

COERCION

Why We Listen to What "They" Say

Douglas Rushkoff

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*For Bennett—my trusted brother,
sometimes teacher, and always friend*

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INTRODUCTION

They Say

They say human beings use only 10 percent of their brains. They say polyunsaturated fat is better for you than saturated fat. They say that tiny squiggles in a rock prove there once was life on Mars. They say our children's test scores are declining. They say Jesus was a direct descendant of King David. They say you can earn \$15,000 a week in your spare time. They say marijuana leads to LSD, and LSD can lead to suicide. They say the corner office is a position of power. They say the elderly should get flu shots this season. They say homosexuality is an environmentally learned trait. They say there's a gene for homosexuality. They say people can be hypnotized to do anything. They say people won't do anything under hypnosis that they wouldn't do when conscious. They say Prozac alleviates depression. They say mutual funds are the best long-term investment. They say computers can predict the weather. They say you haven't met your deductible.

Who, exactly, are "they," and why do they say so much? More amazing, why do we listen to them?

We each have our own "theys" — the bosses, experts, and authorities (both real and imaginary) who seem to dictate our lives, decide our fates, and create our futures. In the best of circumstances they can make us feel safe, the way parents do. They make our decisions for us. They do our thinking for us. We don't have to worry about our next move—it has already been decided on our behalf, and in our best interests. Or so we hope.

For not everyone to whom we surrender ourselves is deserving of our trust. The pretty young "sales associate" at the Gap may not be the best judge of how that pair of blue jeans looks on us, or of which belt we should wear to a job interview. Even though she seems genuinely concerned with our well-being, we must not forget that she's been trained in the art of the "upsell" and is herself under the influence of a barrage of incentives conceived at corporate headquarters. One scheme leads her to compete with her colleagues on the sales floor for daily prizes, while another threatens penalties or termination if she does not meet a certain quota of multiple-item sales by the end of the week. The coercive techniques inflicted on her, and the ones she in turn inflicts on us, are the products of years of painstaking research into methods of influencing human behavior.

The justifiably cynical among us have come to expect this sort of treatment from the professional people in our lives. When we walk into a shopping mall, we understand that we will be subjected to certain forms of influence. We recognize that retail sales are about the bottom line, and that to stay in business, shop owners depend upon our behaving in a predictable and somewhat malleable fashion. If instructing a salesgirl to unfasten the second button of her blouse may garner a larger volume of sales, the store manager owes it to himself and his superiors and their shareholders to do so. And, chances are, it will work.

But these techniques are rapidly spreading from the sales floor and the television screen to almost every other aspect of our daily experience. Whether we are strolling through Times Square, exploring the Internet, or even just trying to make friends at the local bar, we are under constant scrutiny and constant assault by a professional class of hidden persuaders. In most cases, if the coercion works according to plan, we don't even realize it has been used.

It's not always easy to determine when we have surrendered our judgment to someone else. The better and more sophisticated the manipulation, the less aware of it we are. For example, have you ever attended a sporting event, rock concert, or political convention in

one frame of mind, but found yourself inexplicably swept away by the emotion of the crowd? How many times have you walked into a mall to buy a single pair of shoes, only to find yourself purchasing an entire outfit, several books, and a few CDs before you made your way back to the parking lot?

Have you ever picked up the phone, realized the caller was from an organization you'd never considered supporting, and gone ahead and pledged a sum of money or bought a magazine subscription? How did that automobile salesman get you to pay more than you'd planned to for a car, and add more features than you wanted, even though you came armed with your *Consumer Reports*?

Why do the advertisements in fashion magazines make us feel inadequate, and after they do, why do we feel compelled to buy the products advertised anyway? How can we feel we're so aware of the effects of advertising and marketing, yet still succumb to them?

Why are our kids tattooing themselves with the Nike "swoosh" icon? Are they part of a corporate cult? If young people today are supposed to be beyond the reach of old-fashioned marketing, then why do they feel the need to find their identity in a brand of sneakers?

No matter how many coercive techniques we come to recognize, new ones are always being developed that we don't. Once we've become immune to the forceful "hard sell" techniques of the traditional car dealer, a high-paid influence consultant develops a new brand with an entirely new image—like the Saturn, whose dealers use friendly "soft sell" techniques to accomplish the same thing, more subtly. Media-savvy young people have learned to reject advertising that tries too hard to make its product look "cool." In response, companies now produce decidedly "uncool" advertisements, which appeal to the cynical viewer who thinks he can remain unswayed. "Image is nothing. Thirst is everything," Sprite advertisers confess to their hype-weary target market. Our attempts to stay one step ahead of coercers merely provokes them to develop even more advanced, less visible, and, arguably, more pernicious methods of persuasion.

Corporations and consumers are in a coercive arms race. Every

effort we make to regain authority over our actions is met by an even greater effort to usurp it.

If we stop to think about this invisible hand working on our perceptions and behavior, we can easily become paranoid. Although we cannot always point to the evidence, when we become aware that our actions are being influenced by forces beyond our control—we shop in malls that have been designed by psychologists, and experience the effects of their architecture and color schemes on our purchasing behaviors—we can't help but feel a little edgy. No matter how discreetly camouflaged the coercion, we sense that it's leading us to move and act ever so slightly against our wills. We may not want to admit consciously to ourselves that the floor plan of the shopping center has made us lose our bearings, but we are disoriented all the same. We don't know exactly how to get back to the car, and we will have to walk past twenty more stores before we find an exit.

In order to maintain the illusion of our own authority, we repress the urge to panic. Unfortunately, the more we stifle that little voice telling us we are in danger, the more we repress our ability to resist. We deny what we are feeling, and we disconnect further from what remains of our free will. As a result, we become even better targets for those who would direct our actions.

I was not always predisposed to think this way. On the contrary, for years I believed that we were winning the war against those who would shape our wills. Through the eighties and early nineties, I cheered as cable television, video games, the personal computer, and the Internet seemed to offer the promise of a new relationship to the mainstream media and a chance to undermine its coercive nature. Home-video cameras demystified for us the process by which news is reported, and public-access channels gave everyone an opportunity to broadcast his version of what was going on in the world. C-SPAN revealed to us the pompous rhetoric of our elected representatives, as well as the embarrassing fact that they usually address an empty chamber.

The low cost of video production and the increase in available

channels gave rise to countless tabloid television shows. Like their print counterparts, these programs broadcast stories that more established news agencies would have held back—which in turn gave rise to a whole new set of journalistic standards and an unleashing of alternative news sources and outlets. Tabloid and Internet journalists were the first to publish everything from Clinton's trysts with Jennifer Flowers and Monica Lewinsky to Prince Charles's dirty phone calls with Camilla Parker Bowles. *Time* and *Newsweek* have simply struggled to keep up with the rising tide.

Internet discussion groups and bulletin boards gave us a new forum in which to discuss the information that was important to us. Online, we could access the latest word on new AIDS or cancer treatments, and then question our doctors (or our stingy HMOs) about a course of treatment. Even if all we intended to do was shop, the Internet gave us the ability to conduct instant price and feature comparisons, and to talk to others about a product before we bought it.

Meanwhile, young computer hackers had gotten their hands on the control panel of our electronic society. Bank records and other personal data that formerly were accessible only to credit bureaus and loan officers were now within the reach of any skilled fourteen-year-old. As a result, our privacy finally became an issue to be discussed publicly. We became aware of how information about us was being gathered, bought, and sold without our consent, and we supported activists, organizations, and candidates who promised to enact policies to prevent this invasion.

The Internet made us more aware of the process by which news and public relations are created and disseminated. As we gained access to press releases and corporate data, we have witnessed firsthand how public relations experts are allowed to write the evening news. In the early nineties, there was a participant of an electronic bulletin board who would post the transcripts of local news shows and then compare them, word for word, with the prepared press releases of the companies or individuals concerned. The results were embarrassingly

similar, with whole paragraphs lifted directly from press release to newscaster's script.

As the coercive effects of mainstream media became more self-evident, media awareness led to a revival of cultural literacy. Our ability to see through the shameless greed of televangelists changed the way we related to the ritual surrounding the collection plate. Our ability to deconstruct the political process as it took place on TV gave rise to independent, homespun candidates like Ross Perot and Jerry Brown, whose campaigns promised direct access and accountability.

In the meantime, television programs like *Beavis and Butt-head* and *The Simpsons* were deconstructing the rest of the mediaspace for our children. With Bart as their role model, the generation growing up in the last decade has maintained a guarded relationship to the media and marketing techniques that have fooled their parents. While his dad, Homer, was suckered by every beer promotion, Bart struggled to maintain his skate-boarder's aloofness and dexterity. Through Bart, our kids learned to remain moving targets.

As a happy witness to what was taking place in our culture, I began to write books celebrating our liberation through the tools of new media. *Cyberia* applauded the scientists, hackers, and spiritualists who were determined to design a better society with these new tools. The technological revolution seemed to me a populist renaissance through which real people would wake from centuries of heartless manipulation. Hierarchy and social control soon would be things of the past as every individual came to realize his or her role in the unfolding of civilization. I saw my vision confirmed as the Internet rose in popularity, and as the once-ridiculed nerds of Silicon Valley began to engineer the communications infrastructure for the world's business community. The Internet would not fade into obscurity like CB radio. It was here to stay. Our culture was hardwiring itself together.

I became fascinated and inspired by the organic and responsive qualities of this new mediaspace. Just as our chaos mathematicians and quantum physicists had suggested, we were venturing into un-

charted cultural turf, where huge systemwide changes could be provoked by the tiniest actions. In a system as dynamic as the weather, we learned, a single butterfly flapping its wings in Brazil could lead to a hurricane in New York. So, too, was the awesome power that "feedback and iteration" offered every member of a networked whole. Now that the media had become such a system, the beating of a black man by white policemen in Los Angeles, amplified throughout our mediated culture via a single, replicated, and endlessly broadcast camcorder tape, could lead to rioting in a dozen American cities.

Spurred on by these developments, in the early nineties I wrote an optimistic treatise on the new possibilities of an organic mediaspace. I proposed that provocative ideas could be launched in the form of mutant media packages—or "viruses"—by anyone who had a video camera or Internet connection. Thanks to the spread of commercial broadcasting, almost everyone in the world had been given access to the media in one form or another. What the people who put all those wires and TV satellites in place didn't realize was that electrons travel in both directions. Home media like camcorders, faxes, and Internet connections were empowering all of us to launch our ideas into the mediaspace.

Huge, well-funded, mainstream publicity campaigns were becoming obsolete. Now, anyone could launch an idea that would spread by itself if it were packaged in a new, unrecognizable form of media. Mutant media got attention because it was strange. And there's nothing the media likes more than to cover new forms of itself. The Rodney King tape proliferated as much because it demonstrated the power of a new technology—the camcorder—as for the image contained within it. One of the reasons why the O. J. Simpson story became the biggest trial in history was because it began with a mutant media event: the nationally televised spectacle of the Bronco chase, during which Los Angeles TV viewers ran outside and literally onto their own TV screens as the motorcade drove by. Similarly, the media stunts of ACT UP activists, Earth First "eco-terrorists," Greenpeace,

and even unorthodox political candidates received worldwide attention simply by launching their campaigns through media viruses.

The hegemony of Hearst and Murdoch were over. We had entered an age where the only limiting factor was an idea's ability to provoke us through its novel dissemination. An idea no longer depended on the authority of its originator—it would spread and replicate if it challenged our faulty assumptions. In an almost Darwinian battle for survival, only the fittest ideas would win out. These new, mutated forms of media were promoting our cultural evolution, empowering real people, and giving a voice to those who never before had access to the global stage.

Best of all, young people were the ones leading the charge. Adults were immigrants to the new realm of interactive media, but kids raised with joysticks in their hands were natives. They spoke the language of new media and public relations better than the adults who were attempting to coerce them. What media can you use to manipulate a kid when he is already more media literate than you are? He will see through any clunky attempt to persuade him with meaningless associations and hired role models. By the time this generation came into adulthood, I believed, the age of manipulation would be over.

Once I'd published a book announcing that we'd entered the final days of the marketing wars, I began to get phone calls from politicians, media companies, advertisers, and even the United Nations, anxious for me to explain the new rules of the interactive age. I saw little harm in taking their money just to tell them that the genie was out of the bottle. I felt like an evangelist, spreading the news that the public had grown too media savvy to be fleeced any further. The only alternative left for public-relations people and advertisers was to tell the truth. Those promoting good ideas or making useful products would succeed; the rest would perish.

At first I found it easy to dismiss the writings of naysayer cyber critics like Jerry Manders, Paul Virilio, and Neil Postman, who attacked the notion that the new media had made a positive shift in

the balance of power—culturally, economically, or otherwise. There was just too much evidence to the contrary. Although I had some sense that there were people out there attempting to deploy these same innovations coercively, I believed that acknowledging their efforts would only feed their power. If we ignored them, they would go away.

My optimism—and my willingness to consort with the enemy—was met with a number of personal attacks as well. One morning in November 1996, I woke up to a *New York Times* article describing me as a Gen-X guru who sold youth culture's secrets to media companies for upward of \$7,500 per hour. Many of my friends and readers wondered how I could have betrayed the "movement," and wrote me to voice their disapproval. Alternative newspapers who had supported me in the past now called me a sellout. Mentors like virtual-community maker Howard Rheingold and Electronic Frontiers Foundation chairman Mitch Kapor warned me that my uncritical enthusiasm might be blinding me to very real threats to the civic revival we were all working for.

"Vigilance is a dangerous thing," I wrote at the time. I was convinced that a guarded approach to the development of new media would only slow things down, giving our would-be oppressors and manipulators a chance to catch up. And even if I was no better than the scores of "cool hunters" who hoped to cash in on corporate confusion about the changing priorities and sentiments of youth culture, since the ideas I promoted were empowering ones, I couldn't see the harm. I told executives at Sony to design a video game console that allowed kids to create their own video games. I told the people developing content for TCI's new interactive television network to make programs that gave viewers the chance to broadcast their own news stories. I told phone companies that the way to please their customers was to stop treating them like criminals whenever they were late with a payment.

I went to conferences and sat on panels alongside my media-hacking heroes like Michael Moore, the director of the GM-bashing

documentary *Roger and Me*, and Stewart Brand, one of the original band of Ken Kesey's Merry Pranksters. I delivered keynote addresses to thousands of advertising executives and television programmers, telling them to admit to themselves that their monopoly over the public will was over. The older executives threw up their arms in disgust, while the younger ones transcribed my every word. I couldn't have been more pleased. I felt at least partly responsible for dismantling the engines of propaganda and demilitarizing the coercive arms race. Better yet, I was making good money for doing so. My books were hitting best-seller lists, and my speaking and consulting fees were going through the roof—even if they never quite reached the fabled \$7,500 per hour.

I guess it was too good to be true.

In the summer of 1997, I was invited to speak about my book *Media Virus* at a convention of "account planners" (advertising's version of anthropologist-researchers) sponsored by the American Association of Advertising Agencies. I packed up my laptop and headed for Sheraton Bal Harbour in Miami to spread the good news. The conference theme was "Mutant Media/Mutant Ideas," itself a play on the ideas in my book. Had the advertisers come to recognize that their power was dwindling?

Hardly. These friendly, well-dressed, and articulate people had bought and read my book—but for a reason very different from the one I'd had for writing it. They were eager to learn all about the mutant mediaspace, but only in order to figure out ways of creating advertisements that were themselves media viruses! *Media Virus* had become a best-seller not because so many activists, public-access producers, or computer hackers were reading it, but because it was now a standard text in the science of public relations. My work was being taught in advertising school.

Before I had the chance to put on my name tag, a young creative executive asked me what it was like working on the Calvin Klein jeans campaign—the one in which teenagers were photographed in a setting made to look like a porn-movie audition.

"It was a media virus," he congratulated me. "The campaign got more publicity because of the protests! It made Calvin look cool because his ads were taken off the air!" True enough, the campaign became the lead story on the evening news once "family advocates" targeted the ads for their exploitation of young people. They never could have bought as much airtime as they received for free. But I had nothing to do with the scheme's conception.

