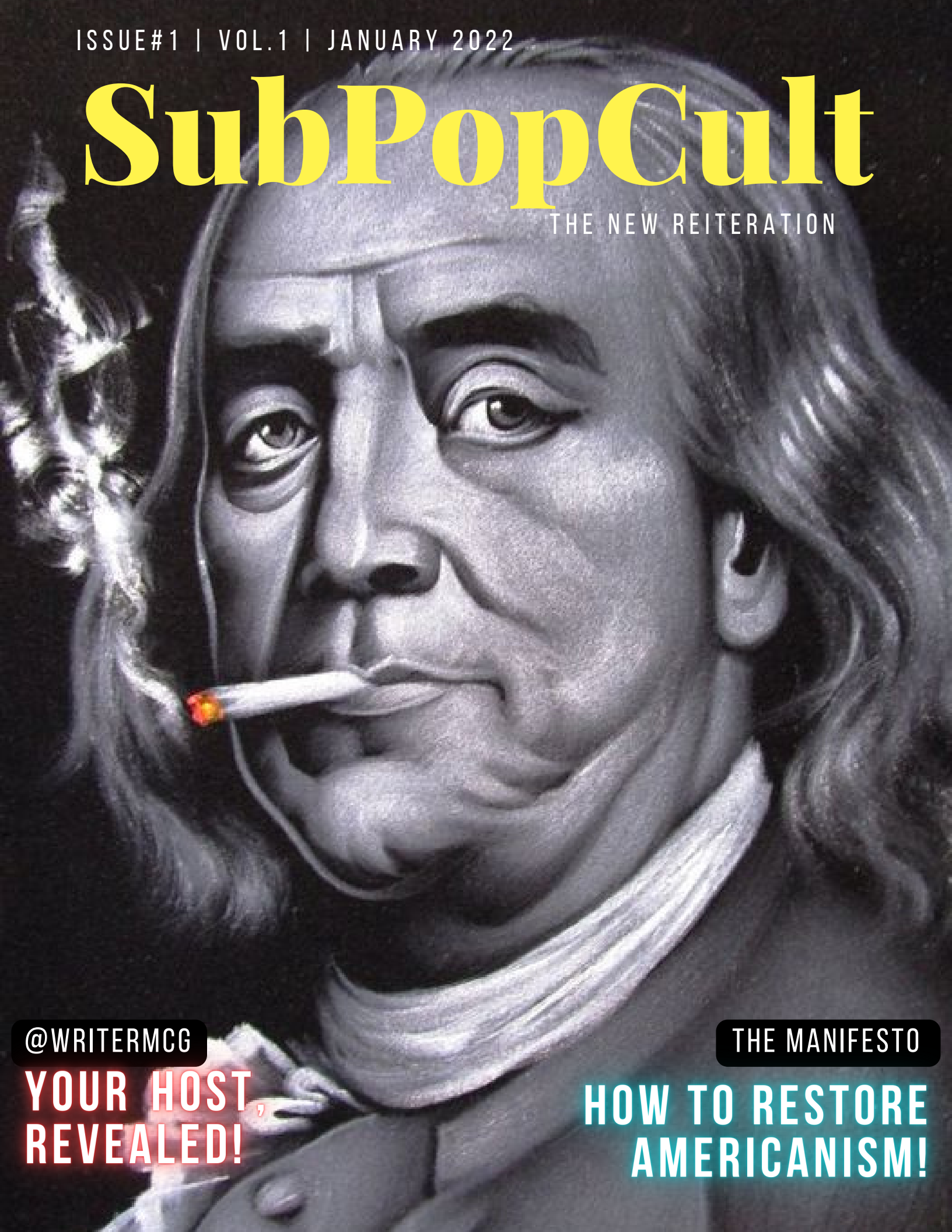


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# SubPopCult

THE NEW REITERATION



@WRITERMCG

**YOUR HOST,  
REVEALED!**

THE MANIFESTO

**HOW TO RESTORE  
AMERICANISM!**

WHO IS

WRITERMCG

# MICHAEL MCGRUTHER

WRITTEN BY ME, MYSELF AND I

Michael McGruther is a screenwriter, author and publisher. He has worked in the entertainment industry for over 27 years. His professional writing career began with the original screenplay Tigerland, which was directed by Joel Schumacher and starred Colin Farrell. The Puddle Club is the first book released under his publishing imprint Hosel & Ferrule Books and was named one of the best indie books of 2018 by Kirkus Reviews. He followed with zeitgeist novel Crisis Moon about a conflict with China in space. OMIM is his third book and launches on Jan. 30th 22. He founded SubPopCult.com in Jan of 2021 as the one and only grassroots remedy for a divided and weakened nation suffering a needless wound at the hands of corporate interests.

