

# “THE HOLOCAUST WARS PROJECT”

## IMPLEMENTATION BOOKLET

### Execution Plans



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## EXECUTION PLANS

### 1. THE STARTUP PGC TEAM

The Team Consists of:

- Jacob Sternberg, Temporary Chairman
- Jacob Gostl, Temporary President
- Christine Sternberg, Knowledge Base Director
- Candidates for augmenting the management team are being now recruited and are provided with extensive orientation training.

These include:

- Director of Client Services
- Director of Publishing

## 2. MANAGEMENT ADDITIONS

It is simple to conclude that the current founding team is not able, on its own, to deliver some of the quality products it is seeking to produce for the important cause of remembering the Holocaust. The reasons for the above conclusion does not come from any excess humility. The facts-of-life, which we need to respect, show:

- (1.) The three top members (Jacob Sternberg, Jacob Gostl and Christina Sternberg) will, by this year end, be 84, 74, 80 respectively and, on average, 80 years old. Too many naps, too many memory lapses and work days in a startup are requiring high energy, many dedicated hours/days, etc.).
- (2.) Jacob Sternberg and Jacob Gostl are startup artists with much experience in technology development for large and small companies. PGC is a different breed of a company.
- (3.) Christina Sternberg was a highly competent knowledge base guru for many years but does not have the stamina needed for a business that involves artists' temperament and much "propaganda."

The above recognized negatively by PGC (playing the role of "competent detective" of PGC), ARE ACTUALLY CORRECTABLE.

**WE START WITH THE BEST REASON:**

**GIVEN THAT THE HOLOCAUST IS A COMPLEX SET OF EVENTS, IT REQUIRES A MASSIVE KNOWLEDGE BASE. PGC HAS SPENT MANY MAN YEARS AND A FISTFUL OF MONEY TO HAVE THE ENTIRE KNOWLEDGE BASE COMPLETED AND AVAILABLE ON THE FIRST DAY OF THE COMPANY'S EXISTENCE.**

GIVEN THAT THE KNOWLEDGE BASE IS MASSIVE, IT NEEDS TO BE ORGANIZED FOR THE CONVENIENCE OF PRODUCT IMPLEMENTORS (MOVIE MAKERS, DOCUMENTARY PRODUCERS, ACCOMPANYING BOOKS, BOOKLETS AND PROPAGANDA MATERIALS, THE "PROJECT GIDEON" DIRECTORY POINTS OUT: PRIMARY MANUSCRIPTS, COMPANION AND EXPLANATORY MANUSCRIPTS, OPINION PIECES, CRITIQUES OF OPINION PIECES BY OTHERS, STORYLINES FOR NUMEROUS MOVIES, PLAYS, MEDIA DOCUMENTATION, ETC.

One cannot sufficiently stress the importance of the existence of ready SCRIPTS. To convert them into products requires the Golden Touch of the Artist.

GIVEN THE COMPLEXITY OF THE HOLOCAUST, IT IS IMPERATIVE TO PROVIDE A WIDE AND DEEP BACKGROUND – POLITICAL, ECONOMIC, CULTURAL AND MORE DATA NECESSARY FOR THE VARIED LISTENERS/VIEWERS/READERS TO UNDERSTAND THIS COMPLEX PHENOMENON. THIS IS THE 20<sup>TH</sup> CENTURY CURSED BY COLLOSAL WORLD WARS (I, II AND III) AND WITH ALL EMPIRES EITHER COLLAPSED OR WERE SAPPED OF THEIR VITALITY (BRITISH, FRENCH, RUSSIAN, OTTOMAN, GERMAN, DUTCH, BELGIAN, SPANISH, PORTUGUESE ...)

CONSIDERING THE GIVEN IMPORTANCE OF THE HOLOCAUST TO STAY IN THE JEWISH (AND WORLD) MEMORY BANK, WITH THE LIGHTS NOT DIMMING, THE KNOWLEDGE BASE INCLUDES THE PHENOMINAL U.S. SHERIFF IN BEATING THE BIG EUROPEAN TOTALITARIANS AND THEIR SMALLER BRETHERN.

- Given the wide backgrounds necessary for the understanding of the Holocaust, a place of honor was preserved in the background materials of the Holocaust to the role of Israel, which we already covered elsewhere.
- It does not take much intelligence to know how much argumentation energy, time and money it takes, how much defense it consumes to get ready with the intellectual load to meet two very big targets: (a) The building of intellectual contents for the ongoing Holocaust education and anniversaries and the “feeding” of the “big elephant” – the Centennial materials.
- It does not take much intelligence to know how much effort it takes to have the organized Jewish community to agree to cooperative efforts – participating committees, division of labor, agreements re: conclusions, missions’ definitions, etc., etc. It might make the U.N. committees pale in shame when compared to what is coming re the Holocaust Memorial Centennials.
- And it is not only the Jewish sources. Poles, Ukrainians, Latvians, Hungarians will try to minimize the effects of their governments-at-the-time made in the fate of their Jews.