I assured him that I had never met with the Calvin Klein people, but it was no use. He was convinced they had based their work on my book, and there was no changing his mind. Had they? I certainly hoped not.

The succession of featured speakers soon proved my worst fears. With titles like "Mutants Produce Bounty" and "Giving Birth to Mutant Ideas in a Commercial Context," each presenter sought to regain the ground lost to the chaos-thriving hackers who had taken over the mediaspace. The conference's purpose was to upgrade the advertising industry's weapons systems to the new style of war.

I was flattered—and flabbergasted. I felt honored to be appreciated, but horrified by the application of my work. No sooner had I proclaimed the revolution than it was co-opted by the enemy. And I had aided and abetted them.

It was at that moment, in the Bal Harbour hotel ballroom, that I decided to write this book. With my newfound access to the corridors of Madison Avenue and beyond, I would become a double agent—attending meetings, taking notes, analyzing tactics, and then reporting my findings.

For the past two years, I have been studying the ways marketers, politicians, religious leaders, and coercive forces of all kinds influence everyday decisions. I have sat in on strategy sessions with television, advertising, and marketing executives, and read countless documents by professionals in government, law enforcement, the military, and business. I've coozied up to automobile salesmen and multilevel marketers to pry from them their secrets.

What I've learned in my two-year odyssey is that however advanced

the tools being used to sway us, the fundamental principles responsible for their effectiveness remain the same. Coercers are like hunters: They can don better camouflage, learn better ways to scent their prey, develop longer-range bullets and more accurate sights, but they still need to find their quarry and then figure out which way it's moving so they can "lead" with the gun barrel and hit it. Sonar, radar, and night-vision specs will only increase their efficiency and compensate for their prey's own increasing skill in evasion.

The prey's only true advantages are its instinct and its familiarity with its environment. Just as a deer "knows" when it is in the hunter's sights, we know on some level when we are being targeted and coerced. The more complex, technological, and invisible coercion gets, the harder it is for us to rely on this instinct. We are lured away from our natural environment and are more likely to depend on directions from our shepherds or the motions of the herd to gain our bearings. As soon as we become familiar with the new terrain—be it the mall, the television dial, or the Internet—it is the goal of the coercion strategists to make it unfamiliar again, or to lure us somewhere else.

The rapid change we have experienced in the past several decades as we have moved from the postwar boom through the space age and into the computer age has provided ample opportunity for our coercers to retool and rearm themselves. Even when a new technology, like the Internet, appears to offer us a chance to reclaim our mediaspace in the name of community or civic responsibility, it fast becomes a new resource for the direct marketer, the demographics researcher, and the traditional advertiser.

Worst of all, the acceleration of the arms race between us and our coercers deteriorates the foundations of civil society. Telemarketers make us afraid to answer the phone in the evening. Salesmen bearing free gifts (with strings attached) make us reluctant to accept presents from our neighbors. Greedy televangelists twisting Bible passages into sales pitches, and church charity drives employing state-of-the-art fund-raising techniques make us wary of religion. Our president's foreign policy is channeled through spin doctors before it reaches

Congress or the people, leading to widespread cynicism about the political process. Our sporting events are so crowded with product promotions that we can't root for a team without cheering a corporate logo. Our movements through department stores are videotaped and analyzed so that shelves and displays can be rearranged to steer us toward an optimum volume of more expensive purchases. Scientists study the influences of colors, sounds, and smells on our likelihood of buying.

It's not a conspiracy against us, exactly; it is simply a science that has gotten out of control.

In a desperate attempt to use any tool available to keep up with our rapidly growing arsenal of filters, marketing professionals turned to high technology. They invented the personalized discount card at the local supermarket, which is used to create a database of our purchasing decisions. This information is bought and sold without our knowledge to direct marketers, who customize the offers filling our mailboxes to match our individual psychological profiles. Home-shopping channels adjust the pacing of sales pitches, the graphics on the screen, and prices of products based on computer analyses of our moment-to-moment responses to their offers, in real time, automatically. The automation of coercive practices is a threat more menacing than any sort of human manipulators. For unlike with real human interaction, the coercer himself is nowhere to be found. There is no man behind the curtain. He has become invisible.

And yet, even when the coercer has vanished into the machinery, we still have the ability to recognize when we are being influenced and to lessen the effect of these techniques, however they originate. There are ways to deconstruct the subtle messages and cues coming at us from every direction. No matter how advanced and convoluted these styles of coercion get, they still rely on the same fundamental techniques of tracking, disorientation, redirection, and capture. Restoring our instinctual capacity to sense what we want, regardless of what we're told, is within our reach.

For instance, as you read the words on this page, consider what is

being done to you. Picture yourself reading this book, and consider your relationship to the author. Should the fact that my words have been bound in a book give them more authority than if you had heard them on the bus from a stranger?

Already you have been exposed to a battery of coercive techniques. In fact, everything you have read so far has been concocted to demonstrate the main techniques I'll be exposing in this book.

The opening paragraph, mixing humor with terror, combined a rhythmic assault with the fear-inducing creation of a powerful "they" that means to shape our destiny. The humor disarmed you just enough for the next barb.

Then came a list of rhetorical questions. Of course the answers were already built-in, but they gave you the illusion of interactivity. Like the responsive readings in a church service, they made you feel like you were actively participating in a deductive process, even though the script had already been written and you had no power to change it.

I asked you to personalize the dilemma I had been describing. I asked you to consider the authorities in your own life that act upon you in unwanted ways so that you would personally identify with the threats to your well-being. You were no longer just reading about a problem; you were now in the middle of it.

Once roped in, you could be subjected to standard fearmongering. I personified the enemy as teams of psychologists, working late into the night to devise plans for shopping malls that thwart your natural cognitive processes. These devils hope to disconnect you from your own soul, I implied.

Then came simple presupposition. I suggested what would happen if you read on. "As we'll see," I claimed, presupposing that you will soon see things as I do. I stated it as an inevitability.

What better time to establish my own expertise? I enumerated my qualifications—how I have spent years studying the coercive techniques of leading industry experts, and how I have written books on the effect of media on human consciousness.

After the tone had been set, I was free to engage you in one of the oldest coercive techniques of them all: the story. You were meant to identify with my plight—how my optimistic naïveté about media and culture led me into the clutches of the advertising industry, turning my own work against its purpose. Like a spin doctor relating the tale of a downed jet or sexually deviant politician, I confessed my sins—exaggerated them, even—to turn a disaster into an opportunity for redemption. The comeback kid.

Sadly, my story is true; the point is that I've used the saga to gain your trust and engage you in my fight. The technique is simple. Create or present a character with whom someone can identify, then put that character into jeopardy. If the reader has followed the character into danger, he will look to the storyteller for a rescue, however preposterous. The storyteller alone has the ability to relieve the reader's anxiety, if he chooses to. And the relief I offered was to go to war against our new enemy: the coercers, who, like hunters, mean to track us down and kill us.

Then, just to avoid appearing too forceful, I briefly backed in the other direction. "It's not a conspiracy," I retreated, "just a science that has gotten out of control." I encouraged you to relax by telling you there was no conspiracy, but then I implicated the entire scientific and hi-tech community in the automated conspiracy against humanity.

Once you were reduced by my story to the role of a passive spectator in a state of mild captivation, I could lead you down to the next level of vulnerability: trance. I asked you to envision yourself reading the book in your hands right now. Like a hypnotist asking you to watch your breath, I employed a standard trance-induction technique called "disassociation": You are no longer simply reading this book, but picturing yourself reading the book. By separating your awareness from your actions, you become the observer of your own story. Your experience of volition is reduced to what a New Age psychotherapist would call a "guided visualization." From the perspective of coercion technicians who call themselves "neuro-linguistic programmers"

(hypnotists who use the habits of the nervous system to reprogram our thought processes), this state of consciousness renders you quite vulnerable. The moment you frame your own awareness within a second level of self-consciousness is the moment your mind is most up for grabs.

Then I set upon the establishment of an elusive goal—what can be called the “pyramid” technique—in which I promised you that there are ways to escape from the tyranny of our social programmers, if only you follow the course I am about to lay out in this text. Like a cult leader, I presented myself and my text as the key to your awakening and freedom.

Finally came the section we are up to now. I appear to disarm myself by revealing all the tactics I have used so far. I am your friend because I’m disclosing what I am doing to you. I am pulling back the curtain, showing you how the trick is done. You’re in on it now. In fact, we’re in this together. *Wink wink, nudge nudge*. You’re safe because you have an ironic distance from the coercive techniques I’m employing. All of them, that is, except *this* one.

Are you on your guard yet? Does it feel good? Of course not. The point is not to make you paranoid. My purpose is to help us get free of coercion, not simply live in reaction to it—especially if that reaction is to succumb to a constant state of suspicion. It wouldn’t be a fun way to go through life. Believe me—researching and writing this book has brought me there more than once. Besides, suspicious people are some of the most easily manipulated. Ironically, perhaps, the more fun you’re having in life, the more satisfied you are with yourself, the harder a target you are to reach.

The fact is, *everything* is coercive. Even something as minute as the way I put the word “everything” in italics is meant to influence you. There’s nothing wrong with attempting to sway others to our own way of thinking, especially if we truly believe we are right. It’s how relationships, families, businesses, and societies improve themselves. If someone has a better idea for how to dig a hole, elect a

leader, or raise happy children, it’s up to that person to convince us why he’s right.

Using what influence we have is not in itself a destructive thing. The problem arises when the style and force of a person’s or institution’s influence outweighs the merits of whatever it is they’re trying to get us to do. For example, through carefully managed public relations, a chemical company can convince voters that a proposition is intended to protect the environment, even though it loosens regulations on toxic-waste disposal. A crafty car salesman can make us think he is our friend, that he’s conspiring with us against his dealership’s manager, even though all he is really doing is working to pad his own commission. A fund-raiser can appeal to our religious inclinations while actually persuading us to donate to a political cause with which we might not agree.

The techniques of coercion have advanced so far over the past several decades that we no longer live in a world where the best man wins. It’s a world where the person who has made us *believe* he is the best man wins. Advertisers have dispensed with the idea of promoting a product’s attributes in favor of marketing the product’s image. This image is conceived by marketing psychologists quite independently of the product itself, and usually has more to do with a target market than the item being sold.

All too often, the decisions we make as individuals and as a society are directed by people who may not have our best interests at heart. To influence us, they disable our capacity to make reasoned judgments and appeal to deeper, perhaps unresolved, and certainly unrelated issues. By understanding the unconscious processes we use to make our choices of what to buy, where to eat, whom to respect, and how to feel, clever influence professionals can sidestep our critical faculties and compel us to act however they please. We are disconnected from our own rational, moral, or emotional decision-making abilities. We respond automatically, unconsciously, and often toward our own further disempowerment. The less we are satisfied by our decisions, the more easily manipulated we become.

To restore our own ability to act willfully, we must accept that we are the ones actively submitting to the influence of others. We are influenced because, on some level, we want to be.

Almost all the techniques of coercion I have studied take advantage of one or more of our healthy psychological or social behaviors. For example, parents are the first real authorities in our lives. Mom and Dad are the first "they." In most cases, they are highly deserving of our respect. Our survival depends on it. By admiring and imitating our parents' behaviors, we learn basic life skills. By trusting in their authority, we are free to explore the world around us without fear. We surrender authority to our parents, and they protect us from harm.

We instinctually long for our parents' approval, and they instinctually reward us with praise when we make progress. Learning to stand, walk, speak, or ride a bicycle is not so much a quest for independence as it is an effort to earn our parents' praise. The authority they exercise over our lives is absolute, and absolutely essential.

Growing up, we transfer this authority to our teachers and ministers. Again, this process is altogether healthy. A wider array of role models allows the developing child to learn a variety of coping skills and behaviors. In this manner, we are socialized and eventually initiated into our parents' world. We become adults, capable of making our own decisions.

But sometimes, even as adults, we find ourselves feeling like children again: helpless and desperate for approval from above. Certain people can make us feel like children simply through the intonations of their voices, the styles of their clothing, the manners in which they regard us, or the ways they position their desks at work. A voice on a loudspeaker or over an intercom can command instant authority. A man in a police uniform can lead us to speak an octave higher than we normally do.

Textbooks on employee management, salesmanship, and interrogation all detail precise methods for eliciting childhood emotional states. The technique is called "induced regression," and it exploits the remnants of our natural childhood urges so that the subject "trans-

fers" parental authority onto the practitioner. Or, to say it another way, it's a technique to create a new "they." Our built-in instinct to respect authority is exploited by people who, for one reason or another, need us to revert to our obedient and praise-seeking childhood state of mind.

There are hundreds of natural and healthy cognitive processes that can be exploited by those who understand them. As individuals hoping to regain a sense of authority over our own lives, we need not purge ourselves of our psychological traits so that they cannot be tapped. We liberate ourselves from coercion not by denying our underlying social and emotional needs—we do so by reclaiming them.

For instance, fund-raisers and salespeople commonly give the prospective donor or customer a free gift. Many charities send us sets of greeting cards along with their pleas for financial assistance, while insurance salespeople give away calendars or appointment books. Are they giving us these things out of the goodness of their hearts? Of course not. They are trying to provoke a sense of obligation in us. Once we accept the gift, a transaction has been initiated. We owe the giver something. If we use the gift without paying anything, we feel a little guilty. Accepting a gift or favor obligates us to return one. Why? Because the development of a set of social and financial obligations is part of what allowed us to form communities in the first place. I help you build your barn today, and you help me swat locusts off my crop next summer. This relationship isn't as mercenary as it sounds. Mutual need, obligation, and reciprocity over time are the bases of any community. Survival depends on them.

Today, we still give gifts as a way of establishing social rapport. When someone moves into our neighborhood, we may bring them food or something to make their adjustment easier. Unless the new neighbors are deeply neurotic about accumulating social obligations, they are thankful to be welcomed. The fact that we have permitted them to owe us something is itself a gift. We have initiated them into the fabric of community relationships.

Enclosing a free gift in a solicitation for donations is meant to

capitalize on this evolved set of behaviors. The technique has become so overused by now that it rarely works. We might feel guilty about it. We might throw out the free greeting cards rather than use them, just so we don't have to be reminded about the animals that are suffering without our financial support every time we send a greeting. But most of us won't be swayed enough by the offering to open our checkbooks. We just resent it.

This resentment actually erodes the community spirit on which the manipulative technique is based. We are now suspicious of people who offer us gifts. A stranger who gives us something must want something in return. We are reluctant to perform acts of goodwill ourselves lest we provoke paranoia in the recipients.

The most destructive side effect of coercive techniques is that they prey upon our best instincts and compromise our ability to employ them when we want to. Some of us are simply suckered. Others are made uncomfortable. The most sophisticated and wary of us are made increasingly paranoid and antisocial.

Today, P. T. Barnum's famous insight on suckers can be extended: Currently there are three levels of response to coercion, which exist simultaneously in our culture. Some of us are readily fooled by the simplest of manipulative techniques. These people, who I call the "Traditionalists," are the sort of folks who are emotionally moved by politicians' speeches, dedicated to their local sports teams, and ready to believe that government agencies would prevent us from being duped by misleading advertisements.

The next group—who marketers like to call "sophisticated" audiences—feels they understand how the media hope to manipulate them. These "Cool Kids" respond to coercive techniques that acknowledge their ironic detachment. Their television remote controls and video game controllers have changed their relationship to the television tube. They like to deconstruct every image that is piped into their homes. But they fall for the *wink wink, nudge nudge* plea of the modern advertiser or salesperson who appeals to their media-savvy wit. As long as the coercer admits with a sideways glance that

he's coercing, the Cool Kid is likely to take the bait. He is being rewarded for his ironic attitude.

The last group has graduated from the culture of cool and is just plain fed up with everything that has a trace of manipulation. The "New Simpletons" want straightforward, no-nonsense explanations for what they're supposed to buy or do. They like salespeople that dispense with jargon and just tell it how it is. They buy Saturns so they won't have to negotiate, and they like plain-speaking pain-reliever commercials that simply say "This drug works." They go to the Price Club and Home Depot and order computers over the World Wide Web, basing their decisions on RAM, megahertz, and price.