@WRITERMCG

Pic snapped at Arizona Biltmore

SOMEONE  
HAS TO  
FOCUS THE  
RIGHT ON  
THE CULTURE  
AND THAT  
SOMEONE IS  
ME



# KEEP LOVE ALIVE



PAGE 21

· AD ·



# ELITH

OMIM





# THE NEW SYMPHONIC REITERATION

Everything is messed up right now, and I understand it, and I know there's been people doing really deep dives and all kinds of tweeting and posting and writing endless amounts of news articles about why they think it's happened, why we're in the situation we're in. But really, there's only one reason we're in the situation we're in. And it's the all important C word--Culture. The culture is created by the media. The media uses narrative to cultivate qualities in the audience that increase its ability to make money off them. Narrative is the common story that we all get from media. It's what we get from pop culture, from movies, television, books, news broadcasts, memes, everything. All of that together. You throw it all in a pot and mix it around. That's the culture. And if it tastes like garbage right now, there's a reason for it. It's designed to. Why would anyone take the culture into such a disastrous intersection of right versus left, amplified by the media, amplified by the stories told that make enemies out of everybody? Well, there's actually a very simple answer to this, and it's not very pleasant to understand. The American audience used to represent the largest audience with disposable income in the world. And if you wanted to be famous or become a rock star, the Beatles had to come to America to become famous. They weren't famous because they came from England. They became famous on our big giant stage. So America has always served as the big giant world stage where legends are made and problems get worked out.

People rise from nowhere and they become something that a lot of us know. Businesses get built from guys in garages, social movements, things like that. They have all come from the bottom up. But the problem is the people who really took over the culture started in the 1960s, and they just ripped it away from the greatest generation.

The greatest generation came of age really understanding that the world could end after nuclear bombs were dropped on Japan. A lot of huge, devastating human history happened that really gave the general public a sense that we can all die in an instant. And so in the 1950s, for that reason, a priority was put on kindness--legitimate kindness, not fake kindness, but actual encouraging kindness in stories, encouraging movies that build up good qualities in people. So we could avoid what happened in World War Two. And it was really successful, so successful that, in many ways, it alienated a lot of people in society, and those folks now are the ones who are alienating the same folks who alienated them. Neat how that works, right? It's just this big giant cycle of back and forth. That's why I think we have just kicked off the right wing 1960s. And if you think that the only way that the left got power is by voting and Kumbaya and, you know, protesting and all the stuff that they sell us, that's not how they got power.





# WHAT A WONDERFUL OPPORTUNITY

## TAKING THE CULTURE MEANS TAKING THE CULTURE AND MAKING IT OUR OWN

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The left got power by being difficult, protesting, riots and also creating culture. Look at all the movements, the civil rights movements that started in that era. You have the Stonewall riots in the 1960s, where the police and the gay community literally had a riot in Greenwich Village over the ability to even hang out in a gay bar. Folks start their revolutions violently. Then they acquire power, and then they do every single thing they can to not let anyone take it from them, except the greatest generation. The greatest generation didn't do that. The greatest generation passed the baton because they knew that it was the right thing to do. But the folks from the 60's generation who got control of the baton, let's say the baby boomers at large, they refused to pass the baton to the folks that followed them. As a matter of fact, my generation, Generation X, is the smallest generation. Now, I'm not going to get too political about issues, specific issues, but the reason Generation X is so small, it's pretty sad. We come right after Roe versus Wade was made into law, and the folks that gave birth to my generation aborted half of us, and they replaced their children with an increasing amount of nice things and power and money. And the folks who are way, way, way, way downstream follow the lead of their cultural ambassadors.





