Helfenbein, [Download Economic Battle Plan™](#)
- 10/08/20, EP108, Investor Values Poll, John McLaughlin, [Download Economic Battle Plan™](#)
- 07/09/20, EP95, LSV Investing, Dave Brat, [Download Economic Battle Plan™](#)
- 05/07/20, EP86 Arguing with Socialists, Glenn Beck, [Download Economic Battle Plan™](#)
- 04/16/20, EP83 A Distorted American History, Howard Zinn, [Download Economic Battle Plan™](#)
- 04/01/20, EP81 Hollywood's Real Impact - Sorbo, [Download Economic Battle Plan™](#)
- 11/14/19, EP61 Free Speech Under Attack, [Download Economic Battle Plan™](#)
- 10/31/19, EP59 Richard Headrick - Hellfighter - **SPECIAL BONUS FEATURE**, [Download Economic Battle Plan™](#)
- 06/20/19, EP40 Silencing the Lambs, **BREAKING NEWS!** [Download Economic Battle Plan™](#)
- 05/23/19, EP36 American Exceptionalism, [Download Economic Battle Plan™](#)
- 03/14/19, EP25 One-On-One with Glenn Beck, [Download Economic Battle Plan™](#)
- 01/31/19, EP19 War on Free Speech, [Download Economic Battle Plan™](#)
- SPECIAL EDITION, EP08 America's Dunkirk Moment, [Download Economic Battle Plan™](#)





### About Joy, Matt, and Spero Pictures

School of Creativity <https://schoolofcreativity2016.sched.com/speaker/speropictures>

Redding-based production company to release Trump Documentary, 'The Trump I Know'  
<https://krcrtv.com/news/local/redding-based-production-company-to-release-trump-documentary-the-trump-i-know>

The Trump I Know on Amazon  
<https://krcrtv.com/news/local/redding-based-production-company-to-release-trump-documentary-the-trump-i-know>

Spero Pictures <https://speropictures.com>

### Preachy Entertainment Generally Sucks

I hate how everything entertainment-related gets ruined by preachy writers.  
[https://www.reddit.com/r/TrueOffMyChest/comments/8wn0jn/i\\_hate\\_how\\_everything\\_entertainment-related\\_gets/](https://www.reddit.com/r/TrueOffMyChest/comments/8wn0jn/i_hate_how_everything_entertainment-related_gets/)

What makes people dislike preachiness?  
<https://tvtropes.org/pmwiki/posts.php?discussion=14262279310A39855000&page=1>

Why are Christian movies so painfully bad?  
<https://www.vox.com/2015/2/15/8038283/christian-movies-bad-old-fashioned-fifty-shades>

Worst movies from the last decade, according to critics  
<https://stacker.com/stories/3661/worst-movies-last-decade-according-critics>

The 5 Biggest Problems With 'The Falcon And The Winter Soldier'  
<https://www.forbes.com/sites/erikkain/2021/04/27/the-falcon-and-the-winter-soldier-review-biggest-problems-preachy-politics-captain-america/>

The ads for the Olympic Games are preachy, hypocritical nausea  
<https://nypost.com/2021/08/02/olympic-ads-are-preachy-hypocritical-nausea/>

Why So Much Christian Media Sucks <https://www.philcooke.com/why-so-much-christian-media-sucks/>

The Reeducation Oscars <https://www.nationalreview.com/2021/03/the-reeducation-oscars/>

Teen Choice Awards: Stars Get Preachy, Turn Show Into a PSA Fest  
<https://ca.news.yahoo.com/weather/news/teen-choice-awards-stars-preachy-turn-show-psa-023106137.html>

Bill Nye's new Netflix show is being torn apart  
<https://www.polygon.com/tv/2017/4/26/15413498/bill-nye-netflix-criticism>



Get "Woke" Go Broke. A bad year for feminist, anti-male drivel.