The existence of these three very different reactions to coercion in one culture at the same time is making life hard for advertisers, marketers, and public-relations experts. To appeal to one sensibility is to alienate both the others. (On the other hand, a homespun message meant for New Simpletons may at first attract but ultimately confuse Traditionalists.) No matter how well the advertisers define the "target market," the rest of us are still exposed to the same messages. Two-thirds of us are unaffected. And the people who have made a profession of manipulating us are scared.

That's why we have a unique opportunity to disarm our manipulators and to restore the social interactions that their efforts—and our complicity—have eroded over time. More important, we can put an end to the coercive arms race that is fast absorbing so much of our time and resources.

These realizations are just as valuable to advertisers and public-relations experts as they are to us. None of the influence professionals I spoke and worked with while writing this book actually likes the direction that the compliance industry has taken. Many of them suffer from migraines or insomnia and pay high bills for psychotherapy and prescription drugs. They would like nothing better than to exchange the guilt-inspiring drudgery of manipulation for the joy of real communication. Many of them want the race to end.

If we accept that salesmanship, advertising, the telephone, lesson

plans, and rituals all are really just ways of mediating human interaction, then this book ultimately amounts to a course in media literacy. For these and most other media, though originally forms of communication, have been turned into avenues of behavior and thought control. In order to make them truly interactive media once again, we must determine what it is we wish to communicate ourselves. This process is complex, requiring real thought and patient determination.

The United States is the only developed nation in the world that does not mandate media literacy as part of its public-school curriculum. There are reasons why. Media literacy is dangerous—not to the individuals who gain it, but to the people and institutions that depend on our *not* having it. Once we master the tools of media literacy, we cannot apply them selectively. If we learn the techniques that an advertiser uses to fool us, we have also learned the techniques that a government uses. If we demystify the role of our hi-tech pundits, we may demystify the role of our priests as well.

We also run the risk of succumbing to full-blown paranoia. Once we gain the ability to perceive the coercive forces acting on us every day from seemingly innocent sources, it will be difficult not to see the work of an influence professional behind every magazine cover. (It's probably there, but that's beside the point.) Once coercive techniques are put into practice, they have a tendency to sustain themselves and multiply. Although someone may have intentionally concocted the technique at some point in the past, chances are it has been on automatic pilot ever since. And once we've programmed these techniques into our computerized marketplace, there's no turning back. On whichever side of the electric fence we find ourselves—as the coercer or the coerced—we are equally victimized, and equally to blame.

That's why it would be foolish for us to personify the forces behind our culture's rampant coercive efforts. The chairman of the board is just as victimized by his shareholders and the quarterly bottom line as we are by his public-relations specialists. The art of manipulation

has become so prevalent that it drives our culture forward more than any of its best agents do. It is more constructive to think of the coercive forces in our society as part of a big machine that has gotten out of control. As we become more conscious of how it works, we can begin to dismantle it.

We are living through end-stage propaganda, a culture which has been subjected to so much assertion of authority—so much programming—that it exhibits pathological symptoms. Those of us who have been coerced into submission find ourselves feeling powerless, passive, or depressed, and we may even resort to medication. Those of us compelled to resist these authorities tend to become suspicious and cynical. We believe “they” are real and allied against us. “They” have become the enemy.

They're not. As one of the people who has been paid to come up with new strategies for manipulation, I can assure you: they're just us.

CHAPTER ONE

Hand-to-Hand

The customer has a split second of insanity. The mind goes blank, the body paralyzes, the eyes get glassy.

—A retired automobile salesman

“When you’re wearing a thousand-dollar suit,” Mort Spivas tells me as he lights a Havana cigar, “you project a different aura. And then people treat you differently. You exude confidence. And if you feel confident, you’ll *act* confident.”

Mort Spivas (I’ve changed his name) has just won a “regional salesman” award from a distributor of mechanical beds, and he has invited a few of his best friends to celebrate his success in the cigar lounge of Windows on the World, high atop Manhattan’s World Trade Center. I’ve known Mort for about five years, and in that time he has sold all kinds of things—real estate, used cars, hair-replacement procedures, and summer-camp contracts—with varying success. Those of us sipping Scotch together have stuck with him through hard days—I even lent him a few hundred bucks for rent and groceries once, after a real-estate deal went south—and this little celebration is his way of saying thanks.

Mort is a master of interpersonal relationships. He has read countless books and taken dozens of seminars on selling, self-esteem, the spirituality of money, and the secrets of negotiating. No matter how bad things get, Mort always seems to maintain his faith in his ability

to pitch almost anything and then close the deal. He believes he can get himself out of any predicament. And you get the feeling that if you hang around Mort long enough, he’ll do the same for you. His enthusiasm is contagious. Sometimes mysteriously so.

“If you can figure out what a person wants, and then make what you have into that thing, you’ll always sell them,” Mort likes to say. He appears to have proven his point. On this clear September night, looking out over the Hudson River, Mort Spivas—who, in his mid-thirties, is one of the youngest people ever to win his company’s “regional salesman” award—is, quite literally, on top of the world.

About eight weeks later, very late into the night of a record-breaking East Coast snowstorm, my phone rings.

“I’m at the hospital,” Mort confesses in an embarrassed, broken voice. He doesn’t want me to hear him this way. “They won’t let me out unless a friend comes to get me.”

The next morning I manage to get to Queens, check my friend out of the emergency room, and transport him back to his fourth-story walk-up in Astoria. The doctors have assured Mort that the chest pains he experienced while shoveling snow the night before were only stress-related. His EKG looks fine, but the ambulance trip and ER ordeal have shaken Mort up pretty badly, so I use the snow as an excuse to stay with him for the next two days.

Only then do I learn about the darker side of Mort’s surefire selling strategies, and the toll they are taking on his customers and himself.

“As soon as I saw the address on the prospect card, I knew it was going to be trouble,” Spivas tells me as he prepares two egg-white-only omelets. (Not even a heart attack would keep him from being a good host.) “People don’t buy two-thousand-dollar beds in the South Bronx, but it was the only location I had time to reach before the storm hit, and they had an Italian name, so I gave it a shot.”

Salesmen know that a pitch is only as good as the prospect, so they try to figure out as much as they can about the name on the response card before they invest an afternoon in anyone. The bed company he works for runs ads with an 800 number to call for more

information. Respondents are sent a promotional videotape and then called on by a salesman for a follow-up visit—the close.

Mort deftly dices some onions and peppers, then spreads them out in a pan of simmering oil as he continues his tale. He parked his beat-up Oldsmobile in front of the tenement (he takes the Lexus only to the suburbs) and paid a twelve-year-old in the street two bucks to watch it for him as went inside to meet his marks. He left his thousand-dollar suit at home, too—less for fear of being nugged than out of a desire not to intimidate his lower-middle-class prospects.

“You’ve got to match yourself to the customer,” Mort explains. “Maybe be one notch better off, but never more than that. You want to be well-off enough for them to want to be your friend, but close enough to be their equal. People want to trust you.” He trails off into silence for a moment, losing himself in his cooking. Mort knows he has been regularly betraying the trust he so painstakingly works to gain.

“When I got in I could tell the wife was the one who called. They were old. Seventies, maybe. The guy just looked at me suspiciously with his arms crossed. I knew to either draw the husband in or get rid of him completely and hope the wife was allowed to sign a check.” Mort says he immediately went into one of his well-practiced routines. To gain the husband’s trust, he set himself up as the couple’s advocate.

He told them, “One of our shifty salesmen got your card, but when I saw the neighborhood—the place my own grandmother grew up—I took it from him and did the call myself, even though this is a long drive from my regular region. It was more important to me that you didn’t get screwed, if you’ll pardon my French, than that you buy a bed.”

Apparently this tactic worked, because the husband followed his wife and the salesman into the kitchen for the pitch. Mort pulled out an order form and put it on the table. He didn’t refer to it for a long time. He just left it there, as if it would be dealt with inevitably. Instead, he explained what the other, more devious salesman would

have done. He showed them a picture of the bed that “Arnie” would have sold them: the \$2,100 “special” that gets pitched to people who live in zip codes where they think they can pull a fast one. Poor craftsmanship, a shorter warranty, but a higher profit margin. A bed not even manufactured in the United States!

The wife *tsk’ed* and shook her head, but the husband, unmoved, hadn’t uncrossed his arms. Worse, he had put one finger over his mouth—a sure sign, according to the many body language books Mort has read, that the husband did not believe him. Time for a self-deprecating detail.

“But Arnie’s jokes would have been a lot better than mine, ma’am, I can assure you of that.”

“We didn’t call for jokes,” the old lady said with a laugh. “We called about beds.” She absentmindedly brushed her hand across the order form—a telltale sign she was ready to buy, and a tempting opening for a “trial close,” Mort thought to himself. But with the husband on shaky ground, it was too much of a risk. According to the negotiating books, you get only two shots at a close, and Mort wanted to make sure he was in a better position. So he changed tacks.

“Is that your son?” he asked, motioning to a photo taped to the refrigerator. The old man seemed pleased.

“Our *grandson*,” he answered proudly.

“No!” Mort feigned disbelief as he touched the old woman’s hand, securing it more firmly on the sales form in the process. “Why, he must be twenty, at least!” He rose to get a better look at the picture, as well as the husband, who had maneuvered himself behind Mort’s chair. Never lose track of your prospect, the experts advise.

“He’s a water-sports enthusiast, huh?” Mort asked. Neither of the grandparents replied, but Mort forged ahead with the old friendship-making technique of pretending he was interested in water sports, too. “I haven’t been up to my parents’ lake house in months. I’d love to get back on a parasail. Does your grandson parasail?”

“He used to,” replied the man. “I think he did. But he hasn’t done anything like that since the accident.”

Oops. Mort was about to change course, when the old woman continued.

"He had an accident water-skiing," she said sadly. "Four years ago. Fractured a vertebra."

"Oh my," Mort said. "Is he okay now?"

"He's in a wheelchair," the old man said, walking out to the living room.

Mort was in a tough position. He threw himself on the old woman's mercy, apologizing profusely. If she felt sorry enough for him, he'd still accomplish his original purpose of drawing her out.

"You couldn't have known," she reassured him. Mort surmised from the way she put her tongue to her upper teeth and looked down and to the right that she had more to say but that her rational left brain was holding her back. She wanted a confidante. People make friends by sharing confidences. They need to talk. He took a shot in the dark.

"How is your husband doing with it?" Mort asked, motioning subtly with his eyes toward the old man, who was already flipping through the dial on the TV set.

"He's holding on to the pain, if you know what I mean."

"I know exactly what you mean," Mort responded compassionately. He had found his sales hook.

Mort pauses for a moment to carefully fold over the first of his omelets as he explains to me that his own faux pas revealed a dynamic between the couple to be exploited. The husband was holding on to his pain, and the wife sought to relieve it. The mechanical bed would make a perfect metaphor for her struggle. The old man's resistance to buying the bed could now be generalized, by a perceptive salesman, into the husband's whole problem. By convincing her husband to buy a more comfortable, more flexible bed, the old woman could start him on the road to recovery. His decision to buy the bed was more important for him than the bed itself. It would amount to a symbolic act of caring for himself.

"He's got to think of himself, too," Mort began.

"I know," the old woman agreed, getting up and escorting Mort to the bedroom. She spoke loud enough for the husband to hear over the television set.

"He doesn't have a good back, and look at what he's sleeping on." Mort pulled back the bedcover to reveal the frame beneath. He was shocked. Not only was it a mechanical bed manufactured by his own company's fiercest competitor, but it was the best bed on the market. However, the mattress on top was not the correct one for a mechanical bed with two separate elevation controls. It was a one-piece mattress that would slip off the frame whenever one side or the other was raised. In theory, all the couple needed to do was buy a set of hinged mattresses from the company that made the bed, and they'd have a better system than anything Spivas could offer them.

"Who sold you this?!" Mort asked in horror.

"The people who moved out upstairs," she said. "But it hasn't worked—"

"I know." Mort nodded. He invented reasons to get rid of it, all lies. "That company's beds are the worst. The mattresses can even slip right off the frame. It's very dangerous. You shouldn't even plug it in. There've been reports of fires."

"Did you hear that?" she shouted out to her husband. "Fires!"

"Tell him what Eddie said!" the husband shouted back.

Eddie, the couple's son-in-law, had informed them of the bed's real problem. He told them to buy the appropriate mattress from the original bed manufacturer and everything would be okay.

"If only that were true," Mort lied. "These companies make things so cheap these days that you can't replace individual parts. Did you ever try to fix your VCR? It's cheaper to get a whole new bed." Mort used his new weapon. "He shouldn't be sleeping on a patched-together piece of mechanical crap, anyway, if you'll excuse my language." He paused meaningfully. "How long has he been suffering?"

"Too long," she said, looking up and to the left.

"That's the sign I was waiting for," Mort tells me as he flips the first completed omelet from the frying pan onto a warm, waiting plate

in the oven. "Up and to left means she's accessing her emotional memories, and very impressionable."

By the time all three were gathered once again around the kitchen table, Mort had sold the wife on his company's best bed, but the husband was unsure. Time for an old trick he'd developed during his days on the used-car lot. He told the old man that he was down at the warehouse yesterday, where he saw two improperly labeled mattresses. Their serial numbers indicated that they were standard mattresses, but he could plainly see that they had heating units installed—an \$800 value.

He made a call on his cellular phone to his "buddy at the warehouse" to find out whether those mattresses were still available. Miraculously, only one had been sold. The other—well, Arnie had put dibs on it, but if Mort had a signed sale he'd release it to him.

Mort put his hand over the mouthpiece and related the information to his prospects. Of course the whole call was a ruse—all the beds come with heating as part of the standard package. But Mort made it clear that if they didn't grab this bed right now, they'd lose out to Arnie. Convinced he was getting something for nothing, and anxious to beat Mort's slimy competitor, the old man quickly agreed to the sale and signed on the line.

Spivas had already milked the couple for \$3,800, but he wasn't through with them yet. If he could get them to agree to pay for the bed on installment, he would double his commission. The old man was already trying to write a check, so Mort had to act fast.

"I'm supposed to take that check and go home," Mort confided, "but I'd feel terrible if I let the company get away with it." He had their attention, now. "The rich folks we sell to all use the payment plan because they know how much they're saving. We're not supposed to mention this anywhere but Westchester, but you don't have to pay for the bed today, or even this year."

The old man didn't like to buy on credit, he explained.

"How much do you make a year on your investments?" Mort

asked. "I don't mean to get too personal, but if you'll let me, I can show you how to make the bed pay for itself."

"I make about twenty percent," the man told him, smiling.

Mort knew from his car-dealing days that most people lie about how much interest they earn. "I'll be generous," he told the man. "Let's say you make just ten percent a year on your money. With an interest rate of only six percent, the loan on this bed earns you four percent on your money every year. The math is simple."

Mort demonstrated through a long and confusing set of numbers that the couple could earn more interest by keeping their money in savings and paying for the bed on the installment plan. Between the loan fee and a balloon payment at the end of the five-year loan—technically a lease on the bed—the couple would end up paying an exorbitant fee for the privilege of layaway. But Mort's calculations thoroughly baffled the old man into submission. To preserve his sense of dignity in front of his wife, he agreed to a payment schedule and savings scheme that he did not fully understand.

Mort had sold more than \$5,000 of bedding and financing for a product he told me was worth roughly \$2,500. Although all the paperwork was signed and a team of expert "customer service" representatives were ready with an arsenal of strategies in case the couple changed their minds, Mort had a simple method for insuring that the sale would be final. From his case he pulled out a large, zippered, plastic bag. Inside it was a twenty-five-dollar "cottony" quilted pad, which he presented to the couple as a token of his appreciation for their order.

"I want to make sure you're happy with the order before I leave," he said. "If you want to change your mind, we can rip this up right now."

"No, no," the old lady protested, taking the gift. "You've been a great help to both of us."

And with that little exchange, Mort reduced the probability of cancellation by 80 percent, according to one of his influence books.