SEE THE WORLD FROM A HIGHER  
**PERSPECTIVE**

So now we have this inconsequential generation that they literally call X. So then the next part of the power consolidation plan was to raise up a generation that could be manipulated and basically controlled through this new power they have won, which is government and media together. It's called the Washington and Wilshire Nexus. It's a group of like minded people and very powerful people with tremendous amounts of money and tremendous amounts of ability that are steering our ship in the direction it's going in, and it's all to prevent you from ever getting your hands on the wheel. And the reason you can't get your hands on the wheel is also pretty simple. It's because the globalists in our own government and around the world have all worked together to bring China online, starting with them being brought into the World Trade Organization. And over time, the Chinese communist government has established a system in their country that is sort of glowingly referred to as red capitalism by some people in the West. But take that and set it aside, what they really achieved is creating a potential colossal middle class. They brought a middle class online bigger than any middle class in the world, where all things will be decided in the culture by this giant middle class. You no longer come to America and go to Hollywood star in a feature film where the American audience chooses you as a role model and a celebrity because they love your work and they love what you're all about. No, you actually go to different lands and you cater to different views and different sets of realities, because that's where the disposable income is now.



# THE BALKANIZATION

That disposable income that all these folks have to spend on entertainment, puts them in the driver's seat at companies virtually that want to cater to audiences. That is why we, as Americans, are being attacked by our brands, attacked by our media, attacked by Hollywood, attacked by anybody that has a vested interest in profiting from the world's largest middle class. The Chinese people. They have switched the table, OK? They have turned the whole thing around so that there is no more center of gravity in America. There is no more center of gravity in Hollywood. It is all been displaced. Simply so these bastards can make money. So now that I've told you the ugly truth, the real ugly truth. Forget all this stuff. Forget all the small little battles that are rained down on you. It's called (I'm going to coin a phrase right now) Trickle down bullshit. They bullshit at the top. They trickle it down. And then what we do is we sit around and fight over their bullshit. Well, look at this juxtaposition. This guy said this and this happened to him. How come it didn't happen to this guy when he said the same thing? It's all the same bullshit. So let's let's get past it. Let's admit that the left won the culture war, and let's admit and understand that they did it just to enrich themselves. And let's also admit that there is no way back into the mainstream culture for the right. And that's fine with me because I'm here to help encourage you to build a new culture. I'm here to preach a kind of right wing apologetics about why it's important to even have a culture that edifies good qualities in people. And when I mean good qualities. I mean actual good qualities, not "tolerance", which is not a good quality. Most people tolerate all kinds of things. I go out to the store. I tolerate everything. I don't have any problem. I don't see a person wearing a hat that I disagree with and not tolerate them. OK. It's just the way it is. It was in the middle of the Middle Eastern Crisis with George W. Bush. And, you know, around September 11th, I went to a baker, actually not a baker but a fruit basket maker. I went and I bought a fruit basket. One of those decorative fruit baskets and the owner of the store was Muslim, and we had no problems dealing with each other. I went in, I got my fruit basket and I left. But what the Gov/Media does is they sensationalize the one or two times that it's been an ugly interaction between people, and they make that the focus for everyone so that will never get past it and we'll never build our own culture. So here's the recipe. Here's the manifesto. OK, culture works like a symphony. You get all kinds of people saying the same thing because reiteration is an important way to change minds. And so if you if you pay attention to the mainstream media it reiterates reiterates, reiterates everything they want you to know, which is kind of why Trump, as president, always reiterated fake news just to make you really, really get that sunk into your head. Now, that reiteration is a nicely high paid job, if you're welcome into the club, you can make lots of money reiterating whatever it is that benefits the folks who are in charge. But if you want to reiterate things that make your life better, make your community better, make your interactions with folks who disagree with you better. Well, that's going to take a good decade of storytelling, and that's going to take a good decade of storytelling where we on the right we become like the off-Broadway storytellers, we become the indie underground, cool, hip, fun, new way to do things, and we do it by not trying to get rich. We have to do it by carving out for ourselves within this culture if you're a creator. Small, little niche audiences.







# THE BIG LITTLE DREAM

If you can make \$50,000 a year and you're living in Kansas and you've got your own TV show but you're just a dabbler— if you've monetized that dabbling and you're putting the right message into your material, the American audience is going to respond as soon as they start to collectively understand that we have to look to each other for the truth about American life, and we can't look to the media companies which actually attach a paycheck to what the truth is going to be.