<https://moviechat.org/bd0000082/Politics/5ddb4d3e1a8a8e2c0364805c/Get-Woke-Go-Broke-A-bad-year-for-feminist-anti-male-drivel>

Top 10 Woke Movies That Ruined Their Franchises

<https://boundingintocomics.com/2021/12/18/top-10-woke-movies-that-ruined-their-franchises/>

Bill Maher Has Had It With Critics Of Old Un-Woke Hollywood Fare

<https://deadline.com/2018/04/bill-maher-blasts-critics-of-un-woke-old-tv-shows-and-movies-real-time-1202363189/>

Hollywood will barely dare whisper it but the woke revolution that has driven out white men and ensures that every production is ideologically sound will kill the entertainment industry, writes PETER KIEFER and PETER SAVODNIK

<https://www.dailymail.co.uk/news/article-10391261/Hollywood-barely-whisper-woke-kill-industry-PETER-KIEFER-PETER-SAVODNIK.html>

The numbers don't lie: Politics is ruining the entertainment industry

<https://www.washingtonexaminer.com/red-alert-politics/numbers-dont-lie-politics-ruining-entertainment-industry>

Lights! Camera! Leftism! How Hollywood Went Woke

<https://www.dailysignal.com/2022/02/02/lights-camera-leftism-how-hollywood-went-woke/>

WOKE HOLLYWOOD SURPRISED BY 'IN THE HEIGHTS' FAILURE

<https://cosmicbook.news/woke-hollywood-surprised-in-heights-failure>

'Ghostbusters: Afterlife' Avoids Woke Lectures, Scores Big at Box Office

<https://www.hollywoodintoto.com/ghostbusters-afterlife-box-office-fans/>

10 Reasons Why 'The Suicide Squad' Is A Box Office Disaster

<https://www.forbes.com/sites/scottmendelson/2021/08/08/8-reasons-why-dc-films-suicide-squad-2-starring-idris-elba-and-margot-robbie-was-a-box-office-disaster/?sh=3b8ed77d75e2>

### Entertainment Determines Culture

Mindset Matters: The Influence of Entertainment And The Significance Of Culture Change In The Business Of A New Decade

<https://www.forbes.com/sites/jonathankaufman/2019/12/24/mindset-matters-the-influence-of-entertainment-and-the-significance-of-culture-change-in-the-business-of-a-new-decade/>

How 'Will & Grace's' Relatable Vibe Helped Audiences Accept Gay Characters

<https://variety.com/2015/tv/news/will-grace-gay-characters-lgbt-1201530893/>

Progressive fundamentalism: how Hollywood and the media fortify the bubbles we all live in

<https://www.vox.com/culture/2016/11/14/13526406/progressive-fundamentalism-make-america-great-again>



Ben Shapiro launches entertainment business that he says won't 'promote Leftist causes'

<https://thehill.com/homenews/media/532763-ben-shapiro-launches-entertainment-business-that-he-says-wont-promote-leftist>

Hollywood's Socialism Boom: Emboldened Leftists Agitate for Radical Change

<https://www.hollywoodreporter.com/business/business-news/hollywoods-socialism-reboot-1234982568/>

Why Is Hollywood So Liberal?

<https://www.nytimes.com/2018/01/27/opinion/sunday/hollywood-liberal.html>

Leftists Used to Be Anti-establishment. Now They Are the Establishment.

<https://ricochet.com/1126666/leftist-used-to-be-anti-establishment-now-they-are-the-establishment/>

### **Demand for "Non-Woke" Entertainment is Rising**

Christian America's Must-See TV Show

<https://www.theatlantic.com/culture/archive/2021/06/the-chosen-jesus-tv-show/619306/>

How A Crowdfunded Christian TV Series Could Change The Entertainment Industry

<https://thefederalist.com/2020/02/17/how-a-crowdfunded-christian-tv-series-could-change-the-entertainment-industry/>

How 'The Chosen' embraced the best of Hollywood and showed it what people really want

<https://www.dallasnews.com/opinion/commentary/2021/12/25/how-the-chosen-embraced-the-best-of-hollywood-and-showed-it-what-people-really-want/>

'The Chosen' \$10M crowdfunded show out now: 'Experience Jesus in a way that's never been done before'

<https://www.foxnews.com/entertainment/the-chosen-jesus-show-crowdfunded>

4 Reasons Why 'The Chosen' Works

<https://www.thegospelcoalition.org/article/four-reasons-chosen-works/>

Family-Friendly Movies Continue to Rock the Box Office This Summer

<https://www.movieguide.org/news-articles/family-friendly-movies-continue-to-rock-the-box-office-this-summer.html>

MEGHAN MCCAIN: It will never win any awards and the critics ignore it but Costner's non-woke Yellowstone has crushed the elites' favorite show Succession in the ratings because it's the one that captures the true soul of America

<https://www.dailymail.co.uk/news/article-10376751/MEGHAN-MCCAIN-Costners-non-woke-Yellowstone-captures-true-soul-America.html>