On the way home, however, it wasn't fear of the couple's buyer's remorse that plagued him, but rather his own seller's remorse. Normally, he would have been overjoyed. He had converted a highly improbable prospect into a \$1,500 commission, and he was going to make it home before the snowstorm hit. But as he waited to pay his toll on the Triborough Bridge, he was besieged by his own guilt. He couldn't get the image of the couple's wheelchair-bound grandson out of his head. He imagined himself confronted at the Pearly Gates by every customer he had suckered in his ten years of coercive selling.

When he got up to the toll booth, he paid double, instructing the collector to let the next car pass through for free. Not even this little gesture could assuage his guilt. Instead, it made him question all of his real-life relationships. Did he have any genuine friends at all, or had he merely "won" them through his well-honed trickery? By the time Mort got home, he was in the midst of an anxiety attack. He couldn't think of a single friend he hadn't gained through some method or other he had gleaned from a sales class or psychology book, and as the snow began to blanket Astoria in white, Mort felt his world closing in on him. He got out a shovel and tried to dig himself out. When his downstairs neighbors saw him standing in the snow, his hands to his chest, they made him take a cab to the hospital.

"The whole time, the title of that Dale Carnegie book kept going through my head: *How to Win Friends and Influence People*," Mort tells me as he finally serves me my omelet. "That's what I'd done. I'd won friends by influencing people. Then fucked them over."

Mort hadn't suffered a heart attack. No, the best regional salesman had had an attack of conscience.

Get Him in the Box

Perhaps Mort shouldn't have been so hard on himself. He didn't invent the techniques he was inflicting so skillfully on the old couple from the Bronx. Most of them had been used, in one form or another, since Dale Carnegie's day and long before.

In fact, Carnegie's 1936 classic has sold more than 15,000,000 copies, and is still considered the Bible in the art of hand-to-hand coercion. Written as the country was emerging from a devastating depression, the book has four main sections, which serve as a template to exploiting the basic emotional needs of human beings in order to manipulate them: *Fundamental Techniques in Handling People*, *Six Ways to Make People Like You*, *How to Win People to Your Way of Thinking*, and *How to Change People Without Giving Offense or Arousing Resentment*.

Carnegie's primer on coercion has provided the basis for decades of much more advanced research into personality assessment and behavioral control. With each new discovery in psychology, neurology, and cognition comes a corresponding leap in the influence industry's ability to hone its own techniques. While more complex than the examples elucidated by Carnegie in 1936, the methods developed by automobile companies, customer-service experts, and even CIA interrogators are simply more scientific, better camouflaged, and precisely tuned versions of Carnegie's classics.

The hundreds of interpersonal coercive techniques developed since Carnegie's day all still rely on his basic premise that people can be *handled*, *made* to like you, *won* over, and ultimately *changed* without their knowledge. Human beings are reduced to manageable personality types, and friendship is reduced to a precondition for manipulation. The illusion of an interpersonal social bond puts a target off-guard. Once sufficiently lulled into a false sense of security, the new "friend" can be subjected to more directly coercive techniques without activating his natural defense mechanisms.

By elevating the coercive process to a philosophy of life, books like Carnegie's legitimize people-handling. It's a set of techniques so well proven that the U.S. Central Intelligence Agency includes it in its interrogation manual. The CIA's "Kubark" manual, written in 1963, was designed to help their operatives elicit confessions and intelligence from detainees.¹ There are no references to rubber hoses or

electric shocks. Apparently the mind games of salesmen like Spivas work better than overt torture.

The CIA structures its noncoercive interrogations in four main parts, loosely corresponding to each section of Dale Carnegie's book and to Spivas's final sale of a mechanical bed. Before the first phase even begins, the agents use whatever knowledge they have of the subject to assign an appropriate interrogator to his case. The subject's nationality, military training, and "hostility level" are the primary criteria for choosing an interrogator who is most likely to develop "a genuine insight into the source's character and motives . . . because it is considered basic to the establishment of rapport." This advance work is called "screening."

Although Spivas lied about taking the old Italian couple's card from the nefarious but imaginary Arnie, his superiors had assigned the prospects to him based on their zip code and preliminary answers to the telephone operator's questions. In the first phase of questioning, a CIA interrogator works to generate "an initial assumption of good will," or, as Carnegie puts it, to "win a friend." The CIA manual suggests appearing genuinely concerned about the subject's feelings, developing a mutual set of goals, or defining a common enemy as a means to developing the illusion of friendship. The opening is about listening, assessing, acknowledging, and befriending.

The manual instructs interrogators not to steer the subject toward any topic in particular—least of all the information he is trying to extract—and to "gain a deeper understanding of the source as an individual . . ." It continues, "Sometimes seemingly rambling monologues about personal matters are preludes to significant admissions." CIA experience has shown that many people cannot bring themselves to provide information that puts them in an unfavorable light until, through a lengthy "prefatory rationalization," they feel that they can make the interrogators understand why they acted as they did.

Spivas won his targets as friends by telling them how he rescued them from their common enemy, Arnie, how his grandparents used to live in the same neighborhood, and by empathizing about their

grandson's tragedy. Instead of driving his prospects toward the sale, he slowed them down and provoked them to speak about deeper emotional issues. Thus he had more to work with later, when he wanted to make his prospects pick the more expensive bed and payment plan.

Like the salesman, the CIA interrogator watches for subtle reactions that might be revealing, and for "nonverbal" communications like gestures, posture, blushing, sweat, or a visible pulse in the neck or throat. Unnatural pauses indicate that questions are getting close to "sensitive areas."

The "opening" also begins the process through which the subject's own world and values are replaced by those of the interrogator. As the minutes, hours, or days go by, the "sights and sounds of an outside world fade away, [and] its significance is replaced by the interrogation room, its two occupants, and the dynamic relationship between them," which is why interrogation rooms are generally devoid of windows and free of all reference to the outside world, including time of day and day of the week. The subject becomes completely dependent on the interrogator for all external stimuli and, accordingly, his sense of self. The CIA has observed that when people are detained in such conditions for several days, they begin to experience symptoms of "superstition, intense love of any other living thing, perceiving inanimate objects as alive, hallucinations, and delusions." Although a salesman like Spivas doesn't have the luxury of a closed interrogation room in which to imprison his prospect, he can work toward building dependency by painting a picture of the rest of the bed-sales universe—Arnie and the warehouse, for example—as a dark and dangerous place. The salesman must appear like the only friendly face in an otherwise hostile world. Old people living alone are usually the most susceptible to this technique.

In the second stage of interrogation, "reconnaissance," the interrogator gently directs the subject toward more sensitive areas—topics the interrogator has chosen through his observation of the subject's body language and tone of voice. For Spivas, this was the moment

he went into the bedroom, saw the bed, and asked how long the husband had been suffering.

Now the salesman moves toward the close, or what the CIA interrogator would call "extracting a confession." The use of language and leading sentences is extremely important at this stage. The CIA recommends against using questions like "Do you know anything about Plant X?" because this kind of phrasing will most likely lead to a negative answer. Instead, they suggest more presumptive questions, like "Do you have any friends who work at Plant X?"

If a good rapport has been established early on, this more direct manipulation usually yields excellent results. The focus has been taken off the subject's resistance to revealing information and has shifted to his personal psychological longings. An expert interrogator can lead his subjects to the rationalization that their confessions are satisfying a greater mutual goal. Since the relationship with the interrogator is the only way the subject has of judging his progress toward that goal, the better that relationship gets, the better he feels about himself.

The CIA offers a list of tricks to help the interrogator in this difficult psychological maneuver. They are all designed to disrupt a person's familiar emotional associations and to lead him into a state of confusion. "When this aim is achieved," the manual explains, "resistance is seriously impaired. There is an interval—which may be extremely brief—of suspended animation, a kind of psychological shock or paralysis . . . that explodes the world that is familiar to the subject as well as his image of himself within that world. Experienced interrogators recognize this effect when it appears and know that at this moment the source is far more open to suggestion."

The great majority of coercive techniques are aimed at generating that same moment of disorientation. Once a person's rational faculties have been compromised, he is ripe for manipulation.

Hand-to-hand coercion specialists stage "psychodramas" to achieve this effect. The CIA has names for each scenario they role play. In "Nobody Loves You," the subject is told that other detainees are de-

nouncing him maliciously. "The Witness" leads the detainee to believe that someone else is confessing. A secretary simply emerges from the "witness's" interrogation room and pretends to type reports from her notes. As she does, she asks the subject how to spell certain words "closely linked to the activity of which he is accused." Then the interrogator emerges and tells the frightened subject he is not needed anymore. A desperate confession usually follows. "Ivan Is a Dope" involves making the hostile agent's boss or organization look like they don't care about him: "Sell the agent the idea that the interrogator, not his old service, represents his true friend."

In a scenario called "Spinoza and Mortimer Snerd," the interrogator asks lofty and confusing questions for which the subject could not possibly have answers. By the time the interrogator asks a question that the subject does know, he is relieved to be able to answer correctly. In "The Staged Escape," interrogators pretend to be agents from the prisoner's own country. They "kill" the captors, bring the prisoner to "safety," then ask him to tell them what he did *not* reveal to the enemy. For "Alice in Wonderland," interrogators ask silly nonsensical questions and use bizarre vocal inflections that make the prisoner think he is hallucinating. In "Under the Spell," subjects are convinced they have been successfully hypnotized. The interrogator suggests to the subject that his arm is about to become very warm. What the subject does not know is that the arm of his chair has been heated. If the subject believes a great force is controlling him, he has an excuse to surrender.

The "Mutt and Jeff" routine is just a version of the good-cop/bad-cop technique employed by the boys on "NYPD Blue." The CIA manual describes the script:

The angry interrogator accuses the subject of . . . offenses, any of-
fenses, especially those that are heinous or demeaning. During the
harangue, the friendly, quiet interrogator breaks in to say, "Wait a
minute, Jim. Take it easy." The angry interrogator . . . says, "I'm

going to take a break, have a couple of stiff drinks. But I'll be back at two—and you, you bum, you better be ready to talk.”

After the “bad cop” is gone, the “good cop” offers the prisoner a “fair chance to tell his side of the story . . .”

Spivas's little psychodrama took place when he pretended to call his warehouse to see if the “mis-labeled” bed was still available. The moment of confusion occurred when he put his hand over the mouthpiece of the phone and asked the couple what they wanted to do. They were no longer in their own kitchen, deciding to buy a bed. They were transported, emotionally and psychologically, to a fictional warehouse with a mis-labeled bed. Spivas then used a variation on “Alice in Wonderland” to confuse the old man into opting for a payment plan.

Because of his young age relative to his prospects, Spivas couldn't use the CIA's most powerful confusion technique, induced regression. Based on Sigmund Freud's method for inducing childlike states during psychoanalysis, the questioner is to remain sympathetic and understanding, and wait for the patient to discuss early-life experiences. The CIA manual instructs that “routine questions about schoolteachers, for example, will lead the subject to reveal a good deal of how he feels about his parents, superiors, and others of emotional consequence to him because of associative links in his mind.”

The subject who focuses on his past will eventually revert to a childlike, helpless state in which he transfers parental authority to the questioner. As the handbook puts it, even when more manipulative techniques are required, they are “in essence methods of inducing regression of the personality to whatever earlier and weaker level is required for the dissolution of resistance and the inculcation of dependence.” Interrogators also induce regression by strictly controlling the environment. They retard and advance clocks, serve meals at odd times, and alter the lights erratically—anything to make the subject feel helpless in an environment that is out of his control.

Once transference is achieved, the interrogator assumes a fatherly

demeanor. The parent figure presents the subject with a way out—a face-saving solution. “Whether the excuse is that others have already confessed (‘All the other boys are doing it’), that the interrogatee had a chance to redeem himself (‘You're really a good boy at heart’), or that he can't help himself (‘They made you do it’), the effective rationalization, the one the source will jump at, is likely to be . . . an adult's version of the excuses of childhood.”

The final stage of interrogation and sales, “the conclusion,” is, of course, necessary only for subjects who have survived the interrogation. The objective of this stage is to secure “ongoing cooperation” by convincing the subject that he has not been duped. The subject must not be allowed to know he has been exposed to these techniques, lest he attack the agency later in court. Also he might be a useful source at some later time. By bringing the subject out of regression slowly, and making him feel good about his confession, the agency can depend on his future business.

Spivas was well aware of the necessity for this fourth and final stage. That's why he gave his customers the quilted pad and offered them a chance to back out of the deal precisely as they were accepting the gift. The physical object confirms the contract symbolically and serves as a tangible reminder that the couple has been given an opportunity to change their minds.

System Selling—Car Dealers

The influence techniques promoted by Dale Carnegie and refined by the CIA have been adapted and upgraded by a wide variety of industries. Unlike Spivas, who depends on his wiles to induce disorientation, regression, transference, and compliance, specialists in larger businesses like retailing, marketing, and, perhaps most of all, automotive sales have learned to systematize the tools of the hand-to-hand coercer for more effective use. Today, car salesmen work from prepared scripts that are revised and improved based on our increas-

ing resistance to their methodology. It amounts to a tactical war between America and its automotive industry.

While traveling salesmen and government operatives depend on their own limited experiences and the insights of psychologists, car dealers are the beneficiaries of corporate-sponsored research. It's a big business, one that dwarfs mechanical bed salesmen and counter-espionage agents alike. The millions of us who have been through the car-buying process serve as the massive experimental sample on which the system is refined. If too many of us learn to resist a particular technique, that method is reworked and then camouflaged into a new one.

Car salesmen are indoctrinated to their dealerships' selling systems through video and audio cassettes, customized literature, and live seminars. Jim Miller (not his real name), a retired automobile salesman who worked at a number of different dealerships in his thirty-year career, agreed to reveal the secrets of his trade.

The seventy-year-old Southerner handed me a large cardboard carton filled with the materials he had collected throughout his career. Among his favorites were a series of seminars on videotape called "Mike Kay's Peak Power"² and a set of printed materials prepared by a company called "Markham Technologies, Inc.," both of which he received from the dealerships where he's worked. The last place Miller was hired to sell cars developed a system of selling based solely on a book ostensibly aimed at helping consumers *avoid* the tricks of car dealers, Remar Sutton's *Don't Get Taken Every Time*.³ That's when he decided to retire.

"It was like a war," Miller explained. "The smarter the customers got, the worse the manuals would get. They'd make it look like we were doing something nicer or more open, but it was the same old thing, better hidden." The devious beauty of car-selling systems is that they are so well scripted that the salesman hardly needs to make any conscious decisions during his pitch. Unlike Spivas, who relied on his own cunning to engage each of his customers in an emotional interaction, car dealers need only to master the selling system.

In car sales, like CIA interrogations, direct contact with a subject is preceded by an assessment procedure. Larger dealerships assign particular salesmen to each kind of customer. Single females will be assigned to the handsomest young salesman, while married couples — notoriously the most suspicious buyers — will be assigned to an intentionally disheveled and honest-looking salesman. Dealers prefer to conduct routine prescreening interviews over the phone with prospective buyers in order to more precisely match them with an appropriate salesman and script.

The "approach" is everything. The salesman needs to create that same sense of goodwill that interrogators earn in the opening moments of an interview. One standard technique is to approach a customer while he's examining a particular car on the lot. As Remar Sutton's sample scenario goes: "Boy, I'm glad I saw you! The guys have been trying to sell that car to someone for a month. It's just not a car you would want to own." *A car salesman telling me not to buy a car? This guy must be honest. I'm glad he got assigned to me.*

Now, the salesman's job is the same as the interrogator's: to become the customer's friend. As Mike Kay explains on the first tape in his series, "Be friendly, nice. Give them space. Find common ground. Make the customer laugh. If you can do that, they will have trust in you." If the customer is in the insurance business, the salesman should mention that he has a brother in the insurance business — whether he does or doesn't. Remember how Spivas pretended to be a water-sports enthusiast when he saw the picture on his prospect's refrigerator?

