

Archive

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**Will the media continue to set  
America's political agenda?**



## Time to explode your myths about the U.S. media

by L. Wolfe and Jeffrey Steinberg

Recent polls show that the average American is disgusted with the media; the so-called media establishment is held in about as little esteem as lawyers and pornographers. However, other polls and statistical samplings find that these same Americans have more interaction with the media—they read more magazines and newspapers, watch more television, spend more time on the Internet—than ever before!

In the following report, we deal with this paradoxical behavior, this apparent addiction to something that you hate, and the effect it has on nearly every aspect of your life, from the styles of clothes that you wear, to your “entertainments,” and to what you think about the world.

To the extent that you are enraged about the media, it is for the most part an abreaction to the sense that it has contributed to your own degrading behavior, to the fact that you are addicted to it; it is the same kind of rage felt by an addict to his drug supplier—but it does not stop the addict from coming back for more. To deal with this problem, we have designed our report to explode some prevalent myths that prevent you from seeing how you are controlled and who is controlling you.

### Three myths

*Myth Number One:* There is a media elite controlled by such figures as Rupert Murdoch and Ted Turner who are “a power unto themselves,” and who have the ability to make or shape global policy.

This myth, promoted by the media itself, including through such popular culture items as the recent James Bond movie, *Tomorrow Never Dies*, conceals the fact that the entire media cartel, in all its varied forms, is effectively controlled by a shadowy London-based oligarchical elite, known as the Club of the Isles—people who view Murdoch, Turner, et al. with disdain, and use them as mere pawns in their operations. Policy flows down from such circles through the media sewer pipes, with little or no input from the more visible moguls.



Here is a sample of the propaganda generated by a tightly knit network of right-wing direct mail outfits. Although they all pitch an anti-establishment line, they are all tightly controlled by the British oligarchical circles out to destroy the United States.

*Myth Number Two:* There is such a wide variety of media sources, arrayed in such a way that if one picks through several of them carefully, one can assemble for oneself a true sense of current events. The subsidiary myth is that the wide variety of sources, with the citizens' ability to choose from among them, makes for a "free press." The facts, as we show, are quite the contrary. The cartel provides the basis for the most elaborate and extensive mass brainwashing mechanism in history.

We demonstrate that there is indeed method to this, and that the methods were developed by a London-centered network of practitioners of mass-brainwashing, linked to the Tavistock Center for Human Relations (formerly the Tavistock Institute). The unavoidable conclusion reached from this is that the majority of our fellow citizens are *brainwashed*.

*Myth Number Three:* That there exists, outside of the so-called establishment media, an "alternative media" that tells the truth, ferreting out the establishment media lies and exposing them. This is perhaps one of the cruelest of hoaxes, since, as we expose, this more appropriately called "junk food" section of the "media food chain" is controlled by the same pernicious and evil policy channels that run the establishment media.

We further demonstrate that the sources of much of the material in the so-called alternative media are leaks from the political and financial establishment itself, and we show how this channel is crucial in spreading lies, slander, and gossip which ultimately finds its way back into the "mainstream media," for consumption by the public at large.

As we explain, in the context of presenting our case, the media are at present among the major weapons being wielded against our Republic. It is through the media, with the strings being pulled from London, that the entire assault on the Presidency of William Jefferson Clinton was initiated and continues to be run.

The media, at the same time, currently serve as the major sources of disinformation about the worst financial crisis in world history, attempting to "sell" you and your fellow citizens the lie that your fate is linked to doomed efforts to save a hopelessly bankrupt world financial system.

Our report thus becomes a primer of sorts in how to deprogram yourself from the effect of media brainwashing. But, if we are to be successful in our endeavor, then Americans will have to give up some of their arrogance about how well informed they are, about how they are too smart to allow themselves to be brainwashed. It is that conceit that is one of most powerful assets of the evil media cartel and its controllers.

So, as you read what we present in the following pages, reflect upon whether you really understood any of this before. If you didn't, ask yourself why? It is from that moment forward, at the point that you give up some of the media-proffered myths about itself and about how you have come to think the way that you do, that you can begin the search for the truth about the world we live in, and its current and past history. And it is in the hopefully successful outcome of that search for truth that the future of our nation and your family's survival depends.

# Who controls the media cartel

by Marcia Merry Baker, Jeffrey Steinberg, and Frank Bell

At present, a handful of predominantly British and allied U.S. media giants dominate the newspaper, radio, and television markets across the United States, as well as movies, CDs, live performance circuits, music publishing, theme parks, sports broadcasting, and other aspects of the entertainment “industry.” What characterizes this monopoly situation is *not* that it arose from bigness-gone-too-far, nor English being a common language with Britain, nor mere greed. The media networks reached their extensive mind-control positions by deliberate efforts to achieve that goal, for strategic political purposes. Not each and every soundman, or newscaster may be aware of the top-down control, but the cartelization of the media, the central domination by British political interests, is a fact.

In its issue of Jan. 17, 1997, *EIR* documented this pattern

of control, giving profiles, featuring brief histories, and details of their current control of media assets, for the major media ownership groups. Here and in **Figure 1** on page 35 we summarize the essentials of that report, showing by category of media coverage, the dominant companies and their pedigree—either “Indirectly British” or “Directly British.”

Note that the chart also includes the category of “alternative” media, which is a component of the same cartel control. This picture emerges when the origins, practices, and lines of control of these so-called non-establishment media are more closely scrutinized.

All the major media conglomerates, at the board level, and through their financial arrangements, interconnect with the Club of the Isles, the London-centered oligarchical financial and political interests, shown at the top of the chart. The term “Club of the Isles” is used within these elite circles to designate the financial and oligarchical networks that operate through family and business ties, in their own interests, to wield global political and financial power. The House of Windsor is at present the *primus inter pares* within this network.

The London Tavistock Center for Human Relations, formerly known as the Tavistock Institute, operates as the chief psychological warfare unit for the Club of the Isles networks, developing methods and supervising the implementation of mass brainwashing through the media.

## Cartelization

The process of cartelization of the U.S. media has been under way for many years, but it was significantly advanced by a deregulation bill, the Telecommunications Reform Act of 1996, which was passed with overwhelming bipartisan support on Feb. 1, 1996, by the 104th Congress. This law opened the way for an almost complete takeover of the “news” and other mass information segments, by British and allied media giants.

This point can be seen in the profiles of just a few of the most influential media conglomerates that are directly British-owned and -operated, which we give here. Otherwise, thumbnail sketches are provided for certain other components of the cartel named on the chart.

The chart itself is not intended to be comprehensive, but merely indicative of the type and extent of the cartelized control of the U.S. (and international) media. For full documentation, consult *EIR*, Jan. 17, 1997.

TABLE 1  
Top 20 U.S. daily newspapers by circulation

Rank	Newspaper	Parent company	Circulation
1	Wall Street Journal	Dow Jones & Company, Inc.	1,837,194
2	USA Today	Gannett Co., Inc.	1,662,060
3	New York Times	New York Times Co.	1,107,168
4	Los Angeles Times	Times Mirror Co.	1,068,812
5	Washington Post	Washington Post Co.	818,231
6	New York Daily News	Daily News, L.P.	728,107
7	Chicago Tribune	Tribune Co.	664,586
8	Newsday	Times Mirror Co.	559,233
9	Houston Chronicle	The Hearst Corporation	549,856
10	San Francisco Chronicle	The Chronicle Publishing Co., Inc.	494,093
11	Chicago Sun-Times	Hollinger International, Inc.	491,143
12	Dallas Morning News	A.H. Belo Corporation,	489,338
13	(Phoenix) Arizona Republic	Central Newspapers	479,888
14	Boston Globe	The New York Times Co.	466,317
15	New York Post	News Corp.	428,401
16	Philadelphia Inquirer	Knight-Ridder, Inc.	422,829
17	(Newark) Star-Ledger	Newhouse Newspapers Group	402,331
18	Cleveland Plain Dealer	Newhouse Newspapers Group	387,011
19	San Diego Union-Tribune	The Copley Press	383,263
20	Detroit Free Press	Knight-Ridder, Inc.	363,426

Sources: *Editor & Publisher*, May 10, 1997; *Hoover's Handbook of American Business*, 1998.

TABLE 2

## Major magazines—largest U.S. revenue earners ranked by circulation

Rank	Magazine	1996 total paid circulation	Revenue (\$ thousands)	Parent company
1	Parade	36,156,000	494,031	Advance Publications
2	USA Weekend	20,002,968	228,611	Gannett Co.
3	Reader's Digest	15,072,260	543,643	Reader's Digest Association
4	TV Guide	13,013,938	1,077,584	News Corp.
5	Better Homes & Gardens	7,605,325	474,695	Meredith Corp.
6	National Geographic	7,603,991	212,808	National Geographic Society
7	Family Circle	5,114,214	267,391	Bertelsmann (Gruner & Jahr)
8	Good Housekeeping	4,951,240	281,758	Hearst Corp.
9	Ladies' Home Journal	4,544,416	240,986	Meredith Corp.
10	Woman's Day	4,317,604	300,950	Hachette Filipacchi
11	Time	4,102,168	708,146	Time Warner
12	People	3,449,852	906,431	Time Warner
13	Newsweek	3,194,769	532,703	Washington Post Co.
14	Sports Illustrated	3,173,639	787,342	Time Warner
15	Southern Living	2,490,542	188,881	Time Warner
16	Cosmopolitan	2,486,393	235,927	Hearst Corp.
17	U.S. News & World Report	2,260,857	323,187	Mortimer Zuckerman
18	Money	1,993,119	191,339	Time Warner
19	Entertainment Weekly	1,280,230	198,670	Time Warner
20	PC Magazine	1,151,473	381,639	Ziff-Davis Publishing Co.
21	Business Week	893,771	348,395	McGraw-Hill Cos.
22	Forbes	789,182	269,893	Forbes Inc.
23	Fortune	775,031	245,993	Time Warner
24	Computer Shopper	550,174	201,272	Ziff-Davis Publishing Co.
25	PC Week	5,821	240,616	Ziff-Davis Publishing Co.

Sources: *Advertising Age*, June 16, 1997; *Hoover's Handbook of American Business*, 1998.

## The Hollinger Corporation

The Hollinger Corporation, a direct outgrowth of World War II British Secret Intelligence Service operations, housed in Canada and the United States, owns more than 80 daily newspapers and 100 weeklies in the United States, concentrated in the Midwest. These include the *Chicago Sun-Times*, the 11th largest in the United States, whose total U.S. circulation is more than 10 million copies per day.

Hollinger International, officially headquartered in Toronto, is effectively run out of London. It originally developed out of a multibillion-dollar British intelligence private asset from World War II, known as Argus Corporation; in 1985, Argus was reorganized as Hollinger Corp. The current CEO of Hollinger is Conrad Black, whose father, George Black, ran Argus. Argus was involved in the munitions and mob-linked liquor trade, while amassing a media empire with newspapers in Britain, the U.S.A., Australia, and the Caribbean.

The Hollinger Corp.'s International Advisory Board, which shapes editorial policy for all of the Hollinger publications, is chaired by former British Prime Minister Baroness Margaret Thatcher of Kesteven, and co-chaired by Sir Henry

Kissinger and Lord Peter Carrington. Other members include Dwayne Andreas (retired from Archer Daniels Midland, and formerly with Cargill) and Lord Jacob Rothschild. Conrad Black is himself a member of the Queen's Privy Council, the elite body which implements royal policy for the British Empire.

The Hollinger Corp. has been the driving force behind the "Clintongate" campaign to destroy the institution of the U.S. Presidency. Hollinger has been acting as a branch of British intelligence in this effort, employing the most advanced methods of psychological warfare, and deploying its own resources as well as those of allied media organizations, private tax-exempt foundations, and "wanna-be" Tory fac-

tions of the Republican Party in the United States.

## Other British control operations

**The Thomson Group**, another British media conglomerate with long-standing ties to the British monarchy and British intelligence, owns more than 105 daily newspapers and 26 weeklies in the United States, many of them in the smaller media markets. The company is headed by Lord Kenneth Thomson, also a director of the Hudson's Bay Co. The Thomson Group owned the London *Times*, until it sold it off to Rupert Murdoch.

