

## MAKE DIXIE GREAT AGAIN! <sup>1</sup>

Walter D. (Donnie) Kennedy  
Chief of Heritage Operations  
Sons of Confederate Veterans

There is an old story about a tranquil town on the edge of a beautiful and peaceful river. One day town folks saw a man who had fallen in the river and was going under for the last time. Volunteers rushed out in boats and saved the man. Over the years more and more drowning people were pulled out of the once peaceful river. At last the volunteers were overwhelmed and were losing more victims than they were saving. At a town meeting they were discussing raising money to hire a fulltime rescue squad when an old man stood up and declared that the money would not be sufficient! “Why not,” he was asked? Because, explained the wise old man, the river can drown more people than we can save. His suggestion was to go up river and find out what was causing people to fall in the river and fix that problem. The town folk had been **reacting** instead of being **proactive**—they were engaging in what is known as “downstream thinking” when the problem called for “upstream thinking.” For Southerners, it’s time to go “upstream” and fix the problem!

Our monuments, flags, and Southern heritage activities were not removed or banned by the NAACP, ANTIFA, or the liberal mainline media—they were removed or banned by elected Southern politicians. These politicians have no reason to fear a negative reaction from Southerners who supported keeping monuments, flags and positive Southern heritage activities—such as Confederate units marching in parades. Opinion polls have demonstrated that up to 70% of Southerners desire to keep our Confederate monuments—a substantial number of black Southerners help to make up that 70%! Our failure has been that we have not **mobilized** the 70% plus of our fellow Southerners who agree with us! Our monuments were removed by judges, mayors, councilmen, representatives, and governors who must stand for re-election or in many cases face the possibility of a recall petition! The pressure group that makes the most noise causes the most re-election fear for politicians—our enemy has the ability to create “noise” via a friendly media and educational establishment. It is time for the SCV

---

<sup>1</sup> As published in the September/October issue of the *Confederate Veteran*.

to counter their “noise” with an aroused public that supports Southern heritage—it is time to publicly vindicate the Cause!

Your new Commander-in-Chief and Chairman of Heritage Operations are planning to establish a South-wide educational public relations (PR) campaign—in other words, “we are going upstream” and fight the real battle. As Commander Gramling explained at our recent Reunion, we are going on the offensive with our ‘Southern Victory Campaign.’ This effort will arouse the 70% passive supporters of Southern heritage and turn them into **active** Southern heritage supporters. Active supporters, who will be eager to join us and demand that their elected officials give fair, balanced, and equal treatment to Southern heritage. The first step of this effort is the establishment of the Confederate Legion (CL) which will fund a **REAL** Confederate counter-offensive. The Confederate Legion will fund positive pro-South ads to be run via Radio Free Dixie (RFD) which will be the center piece of the PR effort; second, we will identify fair and/or friendly media outlets (Confederate Media List) and start working with them to promote our Cause; and third, upgrade and network our existing social media outlets from the national level to the camp level.

The Confederate Legion will be the ram-rod for this new (actually first-time) SCV counter-offensive. To kick off this “going on the offensive” effort we will need 1,000 people in each Army to sign-up to the C L by donating \$50 a year. *Fifty dollars a year is less than the price of four Cokes a month for a year.* We can and must do this if we are going to “vindicate the Cause of the South.” Funds raised by the C L will be used to buy pro-South ads on Country and Talk radio stations across the Confederation. Ninety cents out of every dollar raised by the C L will be spent on ads promoting a positive view of the South. The remaining ten cents of each dollar raised will be used to defer C L operation costs.

Think about having hundreds of positive one or two-minute pro-South ads aired on radio stations across the South. Imagine the impact such pro-South information will have on the general public—a public that already passively supports Southern heritage. Remember, most people do not understand the true history of the South nor do they understand the true value of our Southern heritage. At last we can begin to change that false narrative and replace it with the truth. In addition to the ads run by the C L, we will

make all ads available to SCV camps and will encourage camps to run these ads on their local stations. At least four times a year the C L will promote special events via RFD such as 'Confederate Diversity Month' in February, 'Great Revival in the Confederate Army' during month of Easter, 'America's Secession Holiday' in July, and 'America's First Thanksgiving' in November. We, the members of the Sons of Confederate Veterans, understand the truth but our neighbors seldom hear the truth. If we fail to tell our neighbors the truth about the South, the only version of Southern history they will ever hear is the victor's biased and distorted view of our Confederate ancestors and their Cause. These radio ads will not only educate people but will also direct the audience to our SCV Heritage Defense web site, "Make Dixie Great Again" ([www.makedixiegreatagain.org](http://www.makedixiegreatagain.org) is currently under construction). This website will provide links to our YouTube channel, videos on various Southern issues, selected articles from the Confederate Veteran, and other positive information about the South as well as SCV membership information.

Radio Free Dixie will commence airing ads when we have 1,000 C L supporters in each Army but our goal is to ultimately have at least *three to five* thousand CL members in each army—at that time the SCV will become a common household name across the South! This pro-South public relations counter-offensive will be a major part of the SCV's recruitment and retention effort. This effort can be the turning point in the war against the South and you can be one of the founding Southern Patriots making it happen. Information on how to join the Confederate Legion will be available in the November-December 2018 issue of the *Confederate Veteran*.

Several months ago, Commander Gramling instructed the Kennedy Twins to start working on his Southern Victory Campaign. To that point we have for the past three months been working to secure domain names, web pages, video and audio capability. For the past four months names of friendly (or at least fair) media outlets have been compiled and added to the Confederate Media List. Here is how you can help us and be a part of Cmd. Gramling's Southern Victory Campaign. We need to identify fair and/or friendly radio, T.V., and print media outlets across the South. This collected information will be used to promote our efforts in a friendlier market place than

we normally deal with. Help us identify these media outlets by forwarding to [WDKennedy@Reagan.com](mailto:WDKennedy@Reagan.com) the following information on “fair and/or friendly media”:

1. For radio or TV stations: call letters, U.S. mailing address, e-mail address, fax number, phone number and name of host;
2. For newspapers: name, U.S. mailing address, e-mail address, phone number, fax number and name/e-mail address of friendly/fair editor or columnist.

This info is crucial for getting started with Radio Free Dixie. Remember, only you can prevent the destruction of Dixie. Only you can assure that the **vindication** of our Confederate ancestors and the Cause of the South will become a reality. Remember, only you can MAKE THE SOUTH GREAT AGAIN! If we fail at this, we and our beloved Southland will be forever consigned to infamy. Southerners, it is time to march to the sound of battle, let us **Make the South Great Again!**