According to Jim Miller, the establishment of a friendship serves a multitude of purposes. Ideally, under the pretense of creating a bond, the salesman will be able to determine the prospect's marital status, his income range, his self-image, and, of course, his likelihood of buying a car. In the same way that the CIA interrogator assesses his subject's "psychologic-emotional and geographic-cultural typographies," the car dealer gathers information during the "preapproach" in a process called "blueprinting."

The key piece of information to be obtained during blueprinting is the customer's Dominant Buying Motive, or DBM. The DBM is never the need for a particular car, but the basic human need to be heard. Salesmen are instructed not to steer the conversation at all—especially not toward the subject of cars—but simply to listen. One of Miller's manuals explains, "Each person's strongest need is probably the need to be understood. Buying is ninety percent emotional." Thus a good salesman initially avoids the subject of cars and engines and, through what appears to be friendship, gets to the heart of the matter: the prospect's emotional life. He is attempting to help his customer rationalize how the purchase of a car will solve deeper psychological needs.

In car sales, the prospect's DBM could be anything from looking cool to his friends to demonstrating to his wife who is in charge of the family money. The more information the salesman has gathered about the customer, the more primal a motive he can address. Whatever the case, once a bond has been established and the DBM identified, the customer is ready for the car dealer's version of reconnaissance, otherwise known as the test drive.

Bringing a customer to this stage requires leading him toward a decision of what kind of car he'd like to drive. Car salesmen use the same linguistic rules as CIA interrogators. As Miller put it, "Do not ask any question that will lead to a yes or no answer, like 'Would you like to take a test drive?' Just ask him 'Which one would like to take for a drive?'" His language presupposes your actions.

Once the salesman has the customer inside a new car, he will take advantage of the car's pristine interior to change the prospect's relationship to his own sorry excuse for a car. Car dealer Remar Sutton warns prospective buyers, "Don't let him 'reinforce' you. That's a nice technique that goes something like this: 'How does the ride compare to your present car, Mr. Smith? . . . It's a quiet car, isn't it? . . . How do the seats feel? Aren't they comfortable? Just like an armchair?'" Once he has led the customer to feel dissatisfied about his own car and the life it represents, he can attempt to put the customer in that

same state of suspended animation that the CIA interrogator looks out for.

As Miller explained, "Somewhere during that demo drive, while you're making your trial close—not asking for the sale yet—you ask him, in these exact words, 'Is this the type of vehicle you would like to own?' It happens. And anyone will tell you this, the vacuum cleaner salesman, the carpet salesman—the customer has a split second of insanity. The mind goes blank, the body paralyzes, the eyes get glassy, dilated. And you'd be surprised how many people have an accident at just that moment! Ask any car dealer. We always joke about it."

How could a single question provoke such an extreme response? Partly because it relies on disassociation. The customer is already in a vehicle, being asked to imagine himself owning the same type of vehicle. It's the same as if I asked you if this is the kind of book you can imagine yourself reading. Your current situation is reframed in fantasy. It creates a momentary confusion, or disassociation, from the activity you're involved in. That's why so many drivers crash. They are no longer just driving the car but imagining themselves driving the car. It is a momentary loss of awareness, during which the customer's defense mechanisms and rational processes are disabled.

If the customer answers no, he is brought back to the dealership and either upgraded or downgraded to a vehicle that better suits his needs. Then the process begins again. If he answers yes, then he is brought back inside for the third stage, "extracting a confession"—or, in salesman-speak, "the close."

Even the way the customer is shown around the dealership is meant to elicit compliance. He is told where to go, how to walk, when to sit. One training manual instructs the salesman to give the customer coffee whether he wants it or not. "Don't ask him if he wants a cup of coffee—just ask him how he takes it." In this way, the customer is trained to obey and, given his fear and disorientation in the sales environment, he welcomes the commands and their implied invitation for him to regress into the safety of childhood.

Invariably, the close takes place in a carefully controlled environment, often under video surveillance. There are no windows, and the customer has little connection to the real world. The salesman is the only familiar face in this environment—the only connection to the real world and that test drive in the open air. He's the one who understands why the customer's wife insists on a safe car with a hatchback, and how annoying that is.

The prospect has been told that the reason he's been brought to this room is to figure out "how we're going to get you driving that car." He may even be led to believe his first offer on the car has been accepted already—that the negotiation is over. But it has barely started. Now the salesman brings in the tough guy: the manager or "closer." Thus begins the automobile industry's own sophisticated version of the "Mutt and Jeff" routine.

The customer probably didn't notice the manager at first. He's the guy standing by the customer's old trade-in, running his hands along its dented exterior and picking off loose paint in an old psyche-out called "dehossing." As Miller described it, "Dehossing is nothing more than a mind game. Put your finger on the tires and test the tread, any blemish at all. Just pause, scratch your head, don't say anything, but let them know you found something not perfect about their car. Dehoss them. Lower their expectations."

In many cases, the manager delays direct involvement with the prospect for a long time. He's the "heavy" but can often be more effective by remaining out of sight. Your salesman becomes the ally, putting together a deal memo and then rushing off to have it approved by the manager. In reality, the salesman might never even talk to the manager at all. As Remar Sutton reveals, "You sign an order, give the salesman your deposit, and sit there while he goes off to fight for you, to get the manager to approve your offer. This guy is really on your side, you think. In truth, however, your salesman is probably in the lounge with the other guys having a Coke."

Invariably, he returns only to say that his manager just won't let him sell a car this cheaply. Most people expect to be bumped up at

this juncture and readily agree to paying a little more, taking a few extras, or signing an extended-service plan. The customer looks to the salesman as an advocate and ally who has already made the case to the omniscient boss, who already knows the true condition of that lousy trade-in. The prospect can refuse to raise his offer, but once he does, he will be treated like a prisoner of war. The salesman will leave to "reason" with the manager, while the customer must sit alone for a long time in a bare, fluorescent-lit room. The CIA employs the same technique: "A source who refuses to talk can be placed in unpleasant solitary confinement for a time. Then a friendly soul treats him to an unexpected walk in the woods . . . both Germans and the Chinese have used this trick effectively."

"When I come back," Miller told me, "I'll bring him a cup of coffee and tell him how I'm risking my job by fighting so hard on his behalf. I admire his trade-in, but my manager is a stickler. I don't mind making no commission because he's such a nice guy and we have so much in common. But my manager can't let a car go off the lot for this price—he has overhead and dealer's costs. Besides, someone else is now making an offer on the same car, and it's higher than ours. I might even get people from the accounting department to stand by the car and pretend they're customers making an offer on it."

If the customer remains intransigent, the salesman will initiate the "switch." That is, he'll bring in the manager or deal closer, who has already been watching on closed-circuit television. He has the unfair advantage of knowing how the prospect negotiates, what his priorities are, and what relationship he's developed with the salesman. His only communication so far has been big rejection stamps on the poor salesman's deal memos—themselves tested in focus groups for their ability to intimidate. Now the man with the big stamp is standing between you and your car, everything that car has been made to represent, and the salesman who is your friend.

Managers are instructed to feign annoyance with their salesmen for putting them in this position. The prospective buyer is made to

feel that he is jeopardizing his new friend's job. In essence, an Oedipal triangle has been set up with the customer, the dealer, and the manager playing the roles of child, mother, and father respectively. It's up to the customer and dealer to dupe mean old Dad.

Miller would make "hand signals and winks," pretending to communicate to the customer without the manager's knowledge. "The manager knows to leave the room for a brief moment, when I'll confide how the manager has made some error in his calculation and doesn't realize what he's done. 'Sign quickly before he changes his—' Then the manager comes back." With a salesman like Miller chuckling discreetly, the customer signs the deal before the manager can figure out that he's been "fooled."

The deal is signed, the financing is approved, but the ruse doesn't end there. Just as the CIA engages stage four, so, too, the dealer works the "conclusion." The customer must continue to be made to feel that he got a good deal. The salesman will not grab the contract and lick his lips. He'll slap the buyer on the shoulder and congratulate him on his negotiating skill. He'll talk about the guy yesterday who paid a thousand dollars more for the same car, and without even getting an in-dash CD player.

Then he'll take the buyer to the service department and try to sell him an extended warranty. After all, like Dale Carnegie says, the fourth step in influencing people is to "change people without arousing resentment." That's why he won't call the customer a moron until he's out of earshot and on his way home.

Are You Being Served?

Not every car-selling system is as overtly coercive as the one Jim Miller mastered, and for good reason: Faced with increasingly aggressive sales techniques, many of us are loath to enter a car dealership at all. Reacting to this sentiment, in the early nineties General Motors launched the Saturn, a fixed-sticker-price vehicle known more

for the friendly environment and manner in which it is sold than its attributes as a car.

The Saturn has succeeded because many people are willing to forfeit the best negotiable price for the satisfaction of knowing they haven't succumbed to coercive techniques. We pay a premium to be spared a humiliating trauma. The reformed car dealer hasn't given up on coercive selling; he is merely appealing to our own reformed Dominant Buying Motive—in this case, the desire not to get screwed.

Television commercials for the Saturn evoke regression and transference, but in a friendlier, positive light. New buyers are welcomed into the "Saturn family" by a roomful of loving dealers who applaud the purchase decision in the manner of a twelve-step group greeting a newly reformed alcoholic to their fold. We are still meant to see ourselves as helpless consumers, but we are also to view our new adoptive parents as more genuinely benevolent than our old ones.

The subtle communication in "good guy" strategies is that it is the dealer's prerogative to dispense with the hard sell. We are still at his mercy and should be thankful that he has relinquished his absolute authority over us. In this sense, the soft sell that so many businesses are proud to have instituted would not be possible were it not for the lingering threat of the hard sell.

Many modern retail outlets exploit increasingly refined versions of the soft sell, replacing overtly coercive sales techniques with what could loosely be called "customer service." Salesmen become "sales associates" or, better, "consultants," whose job is to advise and educate the customers about the store's product lines. In reality, customer service is simply the most efficient and transparent way to direct our actions in the modern, consumer-savvy marketplace. As the United Colors of Benetton manager's workshop literature states, today "customer service [is] the path of least resistance."⁴

One of the most memorable episodes of the 1960s television series *The Twilight Zone* hinges on just such a distinction. An advanced race of friendly aliens visits Earth, promising to bring us great advancements and prosperity. They invite human beings to visit their

home planet, where we are to be treated like kings and queens. A scientist manages to obtain one of the aliens' books but is able to translate only its title: *To Serve Man*. After thousands of people board spaceships to the alien planet, he is able to decipher the rest of the text. It turns out to be a cookbook.

Similarly, customer service is often less a way to serve our interests than to prepare us for the slaughter. Under the pretext of coming to our aid, the sales consultant merely aids his or her employer in emptying our wallets and getting us to come back for more.

Unlike career car salesmen, who are painstakingly instructed in the art of selling by their distributors, most of the young employees of stores like Gap and Benetton appear oblivious to the way their selling systems work. Even as they were following a script, Jim Miller and his colleagues knew *why* they were employing the techniques they used. Because of the size and complexity of an automobile purchase, it is still important that car dealers have some awareness of how their selling systems actually function.

The more refined a selling system, however, the less the ground troops practicing it need to know about its tactics. In fact, the less they *should* know about it. In large retail chains, the employees are treated like walk-ins off the street, which many of them are. Many chain stores even have a policy of searching employees before they leave work for the day, to make sure they haven't stolen any merchandise.

Modern customer-service models depend first and foremost on convincing the salespeople that they are acting in our best interests. As the manual used by Benetton for training their sales representatives insists, "Selling is actually a way of serving others. By helping your customers find what they want and need, you are creating solutions to existing problems." Stores employing the customer-service model must begin by coercing their salespeople into believing that they are engaged in an altruistic act. If they feel guilty about what they are doing, they must look within themselves for new, positive rationales.

In Benetton's language, "Objections are symptoms of deeper reservations."

A woman I'll call Marcie, who rose to the level of store manager at a United Colors of Benetton in a shopping mall in the Midwest, was responsible for overseeing her own branch's redesign — "there are three different looks to choose from" — but apparently chose the wrong style. Her store was closed within two years after she took charge. She was transferred to another branch as an assistant manager, but left when she suffered a stress-related illness. She still takes great pride in her work for Benetton, and she bears no resentment toward the company. She is convinced that her failure resulted from her own inability to live up to the goals she set for herself with the help of her superiors.

"Either my 'goal set' was too high, or my ability to effect change was too low," she told me over the telephone from her home, without a hint of irony in her voice. When I finally convinced her to send me the materials from her management training courses, I discovered the source of her Benetton-speak: the United Colors of Benetton "Customer Service and Sales Training" modules.

According to Marcie, Benetton invented the selling system that has come to be associated with Gap stores: systematized colors, open shelves, constant folding, and gentle pressure at the changing rooms to "add on" accessories. By the early nineties, however, as Gap, Banana Republic, and The Limited threatened to put Benetton out of business in the United States, the retailer redoubled its efforts. Nothing would be left to chance. Every employee, from sales associate up to regional manager, would be indoctrinated into the new selling system, conceived and directed by corporate headquarters.

The training modules reveal how carefully Benetton hopes to program their sales associates. The course is filled with mnemonic devices for memorizing the kinds of techniques that men like Spivak perform improvisationally. "Be interested, not interesting," dictates the way sales associates are to focus on the customers' needs rather

than their own attributes. The company's name forms the spine of this precision-oriented training.

- Understand the need for strong customer service.
- Negotiate incentives.
- Instruct.
- Talk about concerns.
- Empowerment.
- Direct Sales and service efforts.
- Care for your customer.
- Orient them to the store and Observe their actions.
- Listen to their needs.
- Offer solutions and merchandise selections.
- Relate to the customers.
- Serve in the best way possible.
- Benefits of customer service.
- Energize yourself and the staff.
- Notice the changes.
- Evaluate the effectiveness.
- Teach new skills.
- Target new goals.
- Organize efforts to meet new goals.
- Next steps for proactive program.

This cheery list is from the training module developed for managers, not just new employees off the street. It is a Stepford Wife approach to customer service, where every thought and every action of the employees is dictated by a singsong acronym. Only the middle word, *colors*, refers directly to the selling system applied to the customer. The rest is about managing fellow employees and making everyone adhere to the overall program.

"We'd have meetings every week where we could talk about morale and I could help everyone evaluate their effectiveness and target new goals." Marcie explains in language eerily reminiscent of the

training module. "Our sales associates really were empowered to make a difference in people's lives, to meet their needs." Marcie came to believe that her job as manager wasn't simply to adhere to the rules but to promote them enthusiastically. Marcie made sure that her colleagues would evaluate one another's effectiveness, so that lapses in procedure or the confidence with which it is carried out could be addressed at the next meeting.

"But obviously I didn't do enough," she confessed. "The system works when it's applied right. I just didn't do it properly or with the right energy."

What makes Marcie's saga so heartbreaking is her willingness to blame her illness and the failure of her mall outlet on her own deficiencies. She learned how to rationalize her failures this way from Benetton. The third sales module in the company's training program explains that one of the main obstacles to good selling is a faulty belief system. "A 'belief' is not something we think about," the module insists, "it is what we think 'with.'" The course teaches that unsuccessful salespeople most often suffer from "a belief that selling is unnatural for them" or from "a fear of asking customers to buy."

The chain-store employees I spoke with were not nearly as devoted to their selling systems as Marcie was. While the managers of chain stores are indoctrinated with lofty goals and motivational acronyms, the lower sales associates are trained through incentive and fear.

One twenty-four-year-old who worked at a Gap in Philadelphia for a little more than a year was so panic-stricken after our taped interview that she returned two hours later to give back the fifty dollars she had been paid in exchange for the cassette. Her reticence to speak about her time with Gap was typical. "Are you sure they won't find out who told you?" more than one former Gap employee asked me.

Gap maintains a high level of secrecy about its sales methods. Salespeople are brought to training facilities where they watch videotapes that never leave the building—presumably to avoid an embarrassing exposure of their methods. Fortunately, enough employees

remembered the sales drills they were taught for me to piece together the overall strategy.