**Pearson PLC**, another Fleet Street giant, owns a large stake in the London *Economist*, the chief propaganda organ for the City of London financial establishment, and now owner of the U.S. business and trade daily, the *Journal of Commerce*. Pearson's flagship paper is the London *Financial Times*, now widely circulated in the United States. The most important Capitol Hill journal, *Roll Call*, is published by the Economist Group. Pearson owns Capital Publications, which prints 41 newsletters nationally, while its Federal Publications specializes in U.S. government procurement and immigration law. Pearson also owns the Penguin publishing house

TABLE 3

## Top 25 television groups in the U.S., by market coverage

Rank	Group	Headquarters	% coverage of nation's 95.3 mn. TV homes	Number of stations
1	Fox	Beverly Hills	34.8	23
2	CBS	New York	30.9	14
3	Paxson Communications	West Palm Beach, Fla.	26.8	44
4	Tribune	Chicago	25.9	17
5	NBC	New York	24.6	11
6	Disney/ABC	New York	24.0	10
7	Gannett	Arlington, Va.	18.0	18
8	Chris-Craft/BHC/United Television	New York	17.6	8
9	HSN/Silver King	St. Petersburg, Fla.	16.4	17
10	Telemundo	Hialeah, Fla.	10.7	8
11	A.H. Belo	Dallas	10.5	16
12	Univision	Los Angeles	9.9	12
13	Cox Broadcasting	Atlanta	9.5	12
14	Hearst-Argyle Television	New York	9.2	16
15	Viacom (Paramount)	New York	9.1	13
16	Young Broadcasting	New York	9.0	15
17	E.W. Scripps	Cincinnati	8.7	15
18	Sinclair Broadcast	Baltimore	8.2	28
19	Post-Newsweek	Hartford, Conn.	7.1	6
20	Meredith Corp.	Des Moines, Iowa	6.2	11
21	Granite Broadcasting	New York	5.9	11
22	Raycom Media	Montgomery, Ala.	5.6	26
23	Pulitzer	St. Louis	5.2	10
24	Media General	Richmond, Va.	4.7	13
25	Albritton Communications	Washington, D.C.	4.2	10

Sources: *Broadcasting & Cable*, June 30, 1997; *Hoover's Handbook of American Business*, 1998.

and is the major supplier of U.S. textbooks, Addison-Wesley.

Rupert Murdoch, the Australian media mogul and personal protégé of Britain's World War II propaganda chief, Lord Beaverbrook, has spread his **News Corporation** all across the United States, in print media, radio, and television, while at the same time owning the semi-official organ of the British monarchy, the *Times* of London. The News Corp. owns 20th Century Fox, which has spawned the fourth major U.S. television network, Fox-TV, and has now launched its own 24-hour all-news network. The News Corp. publishes the *New York Post* and *TV Guide* (which, in revenue, is the largest magazine in the United States). It also owns the large HarperCollins publishing company and has a 20% stake in Reuters wire service, the number-one international news feed to the media in the United States, and the largest wire service in the world.

### The media top dogs

The tables published here give the rank order of the largest media, by circulation or equivalent, for the top newspapers, magazines, television and radio, and cable operations in the United States. Also shown, are the largest media companies, ranked by revenue.

What you see is that, among the American-owned media giants, a half-dozen companies share, with their British cousins, a near-total monopoly over the news. The Associated Press, the *New York Times*, the *Wall Street Journal*, and the *Los Angeles Times* (Times Mirror Corp.) are, along with Reuters and the British Broadcasting Corporation (BBC, and its U.S. de facto subsidiaries, National Public Radio and the Public Broadcasting System), almost the sole sources of news for the overwhelming majority of Americans.

Meanwhile, the television news departments at NBC, CBS, ABC, Murdoch's Fox, and the cable-based CNN are part of this same cartel; they are operated by controlled subsidiaries of even larger multimedia conglomerates: General Electric owns NBC; Time Warner recently absorbed CNN; Disney/Capital Cities owns ABC; and Westinghouse owns CBS. Each of these giant media entities owns local TV and radio stations in major urban centers, as well as magazines, motion picture companies, and record companies, (in addition to their more familiar product lines), throughout the United States.

The reach of this cartel extends far beyond the borders of the United States, to reach English speakers around the world. For example, the *International Herald Tribune*, the English-

TABLE 4

**Top 20 cable companies, by number of subscribers**

Rank	Multiple system operator	Basic subscriptions
1	Tele-Communications Inc.	14,710,846
2	Time Warner Cable	7,321,000
3	U S WEST Media Group	5,004,948
4	Time Warner Entertainment-Advance/Newhouse	4,479,000
5	Comcast	3,865,508
6	Cox Communications	3,259,384
7	Cablevision Systems	2,807,575
8	Adelphia Communications	1,851,850
9	Jones Intercable	1,523,740
10	Marcus Cable	1,271,140
11	Century Communications	1,257,400
12	Falcon Cable	1,167,850
13	Lenfest Group	1,141,519
14	Charter Communications	1,139,354
15	InterMedia Partners	941,855
16	TCA Group	691,232
17	Post-Newsweek Cable	594,321
18	TW Fanch	531,500
19	Prime Cable	490,508
20	Multimedia Cablevision	452,795

Sources: Cablevision, March 17, 1997; Hoover's Handbook of American Business, 1998.

TABLE 5

**Top 25 media companies, by revenue, 1997**

1996 rank	Company	Total media revenue (\$ millions)	Headquarters
1	Time Warner	\$11,851.1	New York
2	Walt Disney Co.	6,555.9	Burbank, Calif.
3	Tele-Communications, Inc.	5,954.0	Denver
4	NBC TV (GE)	5,230.0	Fairfield, Conn.
5	CBS Corp.	4,333.5	New York
6	Gannett Co.	4,214.4	Arlington, Va.
7	News Corp.	4,005.0	Sydney, Australia
8	Advance Publ.	3,385.0	Newark, N.J.
9	Cox Enterprises	3,075.3	Atlanta
10	Knight-Ridder	2,851.9	Miami
11	New York Times Co.	2,615.0	New York
12	Hearst Corp.	2,568.4	New York
13	Viacom	2,404.0	New York
14	Times Mirror Corp.	2,321.0	Los Angeles
15	Tribune Co.	2,106.0	Chicago
16	Comcast Corp.	1,878.1	Bala Cynwyd, Pa.
17	U.S. West Media Group	1,726.0	Atlanta
18	Washington Post Co.	1,705.9	Washington, D.C.
19	American Online	1,690.0	Vienna, Va.
20	Thomson Corp.	1,664.0	Toronto
21	Dow Jones & Co.	1,501.8	New York
22	Cablevision Systems Corp.	1,315.1	Woodbury, N.Y.
23	Reed Elsevier	1,308.4	London
24	E.W. Scripps	1,167.5	Cincinnati
25	Advo Inc.	986.2	Windsor, Conn.

Source: Advertising Age, Aug. 18, 1997; Hoover's Handbook of American Business, 1998.

language "newspaper of record" abroad, is a joint venture of the *Washington Post* and *New York Times*.

Moreover, these same media cartel companies are now vying for more control, through "portal sites" for one-stop surfing on the World Wide Web. Among the top ten most visited "portals" for computer users at home, as of August 1998, was Walt Disney Online (with an estimated "reach" to 17.5% of such users), and Time Warner Online (with 13.9% reach).

In October, BBC World Service initiated its new Latin America Internet Service. The chief sugar-daddy for the BBC World Service is none other than mega-speculator George Soros, whose initial donation to the group was £1 million. At the beginning of October, Soros met with Baroness Kennedy, the Labour Peer and chairman of the British Council, to discuss more donations and projects. Watch out Ibero-America!

Whereas not too long ago, various trade journals would compile a profile of the 100 most powerful media executives, the list has now dwindled down to no more than 20 multimedia CEOs. And the merger mania and "restructuring" continues among these giant companies. For example, Times Mirror (owner of the *Los Angeles Times*, *New York Newsday*, and the *Baltimore Sun*) recently sold its legal-publishing subsidiary, Matthew Bender & Co., to the Anglo-Dutch conglomerate, Reed Elsevier PLC (based in London), for \$1.375 billion.

This, then, is the structure of an enormous cartel, operating in a mode that British intelligence official H.G. Wells dubbed an "open conspiracy." Murdoch, Ted Turner, and similar media moguls have been trumpeted in the pages of the British-influenced "American" society journal, *Vanity Fair*, as holding the "real power" in what is called the "New Establishment." But that too, like the other stories peddled for popular consumption by the cartel, is only partly true, and mostly a Big Lie.

As Figure 1 shows, the highly publicized moguls, such as Murdoch, Turner, and Sumner Redstone, are mere front men for the real conspiratorial power. That real power resides in the more shadowy Club of the Isles, whose media machine conceals its existence through the manipulation of perceptions and "public opinion."

## How the media cartel works

Like a sewer pipe, power and control in the media cartel, flows from the top down.

At the top of this cartel sits a circle of powerful oligarchical families, the Club of the Isles, the power behind the British throne that determines who will rule over the far-flung Empire. The London-based Tavistock Center for Human Relations, and its international network of brainwashers, profilers, and pollsters, serves as the psychological warfare arm of the Club; Tavistock's operatives use the media to control the minds of those who consume its message.

Our chart delineates two basic types of control of the U.S. media. First, there is the direct British ownership of media outlets, through principally three major conglomerates: Hollinger, Thomson, and Rupert Murdoch's News Corp. This core group is supplemented by media owned by British assets within the U.S. establishment, which in turn are often incestuously interconnected in various joint operations.

The "line," as determined by London policy circles, is fed through this sewer pipe. The "media food chain" amplifies and recirculates "news" through various wire services, such as the British-owned Reuters, and Associated Press, a British asset.

### Who owns what

The following is a listing of news conglomerates and a description of what publications each owns. Although this is only a partial listing, it gives a sense of the power of a few large media outlets to control "public opinion." (See the more extensive dossiers in *EIR*, Jan. 17, 1997.)

The conglomerates listed are only *some* of the biggest and most powerful. While there are some honest journalists and editors around the country, the media are *dominated* and *infected* by this British-controlled cartel.

### Under direct British control

**The Hollinger Corporation:** 80 daily papers including the *Chicago Sun-Times*, and more than 300 weeklies.

**The Thomson Corporation:** 105 daily papers; 26 weeklies, mostly in smaller markets.

**Pearson PLC:** the London *Financial Times*, the London *Economist* (with the Washington Post Corporation), Washington, D.C. *Roll Call*, the *Journal of Commerce*; several weeklies and dailies.

**The News Corporation Ltd.:** the *New York Post*, the *Boston Herald*; 80 newspapers and 11 magazines; and the Fox television network.

**Reuters News Agency:** the largest wire service in the world, reaching all major media; Reuters Television, which reaches 650 million households worldwide.

### London's 'fellow-travellers'

**The New York Times Co.:** owns two dozen papers, in addition to its flagship, the *Times*, the *Boston Globe*, and the *International Herald Tribune* (with the *Washington Post*); also owns several radio stations and the largest supplemental news service in the world.

**The Washington Post Co.:** owns several daily newspapers and 15 weeklies, several cable operations and six television stations; owns 28% of Cowles Media, Inc., publisher of the *Minneapolis Star-Tribune*; *Newsweek*; and a wire service (with the *Los Angeles Times*).

**Dow Jones and Co., Inc.:** the *Wall Street Journal*; *Baron's Financial Weekly*; *Far Eastern Economic Review*; Dow Jones wire service; 19 daily papers; television operations.

**The Times-Mirror Corporation:** the *Los Angeles Times*; the *Houston Chronicle*; *Newsday*; the *Baltimore Sun*, and several smaller newspapers; *Popular Science*; the *Sporting News*; the *National Journal*.

**The Tribune Company:** the *Chicago Tribune*; the *Orlando Sentinel* and several other papers; the Tribune Entertainment Group owns 11 television stations as well as cable operations; 5 radio stations and programming operations.

**Advance Publications (Newhouse):** Two dozen papers, including the *Newark Star Ledger* and the *Cleveland Plain Dealer*; *Parade* magazine; dozens of cable franchises; Conde Nast, publishers of the *New Yorker*, *Vanity Fair*, and dozens of other magazines.

**Gannett Co., Inc.:** 92 daily newspapers, 16 television stations, 13 radio stations, and various cable systems; *USA Today*.

**Knight-Ridder, Inc.:** more than a dozen major papers, including the *Philadelphia Inquirer*, the *Philadelphia Daily News*, the *Charlotte Observer*, and the *Detroit Free Press*; a wire service (with Knight-Ridder).

**The Associated Press:** wire service and television and radio programming.

**The Reader's Digest Association, Inc.:** the *Reader's Digest* (worldwide circulation 27 million); several magazines, including *Moneywise*.

**McGraw-Hill Companies:** various journals and magazines, including *Business Week*; owns Standard & Poors investor rating service.

**Time Warner Turner:** the WB television network; CNN; Turner Broadcasting owns cable operations throughout the country; *People*, *Sports Illustrated*, and *Time* magazines.

