

# THE AMERICAN ELECTION INDUSTRY IS BROKEN

We're going to break it into a thousand pieces and scatter it to the winds.



**FREE &  
EQUAL**





# WE'RE HOSTING THE 2024 INDEPENDENT PRESIDENTIAL DEBATES AND WE WANT YOUR HELP

## FREE & EQUAL ELECTIONS FOUNDATION

Is a 501(c)3 non-profit organization with a mission to open the electoral process through education, collaborative action, and representation for all candidates.

Founded in 2008 by electoral reform and voters' rights leader Christina Tobin, Free & Equal has hosted Presidential debates, including the 2008, 2012, 2016, and 2020 Presidential debates moderated by broadcast legend Larry King, Pulitzer Prize-Winning Journalist Chris Hedges, Thom Hartmann of Free Speech TV and Emmy Award-Winning Actor Ed Asner.

## OUR GOALS INCLUDE:

Educate voters on local and federal political processes and encourage solutions.

Empower all voters to get involved in local political discussion and participate in the political process.

Inspire more candidates to run for local, state and federal office.

MAKE A MEASURABLE, LASTING  
IMPACT ON AMERICAN POLITICS,  
STARTING WITH THE 2024 ELECTION.

# BUSINESS AS USUAL IS ALREADY BAD BUSINESS...

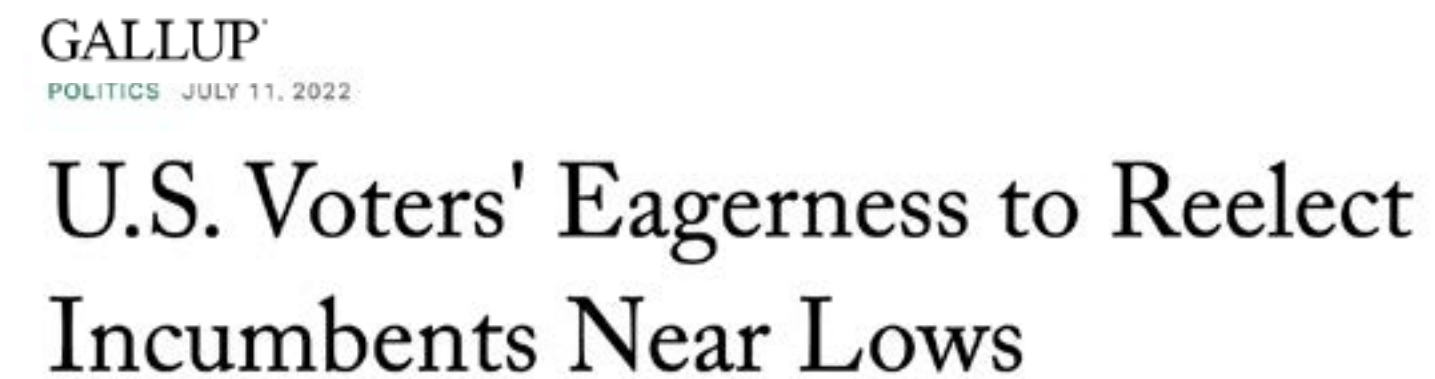
An historic number  
of people are already  
migrating away from  
mainstream political  
sources.



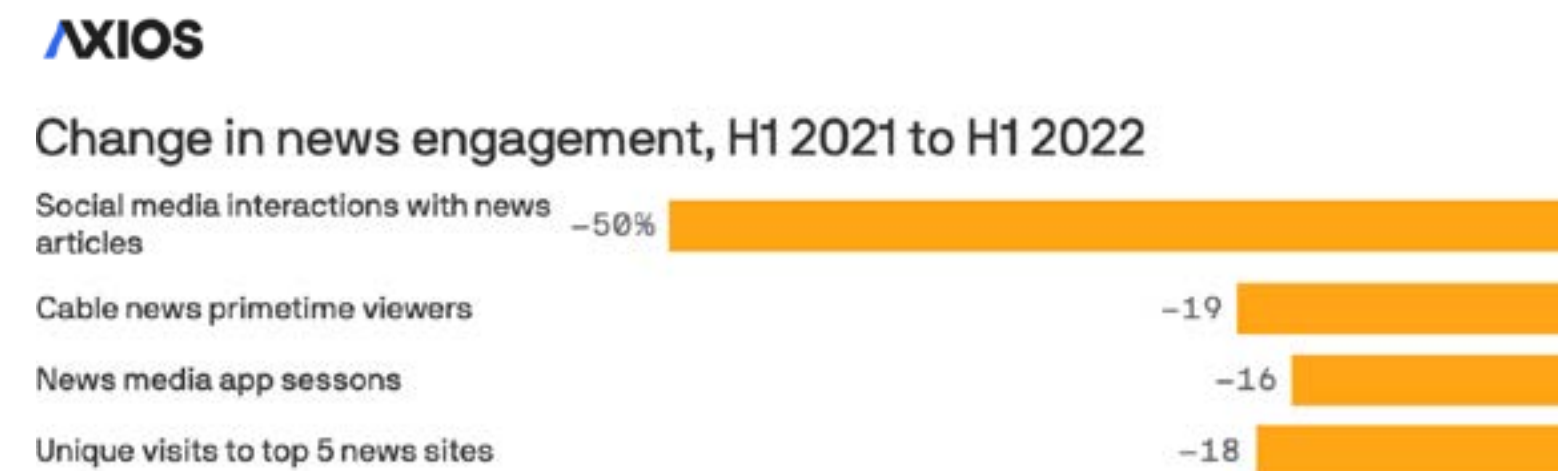
The Republican Debate loses nearly half of its audience from the previous election cycle.