Becoming a Gap employee is akin to landing a spot as a contestant on a game show. Every day brings another contest, with its own awards and penalties. A complex system of points per sale earns free T-shirts and jeans for employees who move the highest volume of merchandise in the least amount of time. Another program encourages salespeople to focus on the upsell by rewarding the employee who has completed the greatest number of three-item sales. Anyone who sells more than a certain dollar amount to a single customer gets his or her name in the company newsletter.

Before they hit the sales floor, all new Gap employees spend at least a half day watching videotapes that teach them the art of customer service as developed by corporate headquarters. The complete system of selling, called GAP-ACT, has six parts.

1. Greet the customer within the first 30 seconds.
2. Approach and ask "Can I help you?"
3. Provide product information.
4. Add-ons. Suggest more buys.
5. Close sale honestly. If it looks bad, say so.
6. Thank customer.

To ensure compliance with this six-step mandate, Gap sends undercover agents called "secret shoppers" to each store, who pretend to be typical customers. Employees who are caught leaving out any of the steps are reported to, and then reprimanded by, their managers.

The Greeting officially assigns a salesperson to the customer. It is also meant to prevent shoplifting. According to Gap's 1996 Loss Prevention Workbook, "Greet each customer and make eye contact. Shoplifters do not want the attention of store employees." Once greeted by a human being, the customer is no longer relating to an institution but to a person. To steal something, or even to leave without buying anything, is a rejection of that new relationship.

The Approach has actually evolved in many areas from the simple "Can I help you?" to the more suggestive "How may I help you?" or "What size would you like to see that in?" As a store manager from Florida explained, "The one question gives the customer a chance to say no. The other assumes that the customer needs help."

Providing product information helps the customer learn to trust his sales consultant. Lines like "That's fifteen-percent wool and should be washed in cold water," or "Those sweaters are very popular on college campuses right now" are meant to communicate more about the reliability and knowledge of the salesperson than the quality of the product. If the customer gets used to hearing facts from a salesperson, he or she will be more likely to believe suggestions about coordinating additional items. It's all customer service.

Employees are encouraged to develop their own styles of promoting Add-ons, based on proven techniques. The most popular method is to stress the urgency of the additional purchase: "We just got in some belts that would go great with those jeans." Employees are also instructed to ask whether the garments being purchased are for a "special occasion." The more the sales associate knows about how and where you intend to wear the item, the more easily he or she can suggest add-ons.

Add-on techniques are most aggressively pitched while the customer is in the changing room. The official rule of thumb is "five in and two out." This means that the salesperson gets the customer to bring five items into the changing room and makes sure he buys at least two of them. If the customer has brought only two items to the changing area, he will be allowed in—but before the customer can emerge, the sales associate should have gathered at least three other items from the floor for him to try on as well.

Closing the sale is clear enough. But none of the employees I spoke with practiced the second part of that mandate, which is to tell customers if something does not look good. Several sales associates confessed to me that contrary to the official videos, their store managers told them to lie. "When they come out of the dressing room,

we compliment them no matter what," one employee explained. "Some of the salespeople felt uncomfortable about this, like they were lying, but we were supposed to compliment them. Say how well clothes fit them, particularly if you didn't have the next size."

Thanking with sincerity is the easiest part, especially if the GAP-ACT system worked and the employee was able to generate another three-item sale toward his quota.

The two Gap managers I spoke with readily admitted that they hire the most attractive sales representatives they can find. "If I'm attracted to her," one manager said, "then the customer will be, too." Young men are assigned to female customers, and young women to the males. Each salesperson develops his or her own method of working sex appeal. "I kind of tilt my head to the side and stare at the guy's butt," one salesgirl bragged of her jeans-selling method. "Then, as soon as he notices I'm looking, I quickly glance away and pretend to be caught. I can hold my breath and get my face all flushed. It works every time."

Such innovations on the GAP-ACT theme give young sales associates the sense that they are not merely following a prescribed formula but applying their own personalized systems of selling. Since employees are competing with one another for rewards, it behooves them to develop skills that will distinguish their performances from those of their peers. Meanwhile, who benefits most from the self-motivation that this incentive/punishment system encourages? Gap itself, not its employees.

By creating an ambience of customer service and a basic sense of trust, companies using the soft sell fool us into believing they have abandoned the cruelest coercive practices of their predecessors, when all they've really done is replaced them with kinder-looking ones and shifted the direct abuse onto their salespeople. When a complete sales system is so finely honed that it can be taught in its entirety in a single afternoon, it renders employees fairly expendable. Investment in training each individual is kept to a minimum, and the skill level

required to enact the selling system is low enough for the average high school student to be able to carry it off.

For many of the thousands of young men and women trained in this fashion every year, guilt-free performance of their duties depends on their taking perverse pride in what they have learned about how people can be manipulated. The very qualities we used to hate about used-car salesmen are frequently being instilled in our children when they take new jobs. As this skewed view of human nature spills out into the general population, we tend to see one another as marks. The spread of coercive selling systems will only threaten our very definition of friendship. As Spivas learned, when you behave this way for too long, friends become nothing more than people you win into your own sphere of influence.

The Ties That Bind

Sales techniques exploit our social-survival skills. Whether inducing a psychoanalytic-style regression or just tickling our egos, the methods salespeople use to increase our spending capitalize on essentially healthy human behaviors. If an attractive member of the opposite sex indicates interest, we benefit by responding in kind if we are available. As sales techniques escape the sales floor and reach into our personal lives, much more potent and manipulative forms of people-handling become commonplace. Salesmen masquerade as our friends, taking advantage of what's left of our best instincts. Meanwhile, our social, civic, and religious leaders have adopted the tools of the salesman in order to capture our interest or generate funds for their causes. As both spheres intersect, camaraderie and coercion become indistinguishable. Salesmen pretend they are our friends, while our friends relate to us as salesmen.

Established social dynamics provide professional hand-to-hand coercion artists with the most fertile ground for influencing our behaviors. Once recognized, any predictable pattern of behavior can be reverse-engineered to give the coercer tremendous and unearned le-

erage in eliciting our compliance. For example, social gatherings offer us real and ritualized ways to help one another. Companies that understand the dynamic underlying our social gatherings have learned to turn them to their advantage. The results make a Tupperware party sound like fun by comparison.

A real estate company called AMREP, in fact, exploited the dynamics underlying social gatherings so effectively that the Federal Trade Commission intervened to stop them from using dinner parties as coercive selling situations.

According to AMREP's own descriptions of the parties,⁵ two or three real couples and one sales representative would be seated at each table. After a half hour or so of "socializing," during which attendants were prodded to drink alcohol, the sales pitch would begin. By seating more than one couple at each table, AMREP could pit them against one another as they battled for social status. A couple who decided to buy a property would be treated like wealthy and decisive people. Those choosing not to buy would be addressed as if they were wavering not just on this but on *all* the important decisions in their lives.

Salesmen were given scripted answers to every conceivable objection, and they were taught to view the customers as enemies to be conquered. As one AMREP sales manager told his underlings, "These people who come to our party [are like] you against the Green Bay Packers. We serve them with an organized offense against a disorganized defense. We can kill them. We could walk all over them. And we do." As the FTC argued, the customer's "'defense' [was] affirmatively 'disorganized' by a social setting where 'winning and dining' [was] not just a figure of speech. Indeed, in contrast to the salesman—who [was] specifically warned by his sales training manual *not* to drink alcoholic beverages in sales situations—prospects [were] regularly served alcoholic beverages."

By trying to cover our own need or greed with a social veneer, we make ourselves vulnerable to coercion. We run to a free dinner offered by some real-estate salesperson, happily consume as much com-

plimentary alcohol as we can, and merely succeed in undermining our ability to make a rational decision. Because we refuse to accept responsibility for the fact that all we wanted was free food and drink, we have what the AMREP people would call a "disorganized defense." If we want a free dinner, we had better just admit it to ourselves.

AMREP used social coercion as the foundation for their formula of selling but by no means limited their repertoire to just this. They combined hand-to-hand coercion with the power of spectacle. Court documents cited the sales manager's instructions to his troops before one dinner: "When the speaker says 'Thank you very much,' you applaud loud and clear. Let's practice it right now: 'Thank you very much.' [Applaud]. Loud and clear because that puts money in your pockets. You create in that room an electricity. You create an aura that the people cannot understand. When they walk into that room they have a feeling of something happening and they want to get in on it. . . . You bring the people to emotion, to the peak of emotion, and then you sign them up. . . . It's like making love."

It's *like* making love, but it certainly yields different results. By sacrificing our social lives to a free dinner, then pretending that we are attending a genuine social event, we have rendered ourselves incapable of responding rationally to the salesman's ploys.

Here is the new recipe for hand-to-hand coercion outside the sales environment: Exploit the behaviors we have developed to make friends or build community, and do so in a way that makes it embarrassing for us to say anything about it. It involves more than just inviting prospects to a party; it means watching them, manipulating them, and even hypnotizing them once they get there.

Follow the Leader

Many of our social behaviors are based on underlying psychological impulses that are themselves healthy and natural responses to real needs and situations. Psychologists have determined that these

impulses originate in the structure and function of the brain itself. Because so many of them operate on an unconscious level, however, we are not generally aware of when or how they are being activated. As a result, the most advanced forms of hand-to-hand coercion today strike at these organic neural processes. And more people are using them to their advantage, and our collective detriment, every day.

Body language is the easiest coercion technique to learn and master. There are countless texts and seminars offering instruction on how to use gesture and movement to gain an edge. Ken Delmar offers classes that teach techniques outlined in his book, *Winning Moves*.⁶ A film producer by trade, Delmar has created seminars that work like acting classes, in which salespeople and businesspeople are told how to effect various emotional responses in their targets. He encourages his students to “get into character” by looking in the mirror and imitating their own facial expressions and gestures. First, students elicit the gesture, and then they fill it with the necessary sincerity. His students struggle to sell themselves on the idea that their product or service is good, even if they know it is flawed. They need to fool themselves, at least temporarily, if they ever expect to fool their clients.

Delmar has deconstructed the way human beings walk, talk, and act in a variety of situations in order for his students to recreate these patterns of behavior willfully. “Assume a power posture,” he suggests. “Your posture is almost military but not stiff and uncomfortable-looking.”

Clothing can also be manipulated to change a prospect’s psychological responses. For example, Delmar tells his students never to enter an office with outerwear still on. “You do not want to accentuate your image as an invading outsider.” The handshake takes years to master. Delmar suggests putting one’s left hand on the prospect’s right arm or forearm during the shake in order to gain the greatest psychological control, and not to be surprised or disappointed when the prospect pulls back ever so slightly. This retreat simply shows that

the intimidation tactic has worked properly. Human behavior is reduced to a set of predictable reflexes.

Body language works in both directions. The salesman who uses his own body to influence us is also watching our every move for signs of our underlying emotional states. If a prospect flicks lint off his clothes, for example, the salesperson is to take this action as a sign of irritation. If the prospect places his finger between the upper lip and the nose—as the old man did to Spivas—the sender of that signal not only doubts you but is convinced you are exaggerating or just plain lying.

The observation and subsequent exploitation of body language goes way beyond the simple interpretation of gestures. Anyone with a decent sense of intuition can tell that when a person crosses his arms, he is expressing displeasure or incredulity. Today’s compliance professionals have turned such observations into a science. Sales-training literature teaches how to interpret pupil dilation, breathing rates, and skin tone for signals of underlying emotional states.

A branch of behavioral psychology developed in the 1970s called “neuro-linguistic programming” not only provides a scientific basis for the neural origins of gestural responses but teaches its practitioners how to program people through them. As defined by its founders in their seminal work, *Neuro-linguistic Programming*, “NLP offers specific techniques by which a practitioner may usefully organize and re-organize his or her subjective experience or the experiences of a client in order to define and subsequently secure any behavioral outcome.”⁷ It works by breaking down emotional or rational processes to their component parts so that people, usually patients of NLP therapists, can better understand the step-by-step processes by which they function.

For a simple example, let’s say a person is highly skilled at throwing a football, but terrible at rock climbing. A neuro-linguistic programmer will help this client become more aware of the processes he uses to organize the experience of football throwing so that he can apply these same processes to rock climbing. The client will be

urged to recall how he breathes, where he looks, and what he imagines when he is throwing a football. He will then attempt to use the same sub-behavioral patterns and images the next time he climbs a rock. NLP is the practice of unpacking human behavior into communicable sequences and then repacking them so that they can be used elsewhere. It brings subconscious processes into conscious awareness so they can be used as building blocks for new behaviors.

NLP has proven itself a useful tool for individuals and their therapists. Tony Robbins has made a career of popularizing the techniques in his "Absolute Power" seminars and books. By breaking down their thought processes into their sensory components, people are privy to the inner workings of their own neurology, and empowered to redirect it. It's really just a combination of self-awareness and self-hypnosis. Unfortunately, there's very little to prevent someone else from becoming privy to our inner workings through the same tools, and then to hypnotize us the same way. NLP allows skilled programmers to affect our behaviors without our knowledge or consent.

Neuro-linguistic programmers watch our bodies and our words for how they betray our cerebral functioning. For example, if a person uses visual language to describe his thoughts, the programmer knows which part of the brain is being accessed. A phrase as seemingly unrevealing as "I see this deal a different way" reveals that the subject is constructing a visual image, which accesses the logical faculties of the brain. If the same subject had said "That sounds interesting, but . . ." he is indicating the use of auditory faculties, which are more closely connected with creative and emotional reasoning.

Programmers can reach similar conclusions by watching our eye movements. The brain is divided into two hemispheres: The left hemisphere controls the right side of the body and deals with logical, rational functions; the right hemisphere controls the left side of the body and is believed to carry out creative and emotional tasks. If I ask you to add 127 and 667 in your head, chances are you will look up and to the right—because you are accessing the left hemisphere

of your brain. If I ask you to think about how you felt the first time you made love, you will probably look up and to the left.

NLP books call these eye motions "accessing cues." NLP practitioners use these cues to understand more about us than our words might indicate, however well we have attempted to edit ourselves. If a car salesman asks if you like a more expensive model better than a cheaper one and you look to the right before answering no, he knows you're lying.

Much more deviously, programmers can exploit these visual accessing cues to enhance their powers of persuasion. According to the principles of NLP, neural cues work in both directions. Thus, if a person looking to the left is accessing emotional centers in the brain, then a salesperson should stand to your left when he wants to appeal to your emotions. If he wants to appeal to your rational sensibilities, he will stand to your right. (Try sitting on the right side of a movie theater. You will be forced to look toward the left to see the screen, and you will be more likely to engage emotionally. Sit on the left for documentaries.) By properly positioning your eyes, the coercer can access the part of your brain that suits his needs.

The work of the most influential hypnotist of modern times, Milton Erickson, though developed quite intuitively during the early part of this century, has been reinterpreted by neuro-linguistic programmers for its power to tap and exploit the precursors to human behavior. While Erickson may have wanted simply to help fat people eat less or asthmatics breathe in peace, programmers use his techniques to influence our behaviors toward their own ends.

Erickson exploited cognitive processes to access a patient's subconscious. He found that by nesting ideas inside other ones, he could bypass his subject's defense mechanisms. A simple technique called "linguistic presupposition" amply demonstrates the power of this style of hypnosis. Once the master hypnotist was asked to treat the most misbehaved delinquent at a boys' school. All he said to the boy was "Will you be surprised tomorrow afternoon when you are completely transformed into a well-behaved student?" The boy answered, "Hell,

yes." And, indeed, he was surprised when he turned into a well-behaved student. Erickson did not ask the boy whether or not his behavior would change; he simply asked whether he would be surprised when it did. By answering yes, the boy accepted the presupposition of his change. It's the same technique that salespeople use when they ask, "How may I help you?" presupposing the customer's need for assistance.

Neuro-linguistic programmers also use disassociation to achieve the same results. By nesting one story or idea inside another, a programmer can bypass our rational defense mechanisms. In the moment that we move from one frame of awareness to another, we are no longer able to determine the veracity of the nested concept. Like the customer on a test drive who's asked if the car he's driving is one he can picture himself owning, we're presented with a frame within a frame. We are distracted by one picture and made vulnerable to the other.