**Westinghouse/CBS:** 14 television stations; 39 radio stations; the CBS network (operations merged with "Group W").

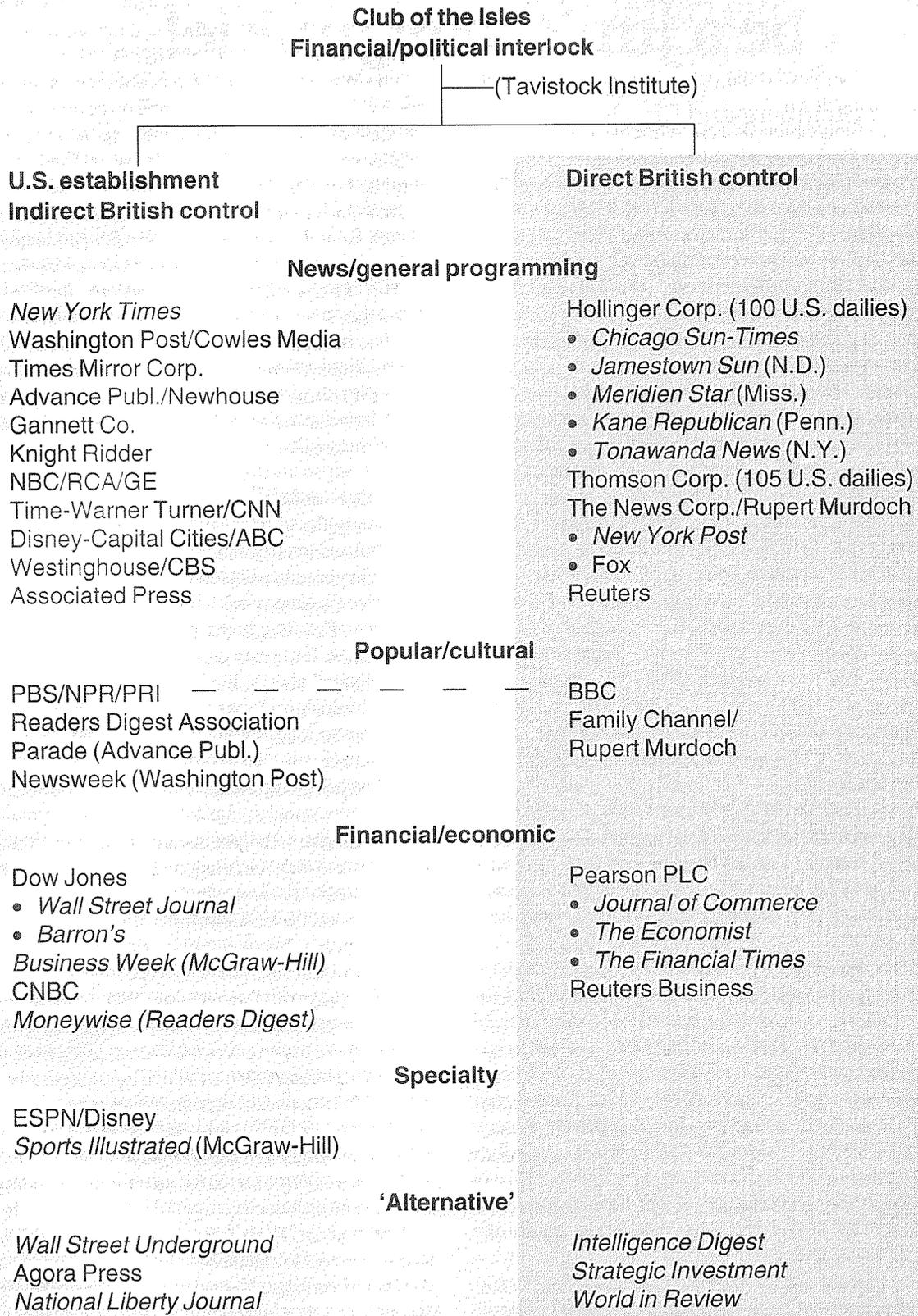
**Disney/Capital Cities/ABC:** 20 television stations; 21 radio stations; the ABC network; several newspapers, including the *Kansas City Star*; cable operations, including the Disney Channel.

**NBC/RCA/GE:** the NBC network, both radio and television; several cable channels.

**Corporation for Public Broadcasting/PBS/NPR/PRI:** network of more than 500 public radio and nearly 200 television stations.

FIGURE 1

**The U.S. media cartel's top-down control**



# Don't be a junk mail junkie!

by Jeffrey Steinberg and Charles Tuttle

If you are one of the countless millions of Americans whose home and office mailboxes are stuffed with a daily diet of "anti-establishment" junk mail, newsletters, and investment offers you can't refuse, beware! You have been targeted by one of the most stubborn and pervasive consumer con-jobs to come along in decades, one that also aims to twist your brain and transform you into a rage-driven pawn, in a decidedly anti-American, high-stakes political game.

The standard appeal of all the junk mail goes something like this: You (the victim) have been singled out for "membership" in an elite, albeit anti-establishment club, because you are more concerned, more "patriotic," and better informed than most of your friends and neighbors. You understand that "The Media" is run, top-down, by a tightly knit Liberal cabal, that keeps most people around you confused, dazed, and dis-informed. You know that the world economy and financial system is careening out of control, and that most people around you are going to lose their shirts. You also know that with the proper "inside" information, you can survive and prosper when there is "blood in the streets," just like the big Wall Street survivors.

The standard pitch-lit always features shocking, but usually false or grossly exaggerated allegations against prominent public figures. Since 1993, "public target number one" of the junk mail moguls has been President William Clinton, who has been accused of everything from the assassinations of his former campaign manager and Commerce Secretary Ron Brown, and his White House deputy general counsel Vincent Foster, to the Oklahoma City bombing, to being a Chinese spy.

In many instances, the so-called promotional material is just a pretext for spreading vile hate propaganda against the President, and there is no real expectation of any financial return on the mailing. One recent mass-circulation "emergency" mailing by the *Wall Street Underground* consisted of a 38-page "secret report" claiming to provide "proof" that President Clinton ordered the assassination of Ron Brown. (Brown died, along with 39 CEOs of prominent American industrial firms, in a plane crash, during a tour of Bosnia and Croatia.) The report was pure disinformation, aimed at drawing the most gullible recipients into a rage against the President.

Printing industry experts estimate that the *Wall Street Underground* mailing, which went out with first-class postage, cost hundreds of thousands of dollars. Nick Guarino, the sole

proprietor of the *Wall Street Underground*, is a convicted swindler, who runs his junk mail operation from offshore, using a fulfillment house in Minneapolis to handle his mailings and screen all phone inquiries.

*EIR* has conducted an exhaustive study of this multibillion-dollar-a-year "media junk food" industry. The investigation has been abetted by many *EIR* subscribers, who have been victimized by this direct mail onslaught, and have helped us to piece together some previously unpublished details about how the tightly knit world of right-wing direct mail operations works.

## The 'anti-establishment' hoax

Among the current generation of print media, the most powerful and overtly anti-American conglomerates, the Hollinger Corporation and News Corporation, are directly owned by British Commonwealth figures. News Corporation, which also owns Fox TV, is the proprietary of Australian Rupert Murdoch. A few years ago, when televangelist and leading "Get Clinton" activist Pat Robertson ran into financial problems, Murdoch came through with a billion-dollar takeover of Robertson's The Family Channel cable TV outfit, leaving Robertson to continue to broadcast his 700 Club. A year earlier, Murdoch put up the seed money for launching a new neo-conservative weekly magazine, *The Weekly Standard*.

In the case of Hollinger, a direct outgrowth of the World War II British secret services, the owner is the Canadian-born Conrad Black. Black is a charter member of Prince Philip and Prince Bernard's 1001 Club, the super-secret financing arm of the Anglo-Dutch oligarchy's worldwide environmentalist movement.

In keeping with that London-centered oligarchical pedigree, Hollinger Corp. has been designated as the "war room" for the British secret service campaign to destroy the institution of the U.S. Presidency, via "Clintongate" and all its subsets, "Troopergate," "Filegate," "Fostergate," and "Monicagate." From 1993-97, Hollinger's point-man was Washington, D.C. *Sunday Telegraph* bureau chief Ambrose Evans-Pritchard, a self-confessed British MI6 stringer, whose father was a top British intelligence Africa-hand.

Hollinger is "High Tory Establishment." Its international advisory board is chaired by Lady Margaret Thatcher, and co-chaired by Henry Kissinger, the confessed British agent and leading hate-object of most populists and other American anti-establishmentarians.

Kissinger's longtime friend, William F. Buckley, Jr., is another Hollinger board member. And here is where the hoax begins to unravel.

## The Buckleyite underground

*EIR* has discovered that, of the hundreds of organizations and newsletters that have flourished on the Right since the inauguration of Bill Clinton in January 1993, churning out their daily doses of propaganda, virtually every one is a spawn of the Buckley apparatus. In fact, about the only exceptions to this rule are publications like *Strategic Investment* and *Intelligence Digest*, which are both directly British. *Strategic Investment*, though published by Agora Press in Baltimore, Maryland, is run by Lord William Rees Mogg, former editor-in-chief of the London *Times*, and a member of the governing council of the British Broadcasting Corporation. Lord Rees-Mogg's "American cousin" is an Oxford University graduate, James Dale Davidson, who runs the National Taxpayers Union, an anti-government group which recently entered into a coalition with the most radical of the U.S. environmentalist groups, to press for the shutdown of much of the Federal government. The coalition is called "Green Scissors."

*Intelligence Digest* is the long-running propaganda sheet of British Israelite Kenneth de Courcy, a member of the English landed aristocracy, and a man with a long pedigree of shady intelligence operations. In the 1960s, de Courcy abetted the escape of confessed Soviet spy George Blake from a British prison.

William F. Buckley, whom author John B. Judis dubbed "The Patron Saint of the Conservatives," is not only a Hollinger advisory board member, along with the cream of the English aristocracy and colonial/corporate elite. He is a card-carrying member of the New York Council on Foreign Relations (CFR), a member of the Yale University super-secret Skull and Bones society (along with McGeorge Bundy, scion of the Ford Foundation; and George Bush, the man who gave the phrase "new world order" a bad name). Buckley also did a stint with the CIA before launching the "New Right" in the 1950s.

Buckley was personally responsible for ushering Henry Kissinger into the Nixon administration as President Nixon's National Security Adviser; and, to make matters worse, Buckley did everything in his power, in 1972, to convince Richard Nixon to appoint Nelson Rockefeller as his Secretary of State. It is hard to imagine a pedigree more hostile to the average right-wing populist victim of the junk mail onslaught.

Add to this Rockefeller-Kissinger pedigree, the fact that William F. Buckley has been one of the more long-standing advocates of drug legalization and decriminalization of pedophilia.

Yet, the majority of the junk mail operations are run by lifelong Buckley assets and loyalists, like Richard Viguerie, the recently deceased Morris Liebman, and a slew of veterans of the 1960s and '70s Young Americans For Freedom move-

ment, which was founded by William Buckley. To this day, YAF is a fixture on the junk mail circuit, shipping off millions of copies of *Campus Leader*, the newsletter of the Young Americans Foundation, its tax-exempt front. The latest issue of *Campus Leader* calls on all YAFers to bring the discredited Iran-Contra cocaine cowboy, Ollie North, to speak at their campus.

In a 1980 self-promotional autobiography, *The New Right: We're Ready to Lead*, Richard Viguerie spelled out the "junk mail revolution" in unambiguous detail:

"You may not have thought of it, but the U.S. mail is the principal method of communicating for conservatives. . . . You can think of direct mail as *our* TV, radio, daily newspaper and weekly magazine. Some people persist in thinking of direct mail as only fundraising. But it's really mostly advertising [emphasis in the original].

"Raising money is only one of several purposes of direct mail advertising letters. A letter may ask you to vote for a candidate, volunteer for campaign work, circulate a petition among your neighbors, write letters and postcards to your Senators and Congressmen, urging them to pass or defeat legislation and also ask you for money to pay for the direct mail advertising campaign.

"Direct mail is, in fact, the third largest form of advertising in the country, spending about \$7.3 billion in 1978, third only to television and newspapers. . . . It is the advertising medium of the underdog. It allows organizations or causes not part of the mainstream to get funding. . . . It is not a cheap medium, but it is a highly effective one if you know what you're doing. And conservatives do."

In a more candid moment in 1976, Viguerie told a group of conservative money-bags: "My political principles? That's easy. M-O-N-E-Y."

Viguerie got into the junk mail propaganda business early. In 1961, he was hired by William Rusher, the publisher of Buckley's *National Review*, to serve as the account executive for the newly formed YAF. Viguerie, who twice flunked out of college in his native Texas, and then became chairman of the Harris County (Houston, Texas) Young Republicans, moved to New York City, where he was assigned by Rusher to work out of the Madison Avenue offices of Marvin Liebman, Buckley's de facto propaganda minister.