Yellowstone: the smash-hit TV show that exposed a cultural divide

<https://www.theguardian.com/tv-and-radio/2022/jan/12/yellowstone-the-smash-hit-tv-show-that-exposed-a-cultural-divide>



Kevin Costner's Yellowstone Obliterates Woke Peers To Become Most Watched TV Show Since The Walking Dead

<https://boundingintocomics.com/2022/01/18/kevin-costners-yellowstone-obliterates-woke-peers-to-be-come-most-watched-tv-show-since-the-walking-dead/>

'Yellowstone': from 'red state' to 'every state' TV hit

<https://www.france24.com/en/live-news/20220120-yellowstone-from-red-state-to-every-state-tv-hit>

### Critical Resources to Battle the ESG Risk

Stop Corporate Tyranny <https://stopcorporatetyranny.org>

National Center <https://nationalcenter.org/>

Free Enterprise Project <https://nationalcenter.org/programs/free-enterprise-project/>

Second Vote <https://www.2ndvotefunds.com>

Dictatorship of Woke Capital

[https://www.amazon.com/Dictatorship-Woke-Capital-Political-Correctness/dp/1641771429/ref=tmm\\_hrd\\_swatch\\_0?\\_encoding=UTF8&qid=&sr=](https://www.amazon.com/Dictatorship-Woke-Capital-Political-Correctness/dp/1641771429/ref=tmm_hrd_swatch_0?_encoding=UTF8&qid=&sr=)

Woke, Inc. <https://www.amazon.com/Woke-Inc-Corporate-Americas-Justice/dp/1546090789>

Shareholder Equity <https://shareholderequity.org/>

Influence Watch <https://www.influencewatch.org/hub/esg-activism/>

### Fighting Back

Our Resolution For The New Year Is...

<https://www.conservativehq.org/post/our-resolution-for-the-new-year-is>

Do Not Go Gentle Into That Good Night

<https://globeconomicwarfare.com/2020/07/do-not-go-gentle-into-that-good-night/>

Stand Up To Tyranny: How To Respond To The Evils Of Our Age

<https://www.scoop.co.nz/stories/HL2103/S00107/stand-up-to-tyranny-how-to-respond-to-the-evils-of-our-age.htm>

Preventing "The Tyranny of the Majority"

<https://www.heritage.org/conservatism/commentary/preventing-the-tyranny-the-majority>

Plato and Aristotle on Tyranny and the Rule of Law

<https://www.crf-usa.org/bill-of-rights-in-action/bria-26-1-plato-and-aristotle-on-tyranny-and-the-rule-of-law.html>



How (and Why) to Weaponize Your Money

<https://globeconomicwarfare.com/2019/06/how-and-why-to-weaponize-your-money/>

How to Invest in Companies Focused on Profits vs A Leftist Agenda

<https://www.2ndvoteadvisers.com/how-to-invest-in-companies-focused-on-profits-vs-a-leftist-agenda/>

### NSIC Institute and LSV Investing

Nominate Your Advisor <https://www.economicwarroom.com/advisor>

About the NSIC Institute <https://www.nsic.org/>

Pentagon 'Matchmakers' Aim to Keep US Tech Firms from Taking Chinese Money

<https://www.defenseone.com/technology/2019/05/pentagon-matchmakers-aim-keep-tech-firms-taking-chinese-money/156944/>

Pentagon seeking patriotic investors to fund American small drones

<https://www.cnn.com/2019/08/26/politics/pentagon-american-drones-investors/index.html>

Put America's National Security First, Not Investments in China's Threat to It

<https://www.centerforsecuritypolicy.org/2019/08/27/put-americas-national-security-first-not-investments-in-chinas-threat-to-it/>

To counter China, Pentagon wants to create patriotic investors

<https://www.defensenews.com/pentagon/2019/05/10/to-counter-china-pentagon-wants-to-create-patriotic-investors/>

Pentagon Wary Of Adversaries Buying Defense Firms Amid Economic Crisis

<https://breakingdefense.com/2020/04/pentagon-wary-of-adversaries-buying-defense-firms-amid-economic-crisis/>

Ellen Lord Warns of Economic Warfare During Pandemic

<https://www.afcea.org/content/ellen-lord-warns-economic-warfare-during-pandemic>

The Doolittle Institute: An Air Force Research Laboratory Innovation Institute

<https://doolittleinstitute.org/>

American businesses have the power to change China's behavior. Time to step up.

<https://www.washingtonpost.com/opinions/2020/07/03/american-businesses-have-power-change-chinas-behavior-time-step-up/#comments-wrapper>

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