IT REALLY DOESN'T TAKE MUCH EFFORT TO FORECAST CHAOS. CONSIDER THE REAL POLISH LITTLE TOWN OF CHELM OF ABOUT 30,000 JEWS, CONSTITUTING HALF THE POPULATION, THERE WERE FIVE PAPERS PUBLISHED, VARIOUS EDUCATIONAL, CULTURAL, MEDICAL, SPORTS, POLITICAL AND CHARITABLE ORGANIZATIONS WERE IN FULL SWING – ALL IN ADDITION TO “SOCIAL JUSTICE” OUTFITS AS BEFITS AND AS ONLY THEY COULD JUSTIFY, DOING GOOD DEEDS. AND THEN, IMAGINE FULLY MUSCLED, WELL INTENTIONED, EAGER JEWISH GROUPS WITH MUSCLE IN THE U.S. AND ISRAEL WITH MILLIONS OF JEWS INVOLVED ... PGC DID IMAGINE ...

THE ABOVE IS MENTIONED WITH ADMIRATION.

With all the above taken into account, it is also obvious that PGC will have – given the extensive experience of its key founders – the following additional advantages:

- (1.) Experience in solving large scale problems, business and technical.
- (2.) Knowing the seminal importance of good order in setting up and running a successful startup company.
- (3.) Knowing how important it is to link with a talented partner to minimize/eliminate one's weaknesses.

To improve the PGC chances to be a successful company, the company will need to:

1. Secure, at the start, a Joint Venture relationship with a capable partner for choosing from the PGC inventory of storylines those that will become Holocaust films and supporting materials. This will allow the new partner a significant advantage over potentially still feuding outfits deciding on candidates for evaluations.
2. Secure the joining to the PGC Board of two business-savvy members with the necessary qualification for choosing a JV partner.
3. Secure the slow, but thorough, incorporation of two younger future leaders of PGC.

### 3. JOINT VENTURES POLICY

PGC's startup team has considerable experience in dealing cooperatively with large companies. Team members have concluded a rather sizeable teaming agreement with AT&T covering a major technology in the defense arena. It secured teaming arrangements with Citibank in the development of ATMs and automatic airline passes and tickets dispensers. Provided ADP's teams with solutions to manage nationwide message traffic with the Stock Exchange and a host of joint research teaming projects with a major medical research institution and large business operations projects for a worldwide cosmetics company.

The startup team also knows the numerous pitfalls awaiting young companies. The proof of these travails is provided in the Knowledge Base where an entire Companion Manuscript ("The Ride on America's Business Highway") provides real, true business case studies and recites the warts and successes.

PGC has had enough experience to know the business Golden Rule: "He who has the Gold makes the rule." Therefore, the choice of the first JV partner is of paramount importance. The size of the seed financing will depend, to a considerable extent, on the aggressive, out of the gate appetite, of the initial seed financier, the degree of acceptance of PGC's beliefs and sincerity of the "Elderly Team" to give the new necessary youngsters their day in the sun.

Given the above, PGC has produced an initial list (a very sizeable and believed to be a respectable one) of storylines for films and documentaries.



#### 4. MARKET/PRODUCTS – EDUCATION ORIENTED

The Market for PGC products consists of:

1. Education oriented Holocaust films targeted as central pieces in Holocaust education courses in high schools, academic institutions, libraries with public presentations of periodic Holocaust events, Holocaust museums and research institutions.
2. Education oriented companion Holocaust films, documentaries and lesson plans targeted for academic institutions providing extensive background information to academic programs re Holocaust documentaries are primarily single-issue presentations.

PGC will aim to generate explanatory documentaries:

- The 20<sup>th</sup> Century Europe
- The Totalitarian Mindset
- The Holocaust Victim
- The Holocaust Avenger and Resister – multiple versions using true and fictional stories to illustrate/avenge true and near-true events.

This market will be opened up in several years, once modest success is achieved by PGC. Major non-Holocaust international crimes will be involved. It will be based on real and fictional primary stories and a knowledge base developed from them.

## 5. “FLAGSHIP PRODUCTS”

Even people who are not naval aficionados know that a big powerful naval vessel – THE AIRCRAFT CARRIER – needs many smaller, nimble and specialized support vessels in order to project power.

PGC believes that in each major task it undertakes there has to be a “carrier.” For instance, PGC believes that:

- A “Flagship Film” needs to be available that:
  - On its own, it is a quality film.
  - On its own, deals directly with the key issues of the Holocaust, its causality and effects.
  - On its own, must balance the awful atrocities and heroic participants.
  - Quite importantly, it will set key important True Background Facts allowing companion movies and companion books to be plugged in, as our attached examples indicate.

More examples of Flagship Films is provided  
in the Table of Contents.

- A “Flagship Background Book” needs to be available which provides:
  - Background Facts Guide, re Holocaust. Used as guides for background presentation – all “uncloaked” re source and ideology.
  - “Flagship Opinion Pieces” – clearly identified and “uncloaked” re source and ideology.
- A major debate, “No Holds Barred” to illuminate all important causes and effects – including the disgusting ones.

Please note that PGC’s Knowledge Base resembles the above approach – multiple supporting scripts and documents support the “Heavier” (or seemingly more important components).

It might be helpful to mention that in the numerous stories told by eyewitnesses [and in the large number of not-too-farfetched fictional tales] a very brief, extremely interesting story, explains more clearly a complex event than a large tome. Please read “THE TEARS OF KRASNODAR” – only a few pages long (in the Directory) and grasp our view of how the Soviet Empire fell.