Liebman had been with the Young Communist League in the 1930s, was kicked out of the U.S. Army as a homosexual, and then made a "Damascus Road" conversion to right-wing Zionism, working as a fundraiser for the Irgun. He next became a top fundraiser for the International Rescue Committee of Leo Cherne, working under one of the earliest of the direct mail gurus, Harold Oram, another converso communist. The IRC was a joint British-American intelligence front (Cherne would chair President Ronald Reagan's Foreign Intelligence Advisory Board, where he would work closely with Henry Kissinger to launch the illegal judicial railroading of Lyndon LaRouche).

In the 1950s, Liebman was introduced to Buckley and the two men became partners for life. In addition to his commercial clients, Liebman's PR firm reportedly also received money from both the CIA and the State Department for special agit-prop projects during the Cold War. In the early '60s, for example, Liebman teamed up with soldier of fortune and Chicago police department informant Robert K. Brown, in running mercenary recruitment and fundraising operations for anti-communist rebels in the Congo. It was a dry run for the 1980s Iran-Contra secret parallel government program.

In 1962, Viguerie became executive secretary of YAF, and he and Liebman moved their offices to Washington, D.C. After working for the 1964 Goldwater for President campaign as a publicist, Viguerie set up his own Capitol Hill firm, Richard A. Viguerie Company (RAVCO), in December 1964. According to one published account, he hired Kelly Girls to hand-copy the names of all of the Goldwater contributors who had donated more than \$50, and he gathered up the mailing lists from the string of conservative causes and front groups he and Liebman had done work for in recent years. In 1965, Viguerie was dumped from YAF, and, according to several accounts, he pilfered the YAF mailing list as he was walking out the door, adding to his now formidable list of fundraising targets. But Viguerie's formal departure from YAF only placed him into an even more pivotal position within Buckleyland.

Liebman, Viguerie's first mentor, was soon off to London, where he wrote a string of plays extolling the homosexual life-style, and had his own share of strange encounters in the Piccadilly sex and drug scene (Liebman recounted some of these escapades in his 1992 autobiography, *Coming Out Conservative*). Liebman returned to the United States in 1975, in time to help Robert K. Brown launch *Soldier of Fortune* magazine, and to launch the career of another gay future Reaganaut, Terry Dolan.

Viguerie, on the other hand, found himself a new mentor, direct marketing expert Edward N. Mayer, Jr., and began picking up clients—all from the stable of young conservative politicians who had cut their teeth in YAF. In 1965, Viguerie also got his first contract to do fundraising work for the Reverend Sun Myung Moon's several front groups. Moon would show up again and again as Viguerie's fairy godfather, every time he got into financial trouble.

In 1968, Viguerie bagged a fundraising contract with George Wallace's American Independent Party Presidential campaign. The next year, in a special election, he managed the fundraising direct mail operations for Phil Crane, winning him the Republican nomination and a seat in the U.S. Congress. Crane was the first of a crop of "Conservative Revolution" radicals to enter the Congress, filled with the ideas of the Mont Pelerin Society of free market ideologue Friedrich von Hayek.

By 1971, Viguerie had figured out that direct mail fundraising has another advantage: The vast majority of the money

raised goes to the direct mail firm—not to the cause. That year, to give just one example, Viguerie raised \$1.2 million for a group called Citizens for Decent Literature. He kept 84% of the money.

In 1973, Viguerie was hired to retire the 1972 campaign debt of the George Wallace Presidential campaign. The recommendation to bring in Viguerie came from Morris Dees, who had been milking the Democratic Party with the same direct mail fundraising schemes employed by Viguerie (Viguerie had been approached by the 1972 George McGovern campaign to fundraise, and had referred them, instead, to Dees). Dees would later surface as the head of the Southern

## Media blackout of the real stories

With the media cartelized and under their thumb, the Club of the Isles has the ability to black out even major news events, and/or, through selective reporting and outright cover-up of facts, to falsify current history in a way that, unfortunately, seems plausible to the average citizen. Here we present brief case studies on this media manipulation on issues of vital strategic importance.

### Mubarak's accusation of London as a source of world terrorism

A sequence of hourly news reports on Sunday, Nov. 23, 1997, on National Public Radio broadcasts, shows a flagrant pattern of news tampering and blackout. Beginning in the morning, NPR, which heavily uses news feeds from the BBC, reported on a press conference that Egyptian President Hosni Mubarak made at Aswan, in which he cited London, by name, as a center for harboring terrorists, in particular those who had killed 62 tourists at Luxor, only five days earlier. Over the course of subsequent hourly broadcasts, this story was changed to add the United States as co-responsible, which President Mubarak did *not* say. Then the story was changed to *omit* any mention of London at all; then dropped. Here is the sequence:

9 a.m. EST: NPR, as the second leading news item, reports that President Mubarak has accused *London* of harboring the terrorists responsible for the Nov. 17 mass shootings of tourists. The radio broadcast notes that this is not the first time that Mubarak has singled out London.

10 a.m. EST: NPR reports that President Mubarak has accused *Britain and the United States* as culpable in harboring the terrorists responsible for the Luxor atrocity.

Poverty Law Center, an outfit linked to the Anti-Defamation League of B'nai B'rith, which professes to defend minorities from persecution. Dees has been accused of racial bias and of defrauding his contributors, using the standard direct mail tactic of siphoning off the vast majority of money to cover overhead costs and salaries of his "public interest" law firm.

In 1973, Viguerie also went to work for Sen. Jesse Helms's (R-N.C.) Congressional Club. The following year, he linked up with Paul Weyrich, a man he had first come to know in the Wallace campaign. By now, the Viguerie, Weyrich, Howard Phillips, Morton Blackwell, Terry Dolan combine was being referred to as the "New Right." During

this period, they set up a string of new front groups, from the Coors family-funded Heritage Foundation, to the magazine *Conservative Digest*.

Viguerie described the reaction from some more traditional conservatives: "Between 1974 and 1978, the New Right received a lot of criticism from other conservatives who felt that we were wasting our time and dividing the resources of the conservative movement by moving in new directions and starting new publications, new political action committees, new research foundations, and new public interest law firms. They were greatly concerned about our massive use of technology such as computerized direct mail."

11 a.m. EST: NPR reports that President Mubarak has accused *Western powers*, of harboring the terrorists responsible for the atrocity.

12 a.m. EST: NPR drops the story altogether.

### **The LaRouche 1996 vote**

In the 1996 Presidential primary campaign, despite the fact that Democratic Presidential candidate Lyndon LaRouche was on the ballot in 26 states, and garnered nearly 600,000 votes—far more than many other prominent primary candidates—his campaign was completely blacked out of the national television, radio, and print media, to the point that the standard media line was that "President Clinton ran unopposed" for the nomination.

LaRouche averaged 6.5% of the vote in the states in which he was on the ballot, and received well over 10% of the vote in a number of those races—far more votes than were captured by the widely publicized bids of Republicans Lamar Alexander, Phil Gramm, Bob Dornan, and Pete Wilson. Had LaRouche received proportional media coverage, his vote totals would have increased significantly, and his input into the Presidential policy debate process would have shaped a very different kind of national election, one that would have, in all likelihood, led to a larger Clinton victory, and a possible Democratic Party sweep of both Houses of Congress.

The fact that a candidate who had fully qualified for Federal matching funds, had received some 175,000 votes in California alone (Ralph Nader, the Green Party candidate, who received significant nightly news coverage, got only 20,000 votes), and had aired four nationwide, prime-time, half-hour TV campaign broadcasts, received *zero* mass media news coverage, says volumes about the top-down control the media exerts over what the American public is allowed to know.

### **Bush's role in Contra drug-smuggling**

On Aug. 18-20, 1996, the *San Jose Mercury News* in

California published an important three-part series, revealing that members of a Nicaraguan Contra organization, the National Democratic Front (FDN), had bankrolled the war against the Sandinista regime in Managua by dumping tons of crack cocaine onto the streets of Los Angeles. The *Mercury News* story, by investigative reporter Gary Webb, provoked an angry reaction from the *Los Angeles Times*, the *Washington Post*, the *New York Times*, the *New York Post*, the *Wall Street Journal*, and the rest of the media cabal.

But, the real story behind the *Mercury News* scandal was the dimension of the Los Angeles Contra-cocaine tale that never appeared in the pages of the *Mercury News*: the role of Vice President, and, later, President George Bush, in supervising the cocaine-for-guns operations in Central America that placed segments of the Federal government in bed with the Colombian cocaine cartel.

The Bush role in the Contra-cocaine business was a perfect instance of rock-solid news. The government documents specifying Bush's role in the Central America program, were all declassified, and publicly available at the Library of Congress and the National Archives. There were thousands of pages of court transcripts, FBI and Drug Enforcement Administration affidavits, and other legal evidence of the Contra-cocaine links. Yet, no news organization apart from *EIR* saw fit to break the story as a high-priority item.

(As reported in last week's *EIR*, the recently released second volume of the CIA Inspector General's report on charges of CIA involvement with Contra drug smuggling, fully confirms the original story reported by this news service—namely, that the smuggling took place under direction of operatives linked to Bush's networks in the National Security Council and other agencies, and was not under CIA control; in fact, under Executive Order 12333, the drug-smuggling operations were protected from normal reporting procedures.)

During this period, Weyrich, in particular, targetted electronic ministers Jerry Falwell and Pat Robertson to draw them into the new scheme, to proliferate single-issue front groups that would issue a steady stream of fundraising propaganda.

In 1975, Terry Dolan, Roger Stone, Charles Black, and pollster Arthur Finkelstein created the National Conservative Political Action Committee (NCPAC), with Viguerie as their direct mail guru. Typical of the kind of fundraising material NCPAC began shipping out by the millions, was a letter signed by Jesse Helms, warning that "your tax dollars are being used to pay for grade school classes that teach our children that cannibalism, wife-swapping and the murder of infants and the elderly are acceptable behavior."

In 1975, Viguerie also launched *Conservative Digest*, as the complement to Buckley's own *National Review*. *Conservative Digest* afforded the new crop of New Right single-issue fronts and politicians a forum. In one of the first issues, Viguerie featured a long interview with Buckley.

One year earlier, Buckley had accepted an invitation to join the CFR. That year, he had also attempted to convince Gerald Ford to name George Bush as his Vice President, following Richard Nixon's resignation. When Ford chose Nelson Rockefeller instead, Buckley endorsed the choice, defending Rockefeller as someone who always aspired to be "number one" and would, therefore, not sell out to the Soviets.

Edward Feulner, Paul Weyrich, and Phil Crane, then all involved with the Republican Study Committee, another New Right invention, had joined with Buckley in pushing for George Bush as Ford's VP.

William Rusher, the publisher of *National Review*, was Buckley's point man inside the New Right insurgency. During the 1976 Republican primaries, Buckley endorsed Ronald Reagan, but behind the scenes did everything in his power to soften Reagan's hatred for Kissinger, to pave the way for Kissinger getting a post inside a Reagan administration (Kissinger eventually was placed in charge of the Central America Task Force, with Oliver North as his "secretary," and later was named to the President's Foreign Intelligence Advisory Board).

When Ford won the GOP nomination, the "Young Turk" Buckleyites, led by Viguerie, Rusher, and Weyrich, attempted to take over the American Independent Party. Viguerie was even floated to be their Vice Presidential candidate, under George Wallace. When Lester Maddox got the nomination, Viguerie denounced the AIP as "racists." The flirt with Wallace ended; and Ronald Reagan became the settled candidate of the future for the New Right insurgents.

The key was going to be money. Already Reverend Moon was building up his U.S. operations with infusions of \$80 million a year, and Viguerie had bagged a lucrative contract with one of the Moon fronts, Children's Relief Fund, headed by Korean CIA colonel and Moon CEO Bo Hi Pak. In March 1976, Viguerie and his cohorts convened a week-long meet-

ing at the Red Fox Inn in Middleburg, Virginia, to plot out the future. The bulk of the attendees were "the money people of the Right."

Back in 1972, Viguerie had hired Morton Blackwell to work for RAVCO. Blackwell launched the *New Right Report*, another of the early vintage newsletters, appealing to the former Wallace populists, the YAF veterans, and the emerging young Reaganites. By 1980, Blackwell was chairing Youth for Reagan.

In April 1977, Viguerie brought in Bill Rhatican as RAVCO's vice president of public affairs. Rhatican had been press secretary to Treasury Secretary William Simon, Interior Secretary Rogers Morton, and a top aide to Ron Nessen in the Ford White House.

One rising young politician who grasped the Viguerie method was Newt Gingrich, who told reporters in 1980, "The way you build a majority in this country is you go out and put together everybody who is against the guy who is in. And instead of asking the question, 'What divides us?' you ask the question, 'What unites us?'" The age of single-issue, negative politics was in full swing.