Ronald Reagan's speechwriters were well aware of this technique when they gave him an anecdote to tell during the 1980 presidential debates. In his closing statement, Reagan began telling a story about driving up the California coastline with his wife, Nancy. During the drive, Reagan explained, he looked up into the night sky and thought back to another time. . . . Apparently the technique worked so well that Reagan soon lost track of his place in the story. If you look back at videotape of the debate, you can see the moment where Reagan's eyes go blank. He disoriented himself and had to fumble his way to a nonsensical conclusion. Had Reagan been told of the technique he was using, he may not have fallen prey to its manipulative power.

Another induction technique, called "pacing and leading," calls for the programmer to mirror your gestures, breathing rate, and style of language. We naturally do these things when we are feeling empathy toward another human being—but this technique also can be used to create the illusion of an empathetic relationship. If you are physically and emotionally closed off to a salesman, he might mirror your crossed arms and legs, use the same kinds of adjectives you do,

and synchronize his breathing to your own. In other words, he can pace your behavior. Two human beings become one synchronized organism.

Once he feels he has established a natural bond, the programmer leads you where he wants you to go. He will slowly uncross his arms, which gives you the subtle cue to do the same. If you follow his motion, you will have adopted a more open posture and thus, according to the principles of NLP, a more open mind. When the programmer has determined that he is in the lead, he will begin to change the rate of your breathing to a more enthusiastic rhythm, and direct your pessimistic language toward more optimistic word choices.

Unfortunately, this potent human-programming technology—which really should be restricted to the psychotherapist's office—has moved from the interrogation rooms and negotiating tables where it was first practiced into the arsenals of door-to-door salespeople and car dealers. From there, it trickles down to the street.

We use the best techniques of the salesman on one another.

Our coworkers wear "power ties" and color schemes designed to provoke fear in their colleagues. Women in bars are subjected to pickup lines culled from books based on NLP. Beggars on subway cars, and children on church-fund drives use the same sorts of hand-to-hand strategies developed for Avon ladies.

The danger is not that we will overly influence one another with stealth apparel or behavior but that we are focused on influencing others at all. A person who cares more about his power-tie selection and the way it hangs over the conference table than about the substance of a board meeting will not be very effective at his real job. Moreover, we begin to approach our fellow workers, parishioners, and even our lovers as targets to be exploited—people who Dale Carnegie would have us "handle."

Because it takes place in real time between real people, hand-to-hand coercion is the most direct form of influence and forms the basis for most other less direct styles of persuasion. The techniques we have just explored are emblematic of coercion in general, and

find their way into spectacle, advertising, even architecture and direct mail. In whatever milieu coercion is practiced, the routine follows the same basic steps: Generate disorientation, induce regression, and then become the target's transferred parent figure. In the hands of public-relations specialists, "blueprinting" becomes the science of polling. The identification of a good mark, in the marketer's language, is called "research and demographics." To an advertiser, pacing and leading is simply the mirroring and magnification of a target market's desires. Disassociation, in the hands of a spin doctor, is just good, nested storytelling.

We have been reduced to marks and manipulators in an ongoing power game that is fast replacing living interaction. For the more automated our coercive techniques become, the more we risk becoming automatons ourselves. Worse, by systematizing and standardizing coercive techniques, those who develop these strategies relieve the practitioners of individual responsibility for their actions. They are simply doing their jobs.

Even Mort Spivas, who came to think of his chest pains as a "divine intervention" aimed at curbing his own devious practices, quickly discovered how to exercise his talents in a way that didn't challenge his revised moral code. Just four weeks after he quit selling mechanical beds, he became a distributor for a company that makes magnets with "magic" healing properties.

"Sure, I still use what I learned as a salesman," he admitted to me while demonstrating a magnetized insole for my shoe. "But I do it for the customer's own good. These magnets change people's lives. Besides, better me than someone else selling a *bad* product." Like so many others who feel compelled to practice hand-to-hand coercion, Spivas has rationalized his reliance on people-handling techniques with the spiritual integrity of his purpose and the coercive environment in which we have found ourselves. Everybody's doing it.

By engaging him in an interview under the pretext of sampling his products, I did pretty much the same thing, too.

CHAPTER TWO

Atmospherics

We want you to get lost.

—Tim Magill, designer, Mall of America

As the *New York Times* remarked on the opening of Niketown on Manhattan's Fifty-seventh Street:

The merchandise is secondary to the experience of being in this store, an experience that bears more than a passing resemblance to a visit to a theme park. Niketown is a fantasy environment, one part nostalgia to two parts high-tech, and it exists to bedazzle the consumer, to give its merchandise sex appeal and establish Nike as the essence not just of athletic wear but also of our culture and a way of life.¹

With 66,000 square feet of space on five floors, Niketown is as much a museum dedicated to the art of the sports shoe as it is a store. Giant screens automatically descend at regular intervals to play inspirational films about athletes using Nike products. A huge clock in the shape of a scoreboard counts down the minutes before the next showing. The third floor boasts a map of the entire route of the New York City Marathon, set in a terrazzo tile mosaic. Photos of athletes cover a fifty-foot-high wall, and computers offer interactive access to the legend of Nike footwear.

Spectacular technology enhances sport shoe purchasing, too. An "Ngage" machine with infrared lighting automatically determines the exact size of a customer's foot. Once a customer selects a style, it is transported to the sales floor through a complex of tubes emanating from a mysterious location below.

"We are not building a store for entertainment," Nike's vice president of design, Gordon Thompson, told industry journal *Chain Store Age* in 1997, "as much as creating an environment for people who are inspired by athletes and who love sports."² Fortunately for Nike, younger buyers raised in malls have no need for such rationalizations. Devoted customers see the flagship theme store as a way of getting closer to the source of the products they desire. Simply knowing they should visit the official Nike store during a vacation to New York means they have read the right magazines and will gain exclusive access to the latest styles—ones they believe are unavailable at the local mall. They have cut out the "middle man."

Of course, the function of Niketown on the buyer's psyche is the same as for any theme store. If the customer is successfully seduced by the ideals of the athletic atmosphere, he will want to make himself just a little worthier of it. Here, it means a new pair of the latest Nikes. Like any well-planned theme store, Niketown is a theater set that transforms the customer into an actor whose only role is buyer.

The creation of coercive environments such as these depends on two concurrently functioning devices. First, the place itself must have an overarching theme that serves to simultaneously excite and disorient the patron. Once confused or overwhelmed, the customer will be subjected to the second phase of the attack: sensory stimulus—colors, smells, and sounds—designed to influence his movements, his focus, and his temperament. The thematic element of this two-pronged attack is usually overt and instantly recognizable, while the more subtle manipulation of our individual senses is understood only by the laboratory technicians implementing them. A well-designed space broadcasts its overall theme as directly as possible, giving us a way to understand and even welcome its emotional effect. This design

is merely a ruse, however, setting the stage for a less obvious battery of coercive techniques.

When we walk into a Gothic cathedral, for example, we invite the building to inspire us. We understand and accept that the huge, pointed arches symbolically reach to the heavens. We want to stare in awe at the colossal stained-glass panels. We hope to be set aglow by the colored shafts of light that slowly trace the floor while we pray. When the pipe organ starts up, the entire building acts like a resonating chamber, filling us with master composers' odes to divinity. When we enter, the external world disappears and we are transported into another. We lose our sense of bearing and become vulnerable to the second battery of psychological tricks.

These structures utilize more subtle design features that only an art-history student would be able to discern. Most of us are unaware, for example, that the shadowy band of arches and columns beneath the highest set of windows is called the "triforium," or that its architectural purpose is to evoke fear. It is an optical trick: Filled with slightly hidden doorways on inaccessible balconies—often leading nowhere at all—the triforium draws our eyes but provides us with no answers. It is meant to remind us of secret cabals within the church, and the mysterious knowledge they possess.

The miraculous architecture and its more subtle coercive cues quite forcibly convince us of the power of the religious institution to which it was dedicated.

In the Middle Ages, the coercive power of architecture was so well appreciated, in fact, that builders formed secret societies dedicated to keeping these technologies to themselves. Very few people understood how a vaulted arch was actually constructed, or why it defied gravity. Architects and the institutions they served maintained their authority by keeping this information guarded—the same way technology companies protect hi-tech secrets today.

Our association of the architectural with the mystical can have as much influence on us as the architecture itself. Such a belief explains why Michael Ovitz, as chairman of the ultrapowerful Creative Arts

Agency in the late 1980s, made a point of publicizing his use of architectural techniques as a means of gaining a psychological edge. He commissioned the celebrated architect I. M. Pei to design a new home for the agency in Beverly Hills. "The last thing I wanted for this agency was a trendy L.A.-style building that would date in a decade," Ovitz told the *Los Angeles Times*.³ "I wanted an I. M. Pei signature design straight from his own hands, and I got exactly what I was after." At an exorbitant \$25 million, the building was meant to communicate something: In a business where most people are judged only by their last deal, Michael Ovitz intended to prove through architecture that he had built a solid foundation beneath the landscape of Hollywood ephemera. He was here to stay.

For the ground-breaking ceremony, Ovitz hired a Chinese feng shui master, who blessed the site by sprinkling rice and wine on the foundation. Feng shui is an ancient environmental art that employs everything from astrology to chi (life force) to determine the proper positions of walls, windows, plants, and furniture. Ovitz also let it slip into various interviews that he admired the art himself and knew of its secret power. His own office would be arranged in strict accordance with feng shui principles.

Imagine you are meeting with a famous Hollywood executive in his office after hearing of his dedication to the art of feng shui. A copy of Sun Tzu's *The Art of War*—the Bible of negotiating tactics—sits on a coffee table. Whether or not any of these techniques actually work, our mere awareness that they are being practiced is enough to set us on edge. Simply knowing that a space—be it a Gothic church, the National Mall in Washington, D.C., or a Hollywood talent agency—has been plotted out by Masons or feng shui masters according to tested rules can "psych" us into believing we are powerless to resist its coercive effects. It gives us an excuse to submit to someone else's terms.

This fetishizing of space is the rationale behind any well-planned environment. A seamless decor takes you out of your own territory and into a fictional world, where someone or something else calls

the shots. You feel as if you are thrown onstage in the middle of a play and you must somehow figure out how to fit into the script. The easiest way to get through it is to look for cues—themselves even subtler directives toward someone else's goals.

Environmental themes for shoppers evolved over the past century as retailers sought to put the spiritual drives associated with classic architecture in the service of their businesses. They hoped to turn shopping into a new religion.

Until close to 1900, most merchants peddled their wares with little regard to atmosphere. They might have jockeyed for better positions for their carts in the farmer's markets, or stacked cans of dry goods in neat, attractive rows, but for the most part the goods themselves were what mattered. A customer would go to Joe's fruit stand because his cherries were sweeter or less expensive than Pete's.

As America entered the twentieth century, however, consumption evolved from simple survival into a cultural ethic. As William Leach details in his book *Land of Desire*, a mood of optimism swept the nation as Protestantism accommodated the more ecumenical values of our capitalist society.⁴ Calvinism proposed that a man in a state of grace need not shun physical comfort—in fact, worldly success may be an indication of his divine nature. Our religious institutions, our government, and our media all cooperated with big business to enact this new American Way.

The thematically enhanced department store first arose in the late 1890s, less in a deliberate attempt to thwart our natures than in an appeal to our newfound spirit of consumption. These were temples to the art of retailing. Though many psychological theories were developing simultaneously, the main innovations in store design at this time were made in direct response to the religion of shopping.

Frank Baum, the author of *The Wonderful Wizard of Oz*, believed that the retail environment, like Oz itself, could help people realize their deepest desires. As if in a dream, taboos would be lifted and consumers could express themselves through the art of consumption. In his role as America's first retail art director, Baum was hired by

department stores to create lavish, dreamlike environments where this consumption could take place. Baum enabled Americans to enact their utopian dream of a commercial paradise.

Much in the way a theater designer uses spectacular sets to capture an audience's attention, Baum discovered that electric lighting and elaborate display cases could "arouse in the observer the cupidity and longing to possess the goods." He spoke of tastefully displaying single objects, adjusting lighting, and deepening the windows. He sought to stage spectacles: "Suggest possibilities of color and sumptuous display that would delight the heart of an Oriental."⁵

Window displays became as important to the department store as stained glass was to the church. Designers began using larger-size panes and fitted them with mirrors. People were encouraged to marvel at the displays. Professional window gazers were hired to stand in front of stores and gawk demonstratively.

As Leach points out, glass had as much of a symbolic effect on customers as a practical one. It whetted the appetite because the items encased within it could not be touched. "Glass was a symbol of the merchant's unilateral power in a capitalist society to refuse goods to anyone in need, to close off access without being condemned as cruel and immoral . . . At the same time, the pictures behind the glass enticed the viewer." Glass became the transparent barrier to the rewards of heaven. Not coincidentally, kleptomania rose to epidemic levels.

This first real retail "theme," perfected by Baum in the early 1900s, was the ambiance of pure affluence. The workers and inventory were hidden in the bowels of the building. The rest was a stage set dedicated to the depiction of opulence. Stores were adorned with chandeliers, bronze fixtures, marble floors, and huge atriums with glowing glass domes. These were palaces engineered deliberately to arouse feelings of class inferiority in the customers who entered them. They had names like Rainbow House and Palace of Fashion. Customers came for the spectacle, and left either feeling unworthy or carrying lighter wallets.

By 1912, almost every major department store was using the afflu-

ence theme to draw customers, and it began to lose its effect. To maintain a psychological edge, store designers turned to more advanced themes that could elicit more targeted consumption desires.

Having succeeded in staging elaborate Christmas spectacles in the children's department, retail giant John Wanamaker understood the power of creating a specific theme for a specific purpose. In 1914, he decided to transform his seasonal success into a year-round strategy, and he dedicated the entire fourth floor of his New York store to a self-contained toy department. Murals, colored lights, dragons, and comic sculptures formed a theatrical universe where children could lose themselves in a toy-filled fantasy.

Over the next few decades, stores like Macy's and Gimbel's joined Wanamaker in the quest to create individual departments that matched the psychology of their clientele. Bridal shops within dress departments were among the first to be conceived, since a bride's aspirations are so readily discerned. A Cinderella-theme bridal shop compelled a young woman to compensate for the less-than-storybook reality of her upcoming matrimony by spending money. Men's departments, furniture, and bedding soon followed. Each department was a world unto itself—an architecturally rendered dream with the singular purpose of stimulating desire and unworthiness.

In a kind of primitive version of demographic categorization, the departments of stores elicited impulsive buying from their target markets. Whether the store owners developed this strategy purposefully, designers soon came to recognize the tremendous psychological effects of their theme environments on the customers' ability to make rational decisions about purchases. On the surface, this trend didn't look like such a bad thing. Fantasy worlds kept people believing in and maintaining a culture of free enterprise. If occasional excursions into theme environments also had the effect of reinforcing class aspirations, then so be it. At least people were striving toward something and had a sense of optimism about where they were going. And such optimism would drive the economy—or so the rationale went.

Although the Depression and World War II put the development

of theme stores on hold for a few decades, the postwar boom of planned communities created a new need for theme environments. As the middle class moved out to the suburbs, America became a society ever more dependent on the retail simulation. So up rose strip malls and shopping centers, steak houses and Chinese restaurants, each with its own themes. The self-contained black-lacquered and paper-lanterned world of a suburban Chinese restaurant may bear no more relation to China than the horseshoes on the wall of a steak house have to cattle ranching, but such simulacra gave weary suburbanites ways to identify their experiences. As Ada Louise Huxtable complains in her insightful critique of suburbia, *The Unreal America*, the otherwise formless limbo of suburban life was (and, perhaps, still is) characterized only by visits to these miniature theme parks.⁶ There was nowhere else to go.

The rise of theme environments celebrated our growing sense that we, as Americans, could design any future that we were capable of envisioning. Though merchants certainly understood that their exciting themes had a positive effect on their sales quotas, they didn't consider the psychological power of these techniques until the very early 1970s.

In 1973, a series of seminal essays by Northwestern University professor of marketing Philip Kotler, proclaiming the arrival of the new science of atmospherics, was published in the *Journal of Retailing*.