So we have to create our own symphony that's going to take millions of indie creators not trying to get 10 million dollar deals from Sony or Warner Brothers, but trying to make \$50,000 or \$100,000 selling their self-published books, their independent music, poetry, TV shows—their Big Little Dreams.





# THE RISING HOMESTAR

I admire James O'Keefe. I think he's an incredible success, and it's not because he's always pulling a fast one and getting the left to fall on its own sword. It's because James O'Keefe basically took a great TV show like 20/20, and he made it all his own. He is a real journalist with a real TV show. I think of James O'Keefe as a show I want to watch. I want to watch the Project Veritas show. It's my attempt to understand things in a more clear way. And I like the journalistic work that they do, and I love how their whole agenda is just being journalists and getting you to really have a different perspective on things. So look at him as a model. What show can you create? What program can you unpack and reinvent right in your garage? This is my prediction. The next big movie star in America. The next big, famous personality is going to be some guy in Iowa, Kansas, wherever some John Wayne type who makes his own movies. Who does it all out of his garage and in those movies? He edifies the right values and the right things, and he monetizes that and he becomes our chosen representative. He becomes our new John Wayne. OK, culture needs these touchstone personalities to kind of bump us forward, lead us forward. And if we're being led astray by bad shepherds who are all contaminated, we need to identify the new ones. We need to start following and paying for their work and supporting them. And when we do that, we will establish a new symphonic reality of reiteration that will be the true culture because it will be made by the people and it will be distributed by the people and it will be purchased by the people and we will go around all of the media companies. Of course, you have to access certain things to publish a book/make a movie and sell it to somebody, but you can do that and you're not going to get canceled. Trust me, you're not going to get canceled. These companies benefit from this lower tier production and distribution of independent work. This is where we're at. We're not in the get rich. We're all vaudeville entertainers now. And that's the future. Get on it, and let's change this thing.



# SIMPLE STEPS TO SUB POP CULT

Make Artistry Great Again



1

## BECOME AN AMERICAN ARTIST

Paint pictures of our beautiful nation and the people who live in it. Capture the American spirit in art that celebrates unity of the American people and our great heritage of overthrowing oppressors.



2

## BECOME A FILMMAKER

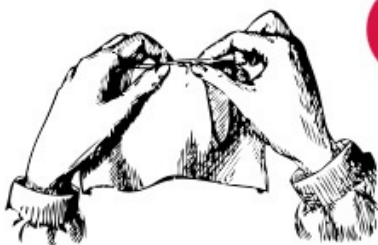
Use off the shelf and out of the box tools to convert your garage into a mini movie studio. Create feature films, series, news—it's all within reach and you can monetize and succeed if you have talent.



3

## WRITE YOUR NOVELS

Intellectual property that leads to beloved franchise properties begin as novels. Write and publish your novel and develop a fan base. Ask the fan base to crowd-fund a filmed adaptation or series. It's all about building new brands and new stories,



4

## MAKE USEFUL PRODUCTS

MADE IN THE USA has a legacy of quality, craftsmanship, superior materials and innovation that leads to a better life for all. If you can make any product and sell it locally or on-line, now is the time to build the future brands we will all call authentic American.



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PLAY THE GAME



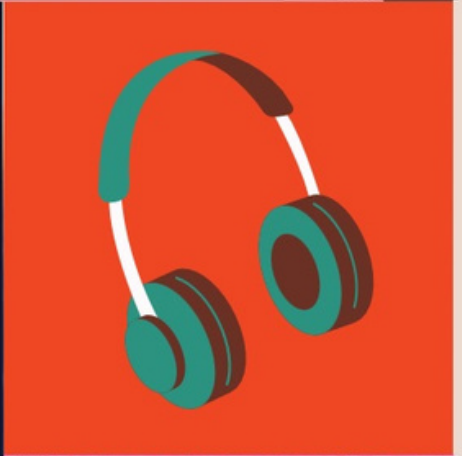


SUBPOPCULT

# PODCAST



WITH  
MICHAEL  
MCGRUTHER



AND  
FRIENDS



NEW  
EPISODES  
2022

# WEEKLY

SUBPOPCULT.COM



*Sub Pop Cult  
The New Symphonic  
Reiteration*

**IT'S  
MORNING IN AMERICANISM**

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