On the eve of the 1980 Presidential elections, in the spring of 1979, Viguerie and Weyrich traveled to Lynchburg, Virginia to meet with Jerry Falwell. Their pitch: Falwell should launch the "Moral Majority," using his TV show as a platform, and Viguerie would put together a slick fundraising program, setting up a string of tax-exempt front groups to conduct "non-sectarian" political operations. Soon, Robertson was drawn into the operation as well, and, by August 1979, Viguerie could publish a special edition of *Conservative Digest*, heralding "Born Again Christians: A New Political Force," with a lead story by Weyrich titled "Building the Moral Majority."

During the 1980 elections, RAVCO raised \$35-40 million for a string of "clients," mostly right-wing political action committees. A lion's share of the cash flow went to Viguerie's computerized database of 25 million names and addresses. RAVCO had a staff of 300 non-union employees. Terry Dolan, by now a member of the Buckleyite inner circle, summed up the Viguerie method: "Make them angry and stir up their hostilities. The shriller you are, the easier it is to raise funds. That's the nature of the beast."

By 1985, in the midst of the Reagan Revolution, Viguerie had trained dozens of "Young Turks" in the fine art of direct mail solicitations. People like YAF leader Bruce Eberle, Larry Pratt, Ann Stone, and Blackwell, had all cut their teeth as junior executives with RAVCO. Now they were out on their own, and the cutthroat competition for the big populist bucks began to take its toll on Viguerie, who was locked into millions of dollars in computer equipment that was rapidly being supplanted by the first generation of cheaper personal computers, available over the counter at Radio Shack.

Strapped for cash, in late 1985, Viguerie sold *Conservative Digest* to William Kennedy, a Colorado-based right-wing businessman.

In January 1986, Viguerie was sued by eight creditors for \$2.3 million in unpaid bills. Viguerie was bailed out, once again by Reverend Moon, who gave RAVCO a lucrative distribution contract for the *Washington Times' Insight* magazine. The attorneys general of Maryland and New York were probing one of Viguerie's fronts, Response Development Corp., for co-mingling charitable and commercial funds. In early 1987, Moon gave RAVCO the direct mail account for his latest front group, American Freedom Coalition, headed by Bo Hi Pak and Christian Voice's Gary Jarmin, himself a Unification Church leader.

In October 1987, Richard Viguerie became, in effect, a wholly owned subsidiary of the Unification Church apparatus, when Bo Hi Pak's U.S. Property Development Company bought Viguerie's northern Virginia office building for more than \$10 million—more than a million dollars above the appraised value. Viguerie paid off his debts, and settled down to handling direct mailings for the *Washington Times* and the American Freedom Coalition. Viguerie's direct mail outfit was now staffed by 60 "volunteers" from the Unification Church; and their major product was a video biography of Oliver North, produced by Moon's Global Images Co.

By the early 1990s, Viguerie was running a non-profit outfit called United Seniors Association (USA), which drew the attention of the New York Attorney General's Office, which concluded that Viguerie had "used non-profit groups for the primary purpose of paying off his business debts and filling his personal coffers." In June 1993, Sen. David Pryor (D-Ark.) targetted Viguerie's United Seniors Association as a prime example of "fraudulent mailed fundraising campaigns that target the elderly."

But, by the time that attention was being focused on Viguerie, a whole new generation of ex-YAFers, who had been schooled through RAVCO, were running a veritable alphabet soup of right-wing direct mail operations, drawing from Viguerie's lists.

Almost every one of the "new" outfits can be found on the roster of the Council for National Policy, what some New Right-watchers call the "Right-Wing Council on Foreign Relations." The head of CNP is Morton Blackwell, Viguerie's personal protégé. CNP was founded, appropriately, in May 1981, at the home of Richard Viguerie; 160 New Right operatives gathered to launch a coordinated underground effort. CNP would meet four times a year, behind closed doors. No "establishment" media would be allowed in, or even briefed on the content of the meetings. Among the speakers at recent CNP confabs: Iran-Contra operatives Richard Secord and Oliver North.

The group now has more than 500 members. Some of the leading Congressional Republicans of the "Conservative

Revolution" stripe are on CNP, including Rep. Dick Armey (R-Tex.), Rep. Tom DeLay (R-Tex.), Sen. Jesse Helms (R-N.C.), Sen. Lauch Faircloth (R-N.C.), Rep. Dan Burton (R-Ind.), and Sen. Trent Lott (R-Miss.). In other words, the entire Congressional "Get Clinton" apparatus is part of the CNP.

Among the CNP, one also finds the key players in every single right-wing direct mail front, plaguing your mail box today. Here is just a sample:

- Gary Bauer, Family Research Council, Washington, D.C.
- Morton Blackwell, Leadership Institute, Springfield, Virginia
- Brent Bozell III, Media Research Center, Alexandria, Virginia
- William Bright, International Christian Leadership University, Orlando, Florida
- Judie Brown, American Life League, Stafford, Virginia
- James Dobson, Focus on the Family, Colorado Springs, Colorado
- Jerry Falwell, Liberty Alliance, Lynchburg, Virginia
- Edwin Fuelner, Heritage Foundation, Washington, D.C.
- Ronald Godwin, Washington Times Corp., Washington, D.C.
- Robert Grant, American Freedom Coalition, Falls Church, Virginia
- Reed Irvine, Accuracy in Media, Washington, D.C.
- David Keene, American Conservative Union, Alexandria, Virginia
- Beverly LaHaye, Concerned Women for America, Washington, D.C.
- Tim LaHaye, Family Life Seminars, Washington, D.C.
- Ed McAteer, Religious Roundtable, Memphis, Tennessee
- F. Andy Messing, Jr., National Defense Council Foundation, Alexandria, Virginia
- Gary North, Institute for Christian Economics, Tyler, Texas
- Oliver North
- Howard Phillips, Conservative Caucus, Inc., Vienna, Virginia
- Lawrence D. Pratt, Gun Owners of America, Springfield, Virginia
- Ralph Reed Jr., Christian Coalition, Chesapeake, Virginia
- Pat Robertson, Christian Coalition, Virginia Beach, Virginia
- William Rusher, San Francisco, California
- Phyllis Schlafly, Eagle Forum, St. Louis, Missouri
- Richard Viguerie, American Target Advertising, Inc., Fairfax, Virginia
- Paul Weyrich, Free Congress Committee, Washington, D.C.

• Jack Wheeler, Strategic Investment, Baltimore, Maryland

• John Whitehead, Rutherford Institute, Charlottesville, Virginia.

If you are on the right-wing mailing list circuit, you have received mailings on a regular basis from most, if not all of the individuals and groups listed above. In future issues, *EIR* will provide profiles of some of the most egregious of these outfits. In the meantime, beware!

*Scott Thompson contributed vital research to this report.*

## The 'black art' of spreading slander

by L. Wolfe

The "black art" of spreading slander has been practiced for centuries by those who understand it as a powerful means to destroy an enemy, or to render him ineffective. Rossini and his librettist, Cesare Sterbini, in the opera *The Barber of Seville*, based on the work of the great French republican author Pierre-Augustin Beaumarchais, offers a succinct explanation of the method, placing it in the mouth of a corrupt Spanish Jesuit, Basilio, in the famous bass aria, "La Calunnia" ("Slander"):

... Very subtly one must invent a falsehood,  
Which will blacken his character,  
Discredit him, and spoil his reputation.  
Damage him so completely, cause such a scandal,  
He'll be disgraced forever.  
And, I am the man to do it.  
Before you know it,  
Just take my word, as sure as I am Basilio,  
We'll chase him out of town, make him an outcast.  
I have a method and it's foolproof.

Let me teach you the art of slander,  
So ethereal, you scarcely feel it,  
Not a motion will reveal it,  
Till it gently, oh so gently,  
Almost imperceptibly begins to grow.  
First a murmur, slowly seeping,  
Then a whisper, lowly creeping,  
Slyly sneaking, softly sliding,  
Faintly humming, smoothly gliding.  
Then it suddenly commences,  
Reaching people's ears and senses.  
First a mere insinuation,  
Just a hinted accusation,

Slowly growing to a rumor,  
Which will shortly start to flow.

What began as innuendo,  
Soon is swelling to a crescendo;  
Gossip turning into scandal,  
Stopping nowhere, hard to handle;  
Louder, bolder, brazen sounding;  
Stomping, beating, thumping, pounding,  
Shrieking, banging, booming, clanging,  
Spreading horror in the air.  
Rising higher, overflowing,  
Whipped to fury madly growing.  
Like a stream of lava pouring,  
Like a mighty cannon roaring.  
A tremendous tempest raking,  
A tornado splitting, shaking,  
Like the day of judgment breaking—  
pandemonium everywhere!

And the victim—poor accused one,  
wretched, slandered, and abused one—  
Has to slink away in shame,  
And wish he never had been born.

In this century, the Tavistock networks have perfected this ancient method, developing new techniques and technologies to "spread horror in the air." The so-called alternative media play a critical role in turning "gossip into scandal."

Back in the 1930s and early 1940s, Tavistock's networks studied the methods by which news of ideas, and related changes in public opinion, spread through the population; this is called "diffusion research."<sup>1</sup> For a new "idea," be it a style of fashion or an opinion about a political figure, to gain acceptance, it generally has to originate from a source outside of establishment opinion-setters and media. The operative concept is to create an "undercurrent of discussion" among the general population—what is sometimes called "a buzz" (or in "La Calunnia," the "murmur")—and then to spread or "diffuse" that "buzz" more broadly. To do this, an "idea" is planted on the "fringe," among people known to have a proclivity to "talk it up" through gossip and other means.

In the case of the junk mail operation, this targeted "fringe" element is suspicious of the establishment, and is anti-establishment in its outlook.<sup>2</sup> That certain information

1. Nearly all product introductions and "style" changes are premised, to some degree, on diffusion research methodology, originally laid out in the work of Bruce Ryan and Neal Gross, who analyzed the spread of new hybrid seed corn among farmers in Green County, Iowa in the 1930s.

2. In making even a cursory survey of the content of the leading junk mail newsletters, one is immediately struck by how little they actually say that does not fall under one or more of the three topic headings—"anti-government," "anti-establishment," and "anti-media." About the only other universal characteristic noted is the ever-present appeal for funds.

in such newsletters is effectively planted by establishment sources, or even that their operation is funded from such sources, is kept out of the view of their readers.

Once the “buzz” has been sufficiently spread among these anti-establishment networks, the information can then be picked up and reported on by the establishment media; that report usually cites a junk mail source. The establishment media then uses its normal methods to spread the story. As the 1940s studies had shown, the major media coverage has the effect of “confirming” the “buzz,” while bringing the news from the “fringe” back into the center of popular opinion.

It’s easy to see how this operated in the case of the British intelligence-directed anti-Clinton campaign. Disinformation attacking Clinton was leaked into the “fringe” elements of the junk mail food chain and circulated through its newsletters. Much of this material could be traced to various British conduits, including the spigots to which Lord William Rees-Mogg provides succor, such as the London *Sunday Telegraph*’s Ambrose Evans-Pritchard. Once the “buzz” got going in the these “fringe” circles, the wild anti-Clinton slanders were “brought in from the cold,” and placed into the establishment media for wider dissemination. Meanwhile, even wilder smears were placed into the “fringe” newsletters, and the cycle started again.<sup>3</sup>

In the fall of 1997, as the global financial crisis was breaking into the open, George Washington University Prof. Dr. Jerrold Post and Tulane University Provost Robert Robbins, both members of the extended Tavistock network, presented a “handbook” on the mass manipulation of paranoia for political purposes, titled *Political Paranoia: The Psychopathology of Hatred*. The two describe a manifold manipulation of paranoia in this current period of “mass stress.” First, have the establishment media label as a paranoid, anyone who can provide a coherent alternative explanation of what is happening, a different set of assumptions from the currently failing ones. Meanwhile, foster the creation of separate paranoid groups and movements, while providing these groups convenient targets for their paranoid expressions of rage; finally, put the groups into conflict with each other, and with those who label them “paranoids.” This manipulated conflict creates a controlled paranoid environment that dominates the entire society.

Post and Robbins surmise that if your identity is put under continuous stress, you will search for a means to relieve that stress through a simple explanation for its cause; that explanation can be proffered through the junk mail food chain, which will readily offer up an “enemy” for you to blame. You cannot

3. For example, some of the wilder allegations about the sexual exploits of the President were too libelous to be printed in the establishment press. They found currency in the junk mail circuit. Their readers were instructed to call in to radio talk shows to demand an “end to the cover-up”; this clamor provided the cover to insert the stories, first into the tabloids, and then into the establishment media.