Interest in Democratic and Republican incumbents are on a downward trend.



Mainstream and digital news viewership is on the decline.





# ....BUSINESS AS USUAL IS ABOUT TO GET A WHOLE LOT WORSE.

This election is scheduled to have the worst performing  
debate series in history.

Biden refuses to debate his  
competitors.

Trump is unwilling to attend the  
Republican Debates.

Trump and Biden are both the oldest  
candidates in the history of the  
country.

Biden maintains historically low  
view counts.

THE DNC AND RNC CONTROL OF CANDIDATE OPPORTUNITY IS  
DESTROYING PUBLIC INTEREST IN 2 PARTY POLITICS AT-LARGE.

# OUR AUDIENCE IS FINDING ALTERNATIVES AND WILLING TO INVEST TIME AND MONEY.

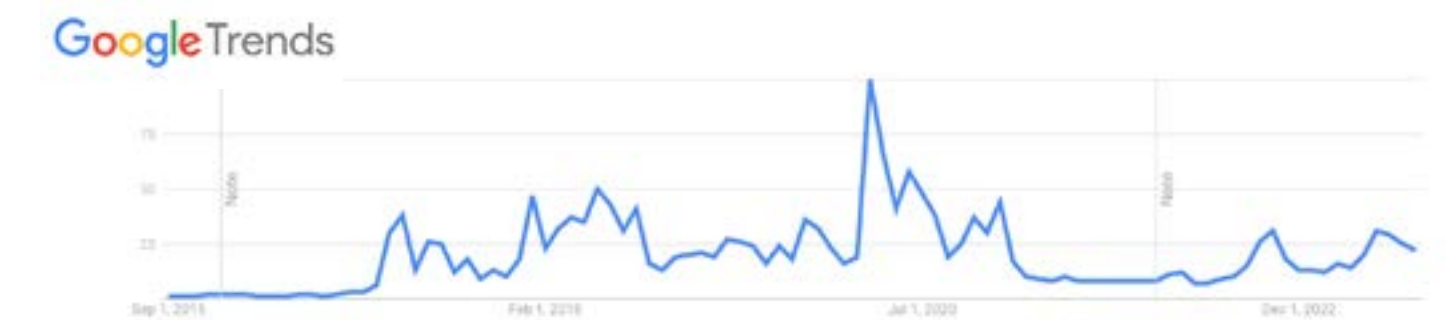
**Topicality interests on key subjects have exploded.**

**(increase Google search on “deep state”)**

**50% of Fox News audience turns to alternative media, losing nearly 2 Million viewers.**

***Plandemic* audience numbers prove online market viability in alternative political messaging.**

***Sound of Freedom* audience numbers proves mainstream market viability.**



Google searched for the term “deep state” increased to a maximum of 3300% per period over the course of 4 years, sustaining a continued average of ~500% period increase afterwards.

**n p r** Since the firing of Tucker Carlson, viewers have deserted Fox who have been substituting for him. It was down, you know, significant chunk. **It's down almost 50% in the days since his departure.** And you've seen the rise concomitantly of this much smaller right-wing rival, Newsmax. They

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## PLANDEMIC SERIES

The first **PLANDEMIC**, a 26-minute documentary, has been seen by **over one billion people worldwide**, setting a historic record.

This documentary exposes hidden agendas, questions

## TIME

rescue children in Latin America from sex trafficking. Since its release on July 4, it's raked in **over \$180 million at the domestic box office**, outperforming big-budget features like *Mission: Impossible — Dead Reckoning Part One* and



An American flag with red and white stripes and a blue field with white stars is waving in the upper right corner. The background is a deep blue with large, stylized, light blue clouds that have a soft, puffy texture.

# THE OPPORTUNITY

Americans are looking for new representative voices and compelling political alternatives.

Political commentators and pundits are looking for material.

Mainstream Media needs political content.