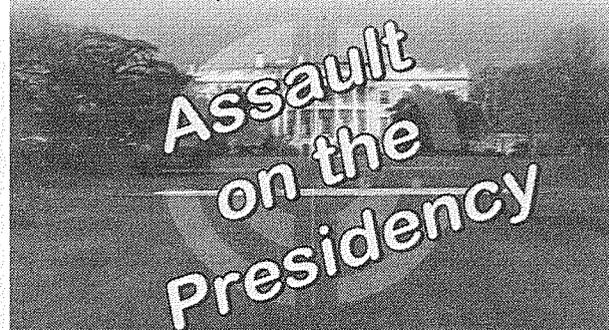
comfortably exist without enemies, the two brainwashers claim; it is simply too “painful.” As long as the forces behind Tavistock have the means, in one way or another, to foist their preferred list of enemies upon the American people, we can always be controlled—and at no point is the control of the society by the oligarchical interests that sponsor Tavistock ever challenged.<sup>4</sup>

The junk mail food chain’s targetting of President Clinton as an “enemy” is but one example of how the game is played, as well as its planting of one loony conspiracy theory after another into public view.

4. The Tavistock quacks Post and Robbins reveal a certain understanding of the danger Lyndon LaRouche represents. After using some shopworn slanders from the liar and ADL-scribbler Dennis King, they point out that LaRouche and his movement are not really like the others that the book profiles. LaRouche has developed an integrated epistemology, based upon Plato, that says that the Good exists for itself, and for no other purpose (a self-sustaining Good, in a Platonic sense). This, according to Post and Robbins, must by definition be impossible, since history shows that Good only exists in relation to evil. Post and Robbins’s work reeks of hatred of Plato and of Christianity and all religion which flows from Platonic ideas. History, the two psychopaths claim, “proves” that there are no fundamental truths; anyone who thinks this way, who asserts that truth is knowable, is a dangerous, paranoid demagogue. Man has a propensity to commit evil, and to say otherwise, as LaRouche does, is not allowed in rational discourse, they claim.

**“Long before Paula Jones,  
long before Monica Lewinsky,  
there was a conscious decision, made in  
London, that there would be a full-scale  
campaign to destroy Bill Clinton,  
and to destroy, once and for all,  
the credibility of the office of the  
Presidency of the United States.”**

—Lyndon H. LaRouche, Jr.



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# How the media brainwash you

by L. Wolfe

There is a popular conceit among most Americans that they consider themselves “very well informed.” After all, the average American reads one or more newspapers daily, reads a weekly news magazine such as *Newsweek* or *Time*, and watches more than 20 hours weekly of what is considered television “news” programming, including local and national news programs, and weekend and evening interview “talking heads” shows, such as “Meet the Press” or “Nightline,” as well as subscription cable television news networks such as CNBC and CNN.<sup>1</sup> In addition, a sizable number of hours are spent listening to “talk radio.” And in the recent period, a sizable and growing number of Americans are hooked into the Internet, which offers an almost unlimited number of so-called news sources, of all kinds.

But while there is certainly a wide variety of news sources available, the mere availability of such sources does not mean that the “news information” that they provide is either accurate, or even useful. As we explain in other sections of this *Feature*, the media operate as a vast cartel, with a single-minded purpose: to manipulate and shape the opinions of the American public, and in so doing, to assign a relative value and weight to these “opinions.” In that way, the media steer what is called “public opinion,” effectively governing what Americans think about everything from their style of clothes to how they vote for public officials, including their President. The fact is that the more you are exposed to the media, the more manipulated you are, the more deliberately misinformed about the world you live in.

Our “very well informed” Americans would never believe themselves “brainwashed,” yet, if by that term we mean that you have been given a set of opinions and values, which are otherwise alien to your thinking, by an outside source, then that is exactly what has been done to you by the media cartel. The vast array of media outlets conceals that the range of information that they offer is tightly controlled.

To locate the importance of any single event, one must

place it in a proper context, not merely in the current frame of events, but in relation to events past, and possible impacts on events in the future; there can be no such thing as an “isolated news story”—all stories must be placed in their broad historical context. By restricting or narrowing their context, they are mislocated; if this is done deliberately, then a person has been subjected to *disinformation*.<sup>2</sup> If that disinformation campaign is concealed, then its success becomes likely, and its victims will have their perception of reality thus altered. This is a form of brainwashing; that it is not understood as brainwashing, is itself a product of a media disinformation campaign.

## Are you brainwashed?

For most Americans, the image that you have of “brainwashing” comes from Hollywood movies of the 1950s and 1960s about the Korean War. The victim, usually a prisoner of war or political prisoner, is subject to torture, over an extensive period of time, often supplemented by drugs and other agents. He or she is worn down, and finally, his will to resist collapses, and he is ready to undergo “re-education.” The zombie-like victim is then shown to the public, speaking gibberish, praising his captors, attacking his former friends and country.

But this is only one type of brainwashing, known as “hard brainwashing.” Among people who study the black art of “mind control,” it is viewed as a rather crude, if brutally effective method, for a limited purpose, such as the production of a terrorist assassin.<sup>3</sup>

It is impossible to use “hard brainwashing” on large numbers of people. For “mass brainwashing,” an entirely different technique is employed, one that conceals the process of brainwashing from its victims, in part because it is carried out over an extended period of time, in the course of everyday life. This so-called soft brainwashing, while not capable of producing zombie-assassins, can change the belief structures of society, and enable a small elite to control what people believe.

One of the most expert practitioners of mind control, Dr.

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1. Despite the increase in so-called news programming over the last decade, the “news” content of that programming has not really increased. This is attributable to the packaging of “news stories” as entertainment, with an emphasis on human interest stories, as well as sports, celebrity gossip and entertainment “news,” and even weather. There was far more “news”—such as it was—and especially international news, in the 1960s “Huntley-Brinkley Report” than on comparable network nightly news broadcasts today.

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2. Such disinformation is also referred to as “gray propaganda,” as distinct from “black propaganda,” the content of which is outright lies.

3. The 1962 movie *The Manchurian Candidate* describes one such “hard brainwash” victim, programmed as a political assassin.



*Press assembles before press conference by President Clinton and Tony Blair, Feb. 6, 1998. The media's function today is to create what Walter Lippmann called "pictures inside the heads of other human beings." The nature of those "pictures" is determined by an oligarchy.*

William Sargant, wrote of this "soft brainwashing" in his 1957 book, *Battle for the Mind*: "Various types of belief can be implanted in many people, after brain function has been sufficiently disturbed by accidentally or deliberately induced fear, anger or excitement. Of the results caused by such disturbances, the most common one is temporarily impaired judgment and heightened suggestibility. Its various group manifestations are sometimes classed under the heading of 'herd instinct,' and appear most spectacularly in wartime, during severe epidemics, and in all similar periods of common danger, which increase anxiety and so individual and mass suggestibility."

Translated for the layman: Sargant tells us that if you can frighten a person enough, or otherwise keep him in a state of anxiety, he or she becomes an "easy mark" for someone who might want to alter his or her belief structure. The operative concept here is the deliberate creation of a state of anxiety: in "soft brainwashing," rather than accomplishing this through torture, drugging, etc., it is done through a manipulation of social circumstances, as well as the individual's perceptions of those circumstances, with the intent of inducing a fear-dominated, and highly predictable response to those events. That response can be further controlled through regulation of the intensity of the anxiety-creating tension, and alternately, regulating the ability of the targetted individual or group of individuals to seek release from that tension.

### **The Tavistock 'mother'**

Sargant was part of a global network of brainwashers linked to the Tavistock Clinic, later known as the Tavistock Institute of Human Relations. Tavistock, located in a suburb

of London, serves as the psychological warfare directorate of the intelligence and other networks controlled by the British royal family.<sup>4</sup> Since its founding in the 1920s, it has studied the means to control the minds of large numbers of people. Theirs is the thinking that underlies the principle of soft brainwashing. Using Freudian psychological parlance, they argue that what happens to a brainwash victim is that he or she is reduced to a regressive or infantile psychological state; in this condition, cognitive powers are impaired and suggestibility is heightened. The best way to induce such a regression is through the introduction of tension, preferably administered in the form of "shocks" that disorient, and therefore frighten, the victim or victims.

Not surprisingly, Tavistock's researchers demonstrated, starting in the 1930s, that the best means to create an all-encompassing controlled environment was through the dis-

4. The Tavistock Clinic was established in the aftermath of World War I, under the patronage of Duke George of Kent, under the direction of Dr. John Rawlings Rees. Some of its earliest studies dealt with the breakdown of soldiers under the stress and terror of battlefield conditions. Rees and his cadre of Freudians proceeded to create theories of how such breakdowns might be induced, absent the terror of war. During World War II, Rees, who led Tavistock through the 1940s, headed the Psychological Warfare Directorate of the British Army, where he held the rank of brigadier general. By the beginning the 1950s, Tavistock had a worldwide network of several thousand people located at several major U.S. universities. At this point, its global network, involves tens of thousands. The LaRouche movement undertook groundbreaking work on the Tavistock network in 1973-74 and published the result of those investigations in *Campaigner* magazine (Winter 1973, Spring 1974). Additional work has been published in *EIR*, including "Tavistock's Imperial Brainwashing Project," May 24, 1996, and "The Media Cartel That Controls What You Think," Jan. 17, 1997.

semination of managed news through the media. During World War II, a whole section of Tavistock's operatives studied—and implemented—news management techniques for mass propaganda/brainwashing on targetted sections of the U.S., Allied, and Axis populations.<sup>5</sup> Tavistock's operatives have continued to use these wartime mass brainwashing methods to this day.

Aside from containing a carefully arranged array of “mas-saged” news, the mass media also convey a range of acceptable responses to these stories. Often, all of those choices appear to be “bad,” or to have “bad” consequences. Here, the instruction implied by the media is to choose the least “bad” of the responses. In Tavistock parlance, this is called a “critical choice,” and it is a most effective means of controlling large numbers of people. It relies on another Tavistock-promoted fiction—the notion of “public opinion,” usually transmitted through various types of opinion-polling information. The polls themselves, through the structure of their questions, and in many cases, through outright doctoring of results, can shape a desired outcome. Thus, polls, as Tavistock studies in the 1940s demonstrated, can be used to create public opinion and keep people from straying outside the range of critical choices.<sup>6</sup>

### Pictures in your head

In 1922, Walter Lippmann defined the term “public opinion” as follows: “The pictures inside the heads of human beings, the pictures of themselves, of others, of their needs and purposes, and relationship, are their public opinions. Those pictures which are acted upon by groups of people, or by individuals acting in the name of groups, are Public Opinion, with capital letters.”

Lippmann, who was the first to translate Sigmund Freud's works into English, was to become one of the most influential of political commentators.<sup>7</sup> He had spent World War I at the British psychological warfare and propaganda headquarters

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5. In the United States, these studies were conducted as a response to the war bond drive, and dealt with, among other topics, the effect of media reports on morale and war bond sales; as such they provided the basis for a psychological profile of the American population, under conditions of extreme stress. Other studies were conducted of the effect of Allied terror bombing, and related propaganda efforts, on the German population.

6. The major polling services, such as Roper and Gallup, were developed out of the Tavistock networks. From the outset, they were funded by the same oligarchical networks for whom Tavistock's brainwashers work; their various offshoots today remain under the control of the media cartel. For more on this see L. Wolfe, “For Whom the Polls Toll,” *EIR*, Jan. 17, 1997.

7. Lippmann, who migrated from Fabian socialist networks to the circles of the Dulles brothers, became a spokesman for an American “imperialist” faction that was effectively controlled by the British; as such, he was often deployed against both the spirit and content of the anti-imperialist policy outlook of President Franklin D. Roosevelt. See Lyndon LaRouche, *The Case of Walter Lippmann* (New York: Campaigner Publications, Inc., 1977).

in Wellington House, outside of London, in a group that included Freud's nephew Eduard Bernays.<sup>8</sup> Lippmann's book *Public Opinion*, published one year after Freud's *Mass Psychology*, which touched on similar themes, was a product of his tutelage by the same networks that had created Tavistock. It is through the media, Lippmann writes, that most people come to develop those “pictures in their heads,” giving the media “an awesome power.”<sup>9</sup>

Lippmann observes in his book that people are more than willing to reduce complex problems to simplistic formulas, to form their opinion by what they believe others around them believe; truth hardly enters into such considerations. Appearance of reports in the media confer the aura of reality upon those stories: If they weren't factual, then why would they be reported? People whose fame is in turn built up by the media, such as movie stars, can become “opinion leaders,” with as much power to sway public opinion as political figures have.

In examining how this process works, Lippmann turns to a study of the newspaper-reading habits of college students. He observes that, while each of the respondents claims to be “well read,” they have little recollection of anything but the most superficial content of even important news stories. The students, in general, have the same recollections of these superficial “facts” of news stories, remembering the same details, despite that they may have received the news from different papers. Finally, the study seems to indicate that the more stories were recollected, the less the respondents seemed to recall about any individual story. Few respondents seemed to question that what they had read was a truthful account of events.

Lippmann also reports that the addition of “human interest,” sports, or racy crime stories, to a mix of more serious news stories, tends to cause a lowering of attention paid to those more serious stories, especially complicated stories about international affairs. If this is the case for educated populations, it must even be more so the case for the less educated “mass of absolutely, illiterate, feeble minded, grossly neurotic, and frustrated individuals” who make up the majority of society. Such people, he states, can easily be misled by Popular Opinion, into believing what they think other people will believe. If even the educated display a lack

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8. Bernays later became one of the most successful American advertising executives, effectively creating “Madison Ave.,” using the tricks of Freudian psychological manipulation.

9. Freudian psychology in general, including Tavistock's “brand” of it, proceeds from the image of man as a sensate beast. It explicitly rejects, with great malice, the Judeo-Christian view of man as created in the image of God, distinguished from all other creatures in that he alone has creative cognitive powers, giving him the ability to deliberately, and creatively, alter the universe. Tavistock “experts” claim that all creativity derives solely from neurotic or erotic impulses (or both); they see the human mind as merely a slate on which they can draw and redraw their desired “pictures.”

of critical judgment and only a superficial recollection of what the media report, the great mass of people cannot possibly do better.

And who shapes this Popular Opinion? Lippmann observes that it is ultimately determined by the desires and wishes of an elite “social set.” That set, he states, is a “powerful, socially superior, successful, rich urban social set [which] is fundamentally international throughout the Western Hemisphere and in many ways, London is its center. It counts among its membership the most influential people in the world, containing as it does the diplomatic sets, high finance, the upper circles of the army and navy, some princes of the church, the great newspaper proprietors, their wives, mothers, and daughters who wield the scepter of invitation. It is at once a great circle of talk and a real social set.”<sup>10</sup>

### The Nazi example

Lippmann was writing at the beginning of a technological revolution in mass communication. By the early 1930s, more Americans could be reached at one time by radio than could be reached by all print media over the course of days: The era of “mass media” had truly arrived. Through the decade of the 1930s, researchers, many either directly or loosely affiliated with Tavistock networks, worked on a mass media with the ability to present information simultaneously across the nation, and ultimately around the world. They discovered that the very thing that made it “mass” media—the awareness of the population that they were sharing a common experience and common news—enlarged the power of the media itself to mold “public opinion.” If a story or report were broadcast, the studies found, it was more likely to be believed than if reported in the print media: in fact, the studies found that there was a *predisposition* to believe a radio report.<sup>11</sup>

Each of the networks, led by the Columbia Broadcasting System (CBS) and William Paley, developed their own news department, eventually creating their own news bureaus, sep-

arate from the wire services<sup>12</sup>; supplementing this, were the commentators and “news personalities,” such as H.V. Kaltenborn, and later Edward R. Murrow. Techniques of conveying urgency—and also fear—were developed, such as the news “bulletin.”<sup>13</sup>

But the most advanced experimentation in the use of mass media, especially radio, for mass brainwashing purposes, was taking place in Nazi Germany, under the direction of the Hitler machine that London and Wall Street had helped place in power. While various public figures decried the use of German media for “mass propaganda,” the British-run Tavistock networks carefully studied successes and shortcomings of the Nazi propaganda machine in order to find ways to improve its efficiency.<sup>14</sup>

The Nazis were brought to power in a German society driven by economic collapse into chaos, violence, and insanity; to the fear-stricken German population, anything was better than the uncertainty and disaster of continued social chaos.<sup>15</sup> Once in power, the Nazi police state apparatus maintained the controlled environment of terror, in a heavy-handed way that was found to be abhorrent to generally accepted norms of Western society. Was there a way to accomplish the same result, without the “jackboots”? Tavistock was asked. The answer came back from the networks of U.S.-based Kurt Lewin<sup>16</sup>: the constant bombarding of a population with fearful images, supported by threats, from alleged enemies, both internal and external, could produce the kind of “chaotic social

12. The radio news departments, especially their foreign bureaus, have had a historic relationship with the intelligence services. The case of William Paley is exemplary.

13. The use of the news bulletin as a tension-creating and attention-grabbing device became widespread during the 1938 Munich crisis. Its effects were further studied by the Radio Project in its analysis of the Orson Welles Mercury Theater play on H.G. Wells’s “War of the Worlds”—his famous 1938 “invasion from Mars” broadcast, which was aired in the form of a series of news bulletins. For more on this, see Minnicino, *op. cit.*

14. There has been a common myth that the Nazi media were so tightly run from the top down, that their lying was transparent, and therefore hardly effective. The Nazis allowed for a large number of seemingly privately run media outlets, as well as with official government press. While the information that comprised the “news” was carefully leaked, its reporting was not all that different in form from what Americans find in the media today. There were dozens of different angles presented for any given story, with “sources” cited that were often deliberately conflicting. The various media outlets were able to simulate an illusion of “accuracy” and “truthful” reporting, and were even allowed to challenge certain facts presented by the Nazis.

15. The terror and fear in the German population of the early 1930s is not dissimilar to that of the Russian population today, creating the possibility that the failed International Monetary Fund policies might lead to the imposition, with the connivance of Britain and allied continental assets, of a “Hitler solution” in Russia.

16. The German emigré Lewin was perhaps the most influential of Tavistock’s theorists. His work became the basis for group dynamics brainwashing and mass psychological profiling. For more on this, see L. Wolfe, “How Tavistock Helped the ADL Make the Jews ‘Victims,’” *EIR*, April 26, 1996.

10. This is the social set that controls the media cartel (see *EIR*, Jan. 17, 1997). In recent years, there has been an attempt to create the impression among the general public that the media cartel is a power unto itself, that its prominent members, such as Rupert Murdoch, are themselves capable of shaping policy. In that way the celebrity of such figures conceals the fact that they serve much higher masters among an international policy elite dominated by a London-centered European oligarchy. The image of the late media mogul Robert Maxwell floating face down in the waters off his yacht, the victim of a staged “suicide,” provides evidence of the disposable character of such “titans” of the media as Murdoch, Ted Turner, et al.

11. The Princeton-based Radio Project, conducted by a network associated with the Frankfurt School, then relocated to the United States, produced the most prominent body of research on radio programming and its mass effects on the U.S. population. Much of this work was later incorporated into the World War II propaganda operations, run by Tavistock. For more on the Radio Project and the Frankfurt School, and its role in shaping media policy and cultural warfare, see Michael Minnicino, “The New Dark Age: The Frankfurt School and ‘Political Correctness,’” *Fidelio*, Winter 1992.

field” that would leave the mass of people in an easily manipulable state; control of information through the mass media offered the opportunity to outdo even the “Big Lies” of Josef Goebbels, Hitler’s Propaganda Minister.

### The one-eyed babysitter

It was another technological breakthrough that gave the “mass brainwashers” their most effective tool.

Television was first experimented with by the Nazis in the 1936 Berlin Olympics. It made its flashy domestic debut at the New York World’s Fair in 1939. From the end of World War II in 1945, television began its forced march through American life; what was a community oddity in 1946, by 1952 had mass penetration into American households, especially in urban areas.

As a tool for mass brainwashing, television represents an exponential increase in potential effect over radio. It provides the simultaneity of radio—the capability of delivering instantaneously, a message to a vast audience; but, by combining sound with images, it confers an even greater authenticity to what it broadcasts. In so doing, a *virtual reality* renders the mind incapable of distinguishing what is real.<sup>17</sup>

James Fallows, in his limited, but useful attack on the media’s assault on the American republic, *Breaking the News* (New York: Pantheon Books, 1996), says that this process has turned all news events into “spectacles,” and reduced everything to a surreal “nowness”:

“For TV the ideal world is one in which whatever is on the screen at this moment is entirely engrossing. One event is not necessarily more important than another, because they are all supposed to claim our attention in the brief *now* in which they exist. . . . TV’s natural tendency is to see the world in shards. It shows us one event with an air of utmost drama, then forgets about it, and shows us the next.”

Even the earliest clinical studies of television (some of which were conducted in the late 1940s and early 1950s by Tavistock operatives) showed that viewers, over a relatively short period of time, entered into a trance-like state of semi-awareness, characterized by a fixed stare; the longer one watched, the more pronounced the stare. In such a condition of twilight-like semi-awareness, people became susceptible to messages both contained in the programs themselves, and through transference, in the advertising. They were being brainwashed.<sup>18</sup>

17. One is reminded of the story of the man who was run over by a bus on a city street; refusing hospital treatment, he picked himself up, and made his way over to the nearest bar to watch himself on the local evening news, to check out “what happened.” An early advertising campaign for an audiotape used to ask, “Is it ‘live’ or is it Memorex?” The answer now is, “It doesn’t matter. It’s all virtual reality anyway.”

18. For more on television and its role in brainwashing the American population see the 16-part series, “Turn Off Your Television,” by this author in *The New Federalist*, 1991-93. It is available in reprint from *EIR* for \$25. While there is nothing inherently evil about radio, television, or any form of commu-

The children of the World War II veterans, the Baby Boomers, became the first generation to be weaned on what Lyndon LaRouche calls “the one-eyed babysitter.” And it was television that played a key role in shaping the personality of that generation, and their parents. It was television that had terrorized and humiliated the nation through its broadcast of the political witch-hunt led by Sen. Joe McCarthy; then, once “Tailgunner Joe’s” usefulness was over, it was television that helped destroy him. Through the decade of the 1950s, and into the 1960s, parents and their children watched, with terror, as the world was brought to the apparent brink of nuclear annihilation several times, including that most terrifying confrontation and showdown over Soviet missiles in Cuba in October 1962. As the terrified Baby Boomers grew up, the nightly news brought home the bloody images of a senseless war in the jungles of Southeast Asia, made all the more real by the proliferation of a new technology—*color* television.

### Global shock therapy

The events described above, along with others of the same period, including the assassinations of President Kennedy, Robert Kennedy, and Dr. Martin Luther King, Jr., the latter two in the space of two months in 1968, had an effect similar to that of electroshocks administered in a hard brainwashing torture; in this case, they were being administered simultaneously, through the power of mass media, to an entire society—a global shock therapy.

In the 1970s, twenty years after television became the dominant means of mass brainwashing, two top Tavistock operatives, Eric Trist (who, until his death in 1993, headed Tavistock’s operations in the United States) and Fred Emery, surveyed the mental wreckage.<sup>19</sup> They made a startling observation: The content of programming was not as important to the brainwashing process as the medium itself. Television had achieved a drug-like, addictive status for the population, with the average American watching more than six hours per day (and the figures have risen since the Trist-Emery studies were taken); this meant that Americans spend more time in front of their television sets than doing anything else except working and sleeping.<sup>20</sup> They observed that this level of viewing had succeeded in effectively turning off key cognitive centers of the mind; the zombie-like trance observed in most viewers was just that—a non-thinking state, in which emotional reaction replaced critical thought. Viewers chose their programming according to what made you “feel good,” and usually in accord with what they thought their neighbors were

nication technology, what can make them evil and dangerous is their control by oligarchical networks, whose intent is to manipulate habituated or addicted listeners, viewers, or users, whose critical capacities are seriously impaired.

19. See Eric Trist and Fred Emery, *A Choice of Futures* (1972), and Fred Emery, *Futures We Are In* (1975).

20. With the advent of cable television, with its channel for every perversion, the amount of viewing time per household has risen considerably.

watching. The same was true about “news programming”—you watched it because you thought that “everyone” watched, but you cared little about what the content was.

Television viewing, the two brainwashing theorists reported, was part of a “maladaptive” response to a fearful reality—a “reality” for which the principal reference points were provided by the mass media, and especially television. They found society moving through a progressively degenerative social process. By regulating the “social turbulence” of the global order—i.e., by creating a controlled environment of economic and political shocks—the degeneration would take a predictable path. In other words, Trist and Emery claimed that they could reliably predict the response of a majority of any population influenced by a mass media-dominated environment to most administered shocks, in much the same way that a “hard brainwasher,” administering a psychotropic drug to a victim, can anticipate the victim’s response to that drug.