**AMERICA NEEDS A SOLUTION.**

## OUR SOLUTION:

We are creating a debate series that outperforms its mainstream competitors and sets a new standard for the medium.





The background of the slide features a stylized American flag with stars and stripes, partially obscured by a dark blue, rounded rectangular shape that serves as a container for the text.

## HOW IT WORKS:

3 debates are planned for 2024 leading into the Presidential election, each 2 hours long, hosted by guest moderators who will ask the impactful questions ignored by mainstream media.

6 Independent Candidates will be chosen to attend our first debate through our custom blockchain voting app, voted on by the U.S. based online community.

Our audience will vote on key questions to ask the candidates in advance of the debate, in addition to questions selected by our moderators.

Candidates will be given ample time to answer these questions before a live studio audience with follow-ups by our moderators.

The “winner” of the debate will be chosen by our audience post-debate poll.

...AND THERE WILL BE **NO COMMERCIAL BREAKS.**



The background of the slide features a dark teal color with a stylized American flag in the top left corner, showing red and white stripes and a blue field with white stars. Several red stars are scattered across the slide, including a large one near the center and smaller ones near the top and bottom. The text is in a clean, white, sans-serif font.

## OUR 2024 BROADCAST GOALS

- Reach 180 Million unique individuals directly
  - Reach 240 Million indirectly (rebroadcast, news recap, comedy/satire, pundits, etc.)
  - 800 Million total media impressions
- 
- Create national leverage, popularizing key political topics
  - Reach half the American electorate through shared content
  - Shift party-line voting demography by more than 10%
  - Change the approach for future presidential debates



**HOW WILL WE DO IT?**





# PRODUCTION

First-class moderator panel asks hard-hitting questions

First in-class content production team creates content that supports and reinforces key themes, entertains and educates

Cutting-edge technology integration pushes the medium forward by integrating live-editing, interactive design, camera tracking, visual overlays and LED displays

A curated and engaging audience experience bridges direct interaction to our product and rewards direct engagement

Live outputs for simulcasting to news channels, pundits and fact checkers

Assemble a crack team of organizers, media producers and marketing experts

# VISIBILITY

Grassroots marketing campaigns hit key markets and advance topical interests of geographic and demographics of targeted groups

Partner advocacy and collaboration with broadcast affiliates, partners and moderator networks to promote our content and social channels

Guerrilla marketing campaigns challenge the status quo, interrupt normal proceedings and are reinforced by street-marketing

Integration of unconventional marketing partners

Work with popular alternative platforms for streaming (Twitter, Rumble)

Produce and promote viral clips and create content around best-performing topics

# INTERACTIVITY

Integration of blockchain voting app as a model for the future of election integrity

Online audience votes on top 6 debate stage candidates

Submission and vote on debate questions in advance of the debate

Invite democratic participation and direct-action in the run up to the debate

Live fact-checking integration in chat groups

Integrate post-debate performance polling and voting

Direct engagement in uploaded video through social channels

# CONTENT

Preliminary event content: interviews, shorts, calls to action

Long and medium format videos that entertain and educate

Live and pre-edited sharable media for reels on popular video platforms

Response videos and messaging opportunities

Live outputs from broadcast to political pundits

Live chat



# OUR LOCATION

## XR STUDIOS

Our series of presidential debates will be hosted at XR Studios in Los Angeles, California, a state-of-the-art digital production company that specializes in immersive technology for entertainment. Renowned for its expertise in Extended Reality (XR) and Augmented Reality (AR) workflow solutions, XR Studios has a track record of creating groundbreaking experiences for globally acclaimed artists and brands. Our upcoming virtual production will mark a major milestone in the debate landscape, featuring state-of-the-art real-time graphics, interactive data visualization, and in-camera effects, all set against an expansive LED display.





# JIMMY DORE

Our first confirmed debate moderator is Jimmy Dore, an American stand-up comedian, political commentator, podcaster and YouTube personality. He is the host of The Jimmy Dore Show, a comedic political talk show on YouTube. Jimmy has had nearly 800 Million views on YouTube.





# OUR PAST DEBATES HAVE FEATURED ON:







## OUR TEAM

Christina Tobin, Founder and Chair

Irene Mavrakakis, M.D, Executive Director

Andrew Arnold, Producer/Creative Director

Scott Page, Tech & Creative Co-Director

Andy Orellana, Producer/Audio-Visual

Colin Cantrell, Blockchain Application Developer

Marleah Leslie, Publicist

Arielle Shack, Communications Director

There's a lot of talk about how to change America.  
With your help, we will bolster conversations that matter,  
make systemic change by leading the charge, and transform the Country.

**JOIN US AND LET'S MAKE THE CHANGE THAT MATTERS.**



ELECTIONS SHALL BE  
**FREE &  
EQUAL**  
More Voices  
More Choices

Visit the Free and Equal website  
or email Christina Tobin