Trist and Emery proceed to offer a number of possible “futures,” based on levels of and intensity of the “social turbulence” in the global field. Putting aside the possibility of the most extreme turbulence—a nuclear war—they anticipate that, should the world economy break down into a chaotic collapse, the population, with its choices and range of action manipulated by the media, would likely choose a maladaptive response of intense *dissociation*. Society would, under these circumstances, become psychotic; a small elite might survive as masters and rulers, protected by private armies. It would resemble, they state, the world of Anthony Burgess’s 1962 novel *A Clockwork Orange*, where urban areas are terrorized by gangs of deranged youth who rush home to view their daily dirty work on the evening news broadcasts. The mass media help keep the society terrorized, while conveying a sense that this insanity is “normal.” The citizen, too scared to travel the streets in even late afternoon, can at least turn on the TV set to be entertained.<sup>21</sup>

Trist and Emery are themselves insane, in the same way that the Nazi doctor who oversees the slaughter of thousands speaks of his work as furthering “science.” Such insanity is also expressed in the hubris of a whole breed of practitioners of mind control such as the Futures Group’s Hal Becker, who told this author in a 1981 interview: “I know the secret of making the average American believe anything I want him to. Just let me control television. . . . You put something on the television and it becomes reality. If the world outside the TV set contradicts the images, people start trying to change the world to make it like the TV set images. . . . Americans

21. Burgess, a linguist, creates a degraded language for his beast-like youth, not unlike the rap and other grunt-like dialects that are celebrated by today’s youth culture. But that butchering of the English language is only more noticeable than the destruction that takes place daily in the broadcast and print media, in general, which is far less literate than what could be found in the popular media even 35 years ago.

don’t really think—they have opinions, feelings. Television creates opinion, then validates it. Are they brainwashed by the tube? It is really more than that. I think that people have lost their ability to relate the images of their own lives without television intervening.”<sup>22</sup>

Becker went on to rave about the future of mass media, and its power to control what people think. Back in 1981, people like Becker longed for the moment when most of mankind would be “wired” in a single network—an interactive “wired society,” capable of pouring out instantaneously a myriad of “information” that would keep people confused and controlled. In such a degraded “Clockwork Orange” society, people sit at home and participate in “mass democracy,” expressing their opinion through computer mice on the Internet or in interactive cable television “instant” polls. The wire (or, fiber optic cable) that binds this new society together becomes, according to Becker and others, the road to “true freedom,” effectively replacing what they consider to be the “outmoded” nation-state means of governance.

Less than two decades later, the “wired society” has become a reality, as hundreds of millions of miles of cable and fiber optics span the globe. The world is “connected” through the vast “Information Highway,” the Internet, with its access to unlimited sources of “information.” As powerful as television has been as a soft brainwashing medium, the Internet has the potential to be even more effective.<sup>23</sup>

The reality is, that in the hands of the powerful media cartel, controlled by a handful of oligarchical interests, the cable and phone lines of the “wired society” have replaced the “hard brainwasher’s” electroshock wires, numbing and distorting the minds of millions, and shaping your opinions.

### Example: the Lewinsky affair

Let us now briefly look at the Monica Lewinsky affair, as a classic case of *attempted* media mass brainwashing.

The operation was set up long before the first information of the scandal made its way into the press in January 1998. From the moment he took office, and even before, during the 1992 campaign, Bill Clinton has been under a constant press assault focussed on his personal life. There has been one report after another about alleged sexual affairs, of which the Paula Jones case is only the most prominent. In each case, the media “food chain,” as the White House has labelled the mechanism for the production of scandals against the Presi-

22. Becker was one of the Futures Group, a private think-tank that was among the first organizations to specialize in the use of computer interfaces in psychological manipulations of corporate executives and world political leaders, with contracts from the State Department and major multinational corporations. It also conducted extensive “market research” profiling of the U.S. population.

23. Although the Internet is a relatively new development, early studies have shown that its use is even more addictive and habituating than television. It is producing a large number of Internet junkies, whose interpersonal and creative capacities are severely impaired.

dent, has carried the reports, usually with leaks from the agencies involved in the scandalizing or related legal cases. This entire array of “bimbo eruptions,” is the equivalent of an artillery barrage, intended, in this case, to soften up the mind of the population to accept the idea that the President is “immoral.”

The sexual charges were accompanied by allegations pertaining to the Whitewater land deal, and further allegations of corruption, none of which were ever proven. However, the combined effect of the mass circulation of the charges was to give general credence to the idea that the “President is corrupt.”

The American people did not think any of these things were all that important; however, the persistence of the media, especially in the period of the Starr investigation, kept the allegations against the President alive and in the minds of Americans. There are some people who will say that the media were just doing their job; but examine the volume of coverage of the alleged scandals, over the same period, against coverage of the ongoing economic collapse and troubles in the international financial system, and the disproportionate weight given to the story becomes obvious.

As we indicated, there is no such thing as an isolated “news story.” But what is the proper context in which to locate the Lewinsky-Starr affair? Is it part of a series of interrelated scandals and cover-ups—sex, lies, and videotapes—that have engulfed the White House, as *all* the media reports (other than those of this news service) would have one believe? Or, is there something else going on? Have forces decided to “take out” this President through a “political character assassination” precisely at the moment that the President’s leadership is needed to deal with the worst financial collapse in history? What has been concealed by the media portrayal of the “sex scandals” is their potential relation to anything, but especially to the financial collapse; in fact, the soap opera quality of the scandal provides an excuse to reduce reporting of the international financial collapse, unless events on Wall Street and elsewhere are so calamitous as to force such discussion.

Polls showed that the Whitewater scandal did not “grab” the average American; its only “inflamed constituency” was the hard core of Clinton-haters. The sex scandals had a greater pull. The Lewinsky story reinvigorated the media assault on the President. But despite all the various “ins and outs” of the scandal, people still didn’t bite at the media’s attempt to convince people that it was all that important.

The Starr report and its release to the public by the U.S. Congress became the “last best hope” for the promotion of the scandal. No holds were barred to drag the American people into the gutter. From the dramatic dropping off of the “boxes” at the Congress on Sept. 10, all media outlets devoted seemingly endless volumes of newsprint and hours of broadcast time to the story. For the first time in history, a scandalous legal brief was made available instantaneously

to everyone in the world through the Internet; several papers printed in its entirety the Starr-written summary, which read like the pornography that it was, while others featured major excerpts.

This total media immersion overwhelmed the American public. At first, the reactions from the average citizens seemed to indicate that this soft brainwashing offensive was achieving its desired effect. Polls showed that many Americans were starting to shift from the view that Starr was nothing more than a venal prosecutor on a witch-hunt, to the belief that there might be something to his charges, after all. The media barrage around the report was intended to convey an aura of truth to the salacious garbage in the document; clearly, no one but an obsessed idiot or a pornography addict, would have the desire to pick their way through the entire report. With the media providing the “reviews,” its readers were being effectively asked behave like viewers of porno videos and to “fast forward” to the “good stuff”—thereby overlooking the weakness of Starr’s overall legal argumentation.

But for all the use of soft brainwashing method and capabilities, and the deployment of novel means of mass distribution, the effort may have backfired. Despite the continued push to force a Clinton resignation, and the ongoing “serious” coverage of the clownish efforts of the GOP leadership to conduct impeachment proceedings, the American people aren’t buying it—at least not yet. There has been what psychiatrists might call an abreaction to the filth that has poured in endless stream from Starr through the media spigots. But, perhaps even more disturbing to the brainwashers, the vast array of mind-bending propaganda surrounding the Starr report has exposed the brainwashing function of the media itself. As several reports indicate, including some taken by the brainwashers’ own pollsters, the American people suspect that the scandal is being rammed down their throats by a media “elite” who serves something other than the national interest.<sup>24</sup>

### **They won’t give up**

With the brainwashing effort around the Starr report faltering, and even backfiring, the media machine shifted tactics

24. Typical is the moaning of the *Washington Post* and *Newsweek* magazine on this issue. “For months now, many media commentators have been saying . . . that the public would come to share their outrage about President Clinton soon enough,” the *Post*’s media commentator Howard Kurtz wrote on Sept. 15. “Once ordinary Americans learned the seamy details of Clinton’s conduct, once the independent counsel’s findings became public, the president’s poll ratings would surely plummet.” Yet, in the days since the release of the Starr report, “there has been no such public explosion. . . . The contrast with the media’s collective sense of betrayal has never been greater,” Kurtz wrote, noting the number of newspapers which have editorially called for Clinton to resign, plus that “the weekend talk shows were filled with indignant questions and harsh commentary. . . .” *Newsweek* columnist Jonathan Alter wrote, “The greatest surprise in this whole story is the ongoing gap between the elites—who now almost uniformly despise Clinton—and the people, who have stuck with him so far.”

somewhat. Media coverage now sought to narrow the range of possible choices for Congressional action to two—either impeachment (which remained in the polls an unacceptable choice to most Americans) or censure (for which the polls claimed greater support). This classic “critical choice” presentation of options eliminated as “unthinkable” the idea that *any* Congressional action against the President was both uncalled for and unnecessary, and that instead of such action, a Congressional attack on the illegal Starr operation should be launched. The media have pulled out all the stops in this “critical choice” debate, from editorials, to “talking heads” commentary, to “man-in-the-street” interviews and polling reports. And while most people still believe that the Starr report is garbage, many seem to have accepted the “critical choices” offered, choosing “censure” over “impeachment”—at least for the moment.<sup>25</sup>

Despite these obstacles, the media brainwashing machine still believes that it can achieve its desired outcome: the political assassination of President Clinton and his removal from office. Following the release of the Starr report, nearly all the talking heads and other media sources were putting out a uniform line: The November Congressional election is a “referendum” on the President and “the people will decide his fate.” Nearly every media source—including many “favorable” to the President—is saying that should the Democrats lose a significant number of Congressional races on Nov. 3, then the President would likely be forced to resign, or face an almost certain impeachment.

In that way, the media intend to lead the electorate into participating in an unconstitutional parliamentary coup. It is totally against the principles of our Republic, as defined by the Constitution, that the fate of the President should rest on the outcome of any election for the Legislative branch of government. That is what occurs in parliamentary systems, when governments live or die on the outcome of parliamentary votes and numbers of seats held by various parties. If the outcome of the so-called Clinton Crisis is to foster belief or support for a parliamentary system, then its effect would be ultimately destructive to our form of government. (Not coincidentally, a parliamentary government is even more susceptible to manipulation by the media cartel.)

Those behind the impeachment drive are responsible for putting this bilge in the media sewer: they are counting on a low voter turnout and the treasonous activities of the Democratic leadership to assure a big loss for the President’s party on Election Day. Right now, hardly anyone is campaigning around the issue of the President: it is the media

which are doing the “campaigning,” and calling for a “Clinton referendum” on Nov. 3. No doubt, some Gingrichite lunatics might pick up this tactic, but it remains a “Big Lie” that the election is any kind of referendum on President Clinton.

The President’s and party leadership’s support for disastrous and failed economic policies, such as the Welfare Reform Act, cost the Democrats control of the Congress in 1996. Should the Democrats lose seats on Nov. 3, the media are primed to analyze the loss as “devastating” for the President. The environment for an impeachment or resignation will be revved up. And, our media-addicted population might finally succumb to the brainwashing offensive: “Hey, the Democrats lost, didn’t they? Maybe I was wrong about what I thought about Starr.” At least, that’s what those behind the brainwashing offensive hope. And if that doesn’t work, they still have the spectacle of Congressional hearings, an impeachment vote, and trial, to try to win the day. They do not plan to give up.

### Harlow’s monkeys

The key to resisting brainwashing, is to seek to know truth, through questioning one’s own assumptions, and testing them. The truth is not found by adding up the number of news sources that say it is so.

Back in 1981, Tony Lentz, an assistant professor of speech at Pennsylvania State University, observed that he had witnessed destruction of oral and written skills, by the mass media and television; not only could most students not write coherently, but they could not even speak intelligently. This was not merely a function of miseducation, he stated in a paper, “The Medium Is Madness,” but also because they had no desire to think. Arguing that Plato states that our knowledge of the world must be based on knowing the mind of someone who knows something about it, Lentz said that television has left people with the idea that mere images represent knowledge. There is no questioning, no effort to get inside the mind of someone, merely dialogue and image.

“Allowing ourselves to be influenced by the subtle but powerful illusions presented by television,” wrote Lentz, “leads to a kind of mass madness that can have rather frightening implications for the future of the nation. . . . We will have begun to see things that aren’t there, giving someone else the power to make up our illusions for us. The prospect is frightening, and given our cultural heritage we should know better.”

The worst fear of the people who run the media, is that somehow, people will see through the haze and lies to the truth. Then, there could be the equivalent of a Harlow’s monkey rebellion against the media and the people who run them, just as Harlow’s psychologically tormented experimental animals turned on him and gave him a thorough drubbing. That happy moment in history might not be too far off.

25. There are indications that the President is himself a target of this critical choice brainwashing. His political handlers, especially those people associated with Vice President Al Gore, have been pressing him to make a deal for censure, rather than risk impeachment. This keeps President Clinton in a box, and away from a vigorous counterattack against the Starr apparatus and what stands behind it.