Atmospheres are a factor present in every buying situation. Until recently, atmospheres developed casually or organically. Atmospherics, however, is the conscious planning of atmospheres to contribute to the buyer's purchasing propensity. As other marketing tools become neutralized in the competitive battle, atmospherics is likely to play a growing role in the unending search of firms for differential advantage?⁷

Theme stores would never be the same. The race was on to create environments capable of drawing customers away from competitors

and then manipulating them once they were within the store. The technique that had been so successful first in turning consumption into an expression of spirituality and then in turning the suburban wasteland into a theme park would now be systematized to maximize our spending.

Marketers appealing directly to their customers' emotions specifically ignored the utilitarian attributes of the products they were selling. Countless articles in marketing journals scolded retailers who wasted their time and energy extolling the attributes of a particular item. As one shoe retailer argued in a 1970 issue of the *Journal of Footwear Management*, "People no longer buy shoes to keep their feet warm and dry. . . . Buying shoes has become an emotional experience. Our business now is selling excitement rather than shoes."⁸ The author goes on to stress the importance of matching the fantasy environment to the specific world associated with the brand of shoes being sold. In his case, it was the classically styled Nunn-Bush line, for which he chose the theme of a Victorian English club: "Customers relax in leather-covered seats beneath tinkling chandeliers. Goblets of red wine and piped-in sitar music stimulate the buying hormones."

Retailers no longer pretended they were simply selling their products in the best possible light. They were doing more than just associating their wares with a desirable lifestyle. They were creating atmospheres that triggered an emotional need: to be part of a world that was different from everyday reality. This distinction is key. Salespeople were no longer focusing on the attributes of the product but of the customers.

Once this shift in focus caught on, every conceivable retail industry had its own environmental tactics painstakingly researched by atmospherics experts. Antique dealers were coached to create artificial impressions of chaos, for example, with items strewn about the store in a disorganized mess. Customers were supposed to believe they had stumbled upon buried treasure. Meanwhile, the shopkeeper was coached to maintain a disheveled appearance and to pretend he

couldn't keep track of his inventory or its true worth. The atmosphere of disorder and the owner's bumbling performance simulated the barn of a senile old furniture collector in Vermont and convinced customers that they had found a precious item amid the jumble—precisely their antique-hunting fantasy.

The Birth of the Mall

The development of these competing theme stores along our nation's suburban roadways had an unforeseen effect: It further alienated suburban patrons from any sense of the community or civic life they had left behind in the city. It took a whole day in the car to visit just two or three of these simulated Meccas, leaving at least one family member dissatisfied. Worse, the only public space encountered between shopping experiences was the highway. Consumption had become desocializing.

Austrian architect Victor Gruen had foreseen the impending loss of cultural values that America would suffer as a result of the decentralized shopping experience, and he envisioned a way to re-create Main Street and the civility it encouraged. His innovation, what we now call the shopping mall, was first introduced in 1956 to an affluent suburb of Minneapolis called Southdale. The Southdale Center brought together dozens of different retailers under one climate-controlled roof. Gruen believed malls could be “more than selling machines.” His original plans for Southdale included a post office, a library, and club meeting rooms. Little did Gruen realize that his vision would be co-opted by people he would one day call “fast-buck promoters and speculators” who exploited the self-contained atmosphere of the shopping mall for its purely commercial, and coercive, potential.

By grouping stores together into a single, comfortable, indoor structure, mall developers capitalized on the consumption habits of suburban Americans. With a single car trip, the entire family could be

brought to a range of theme environments that appealed to each of their predilections.

Studies conducted on mallgoers revealed six main reasons why they go there to shop. Amazingly, none applied directly to convenience. The first factor luring mall patrons was the attractiveness of the mall itself. They went to the mall to behold the mall. The second was a sense of escape. Stimulated by sound and light, customers were distracted from their daily worries. Lonely people felt they could go to the mall to alleviate their feelings of isolation. The third was the desire to explore. The density of separate shops gave shoppers the opportunity to wander through environments and sample products from stores they wouldn't have chosen to visit otherwise. The fourth was the pleasurable state of absorption and the absence of a sense of time. The fifth was the ability to find out what was new. Mallgoers in remote areas could learn what people were wearing in big cities and what new technologies might have been developed. The sixth was the social environment. Unlike freestanding stores, malls had food courts and small squares where interaction was possible. Young people would gather at the mall after school because it was the only place that offered any entertainment.

By the mid-1990s, 75 percent of Americans went to the mall at least once a month, and malls accounted for fifty percent of all retail sales. Mall designers pored over research to create structures and environments that addressed the psychological needs of their customers while stimulating their desire to make purchases. The designers decided that despite their sometimes stunning architecture, malls should be timeless and bland on the interior. Thus most malls are painted neutral tones and styled in uniform and uninteresting ways. Mall leases often will specify the strict palette to which the storeowner must conform.

Disorientation keeps customers inside the mall. Many malls utilize hexagonal floor plans, which have been proven to be among the most difficult to navigate. Once inside such a mall, the patron must traverse a complicated set of hallways arranged at intentionally confusing

angles. "we want you to get lost," explained Tim Magill, one of the designers of Minneapolis's giant Mall of America on its opening day. A shopper doesn't turn right at the fountain—he *veers* to the right. Every turn disorients him further, until he no longer knows in which direction the exit is to be found. Consistent temperature and lighting maintain a sense of limbo. Without the cue of changing daylight, patrons have no way to gauge the passage of time.

All of these atmospheric considerations are calculated to induce what has become known as the "Gruen Transfer"—the moment when a person changes from a customer with a particular product in mind to an undirected impulse buyer. In spite of Gruen's original intentions, his invention of the self-contained shopping environment gave retailers unprecedented freedom in their ability to manipulate the disoriented consumer.

Like the regression and transference that occur in hand-to-hand coercion, in which the confused prospect transfers authority onto the salesman, the Gruen Transfer turns mall consumers into lost children wandering the corridors and looking for direction. Once the Gruen Transfer entered the retailer's common vocabulary, so, too, did the assumption that mall patrons could be treated like the subjects of zoological research. Articles in the *Journal of Retailing* from the early 1990s describe consumer activity in terms of "habitat preferences," "ecological research," and "migration."⁹

As Americans grew accustomed to the mall, many of us also grew wary of its monotony and artificiality. The aggressively dehumanizing designs became overwhelming, and the primitive application of the Gruen Transfer reduced the entertainment value of shopping below our level of tolerance. The promise of the mall as a social substitute for Main Street was revealed to be a farce. Educated city dwellers and wealthy suburbanites found it increasingly difficult to rationalize a weekly trip to the mall as an enriching experience for themselves or their growing children.

For this disenchanting group, developers came up with a counter-attack: dressing up the theme for the mall in authentic cultural his-

tory. Dilapidated landmarks like Boston's Quincy Market and New York's South Street Seaport were revitalized as shopping centers, both with enough evidence of their historic significance to attract guilty intellectuals. Urban customers yearning for a sense of authenticity were treated to "shoppers" offering handmade kites and food packaged by mock cottage industries. Like an ice cream vendor discovering flavors for the first time, mall developers realized that the Gruen Transfer needn't be divorced from an overarching theme. In fact, the rendering of an all-encompassing and historically justified theme mall could go even further to dislocate patrons from any sense of familiarity.

These landmark malls, just like tourist traps Mystic Seaport and Sturbridge Village, exploit their own historic authenticity for effective theme marketing. They disorient the customers by immersing them in a painstakingly realized artificial environment. Next, they present the dream of a better life—in this case, the simplicity of the pilgrims or the heartiness of whalers. Finally, they stimulate an unconscious desire to incorporate these values into the shopper's daily life through purchases. The patron thinks he is visiting a museum; in reality, he's in a mall.

Theme restaurants work on a similar principle. Dedicated to the tourist dollar, they offer access to seemingly authentic recreations of exclusive worlds. The Hard Rock Café is decorated with the real guitars and drumsticks of famous musicians. Planet Hollywood displays genuine costumes and props from favorite Hollywood films. The Harley-Davidson Café and the Motown Café both mythologize their namesake brands with elaborate installations in which antique motorcycles or wax figures of pop legends are idolized on altars. Contemporary permutations of the theme-mall technique, these total environments now adorn the high-traffic tourist areas of many major world cities. Burlly doormen use ropes to keep customers waiting in lines outside, even when tables are available. Lucky admittees are meant to believe they have earned access to an exclusive environment and might soon brush elbows with a famous rock star or film celebrity.

That these restaurants collect as much profit from T-shirt sales as from menu items attests to the power of thematic marketing to provoke impulse buying.

Major brands like Nike, Disney, Ralph Lauren, Diesel, and Warner Brothers, whose own themes have long stimulated sales through media and advertising, were the next to capitalize on thematic atmospherics by creating what they like to call "flagship" stores. Not content to have their products merely occupy space in someone else's retail environment, they erected monuments to their own brands that accomplished in physical space what their advertising did in the media.

The prevalence and overwhelmingly dominating style of these overtly thematic retail environments, like the self-contained Niketown universe in which sound, sight, and theme conspire against every sense, have inspired something of a back-to-basics mentality in customers. Conscious of the millions of dollars being spent on store environments, many people feel as if they will get better value shopping in an environment stripped down to its bare essentials. What they may not realize is that these stores, too, are meticulously engineered to exploit just such a state of mind.

Many of today's consumers recognize flagship stores as an extension of the hype-filled mediaspace from which they long to retreat. For them, retailers have engineered the ultimate superstore theme: the *un*-theme—an atmosphere designed to look as if the retailer has absolutely no atmospheric considerations at all. Megastores like Builders Emporium, Ikea, Price Club, Costco, and Bed Bath and Beyond all present themselves as warehouses devoted to one thing only: value. We are to believe we are buying products wholesale, and the inconveniences we must endure are merely evidence of the store's authenticity. The displays are designed to look like industrial shelving, stacked high with unopened wooden crates. Forklifts with flashing lights and loud beeping noises confront us in the aisles. We must use dollies instead of pedestrian-grade shopping carts, as if we were building contractors. Salespeople are nowhere to be found—but why

should they be? We're supposed to be experts who know exactly what we've come for.

The un-theme superstore simulates the rational buying experience that has been overtly repressed in other, more patently coercive shopping environments. While passing themselves off as a welcome relief from savvy marketers, superstores exploit a customer's desire to think of himself as an educated, no-nonsense consumer. These stores are temples to the idea that a practical and reasoned approach to consumption will be rewarded with fine products at the best prices.

At many of these stores, a membership card is required for entry. Though membership often involves little more than filling out a few forms and demonstrating that you have a business, a union affiliation, or even just a job, it gives the customer a sense that he has gained access to the inner circle of professional consumers. Membership is the sacred province of educated consumers, of people who have dispensed with the endless assaults on their emotions and resorted to their hard-earned wisdom.

But how do you really feel in a superstore? Do you feel truly confident as you try to make sense of in-sink garbage disposal strategies? Do you know whether horsepower or flow rate is the more significant statistic? Is thread count or fiber content the more important factor in determining the quality of a pillowcase? And what about the pillow itself? Does down, down-Dacron, or new fiberfill stand up the best to damp weather conditions?

Superstores rely on our inability to answer these kinds of questions fully. A few, like Ikea, have learned to exacerbate this effect, taking our confusion one step further by forcing us to follow a one-way path through the store. Like rats in a maze, we pursue the path prescribed for us by the store's designers, picking up a bathroom appliance here and a set of venetian blinds there. Hell, we drove all the way out to New Jersey and paid a toll to get here. We're smart enough to get everything we might possibly need in just one big trip. Besides, if we don't take the item now, we may not be able to find our way back without going through the whole maze again.

Appeals to the Senses

Once the Gruen Transfer has been achieved—once the consumer has been effectively disarmed—retailers are free to attack us with an entirely different set of weapons from an arsenal that they developed concurrently with the theme environment. This second school of environmental design, coercive atmospherics, focuses on the environment as an “affect-creating medium,” according to the *Journal of Retailing*. Coercive atmospherics is the study of how floor arrangements, colors, sounds, and even smells stimulate us to buy more stuff. Where theme environments might be considered a derivative of art and archeology, coercive atmospherics comes straight from behavioral psychology. Themes work more like AMREP parties, setting the stage, neutralizing our defenses, and provoking emotional responses. Coercive atmospherics constitute a more precise, scientific attack—like the specific NLP techniques that an AMREP salesman might use on you after you’ve arrived at the party and had a few drinks.

Where themes appeal to the subconscious, coercive atmospherics target the specific senses. Instead of using thematic and emotional devices, they use almost mechanical ones. Think of a coercive atmospheric working like the violet lights in bug zappers. Scientists studied mosquitoes to see precisely what frequency of light would attract them, then placed bulbs that emit this light within electrified mesh. The mosquitoes’ instinctive reactions to particular frequencies of light are exploited to draw them to their deaths.

Coercive atmospherics work the same way. Instead of looking at humans as conscious beings with behaviors that change in different habitats, psychologists use coercive atmospherics to operate on our brains directly through the only portals they have to work with: the five senses.

Through our senses, the designers of coercive environments can access some of the main control knobs for our behaviors. They can speed up or slow down our movements, draw us toward or away from particular areas, make us feel inexplicably anxious or safe, alter our

perception of time, and, most important, increase the amount of money we spend.

The easiest and most commonly exploited sense is our sight.

Visual stimulation as a marketing device was first used in the 1890s, when early department-store designers like Frank Baum began testing blends of color and light, glass and mirrors, to stimulate positive emotional responses to certain products or areas in the store. Psychological jargon was just beginning to come into vogue, and store managers took pleasure in using words like “stimulus” and “response” to justify their costly displays with hard science.

One of the first principles they discovered was that the eye tends to isolate human forms within any visual field. Designers quickly capitalized on this phenomenon by using mannequins to draw focus where they wanted it. In 1902, the novelist and retail designer Theodore Dreiser was already trying to record his early successes with the strategy in the most scientific-sounding language he could muster: “[Mannequins] create an atmosphere of reality that aroused enthusiasm and acted in an autosuggestive manner.”¹⁰

Other store managers studied the way people moved through retail environments, and found that the exploitation of natural traffic patterns could be as important as a store’s thematic environment. In many cases, the “don’t touch” display aesthetic that Frank Baum had devised gave way to the idea of unfettered access. Doorsteps were removed, and “saloon architecture” was utilized to generate greater traffic flow. “A step at the entrance is a mistake,” offered *The Dry Goods Economist* in 1907. “No hindrance should be offered to people who may drift into a store.”¹¹

Store owners learned that more entrances, and more activity at those entrances, drew more traffic. The sight of other human forms in motion attracts people. This is why revolving doors, which highlight such motion, became so popular. Meanwhile, analysis of traffic patterns revealed that human beings tend to slow down when an aisle gets wider. Thus, the more expensive goods were placed in the middle of the store, in courtyardlike settings for maximum exposure. The

shoppers would slow down as soon as the aisle widened out, and spend more time near the higher-ticket items.

For the next few decades, because psychological research was still limited and expensive, storeowners employed their psychological tricks on a trial-and-error basis. They learned to put sale items near the elevators, so customers would have to walk through the entire store to see the discounted items. They began to use escalators, both for their hi-tech appearance and to create a sense of movement throughout the store.

This use of psychological manipulation finally rose to the level of a science in the early 1970s, with the publication of Professor Kotler's articles on atmospherics in the *Journal of Retailing*. Stressing the impact of sensory stimulus on purchasing decisions, Kotler enumerated the portals of access to the human psyche and proclaimed atmospherics the new "silent language in communication" on which marketers could rely to stimulate unconscious reactions in anyone entering a retail space. He wrote of documented "causal chains," where an object "nested in a space characterized by certain sensory qualities" would elicit behaviors it could not otherwise. "Just as the sound of a bell caused Pavlov's dog to think of food, various components of the atmosphere may trigger sensations in the buyers that create or heighten an appetite for certain goods, services, or experiences."

The rise in popularity of behavioral psychology in the 1970s led to the implementation of coercive atmospherics in almost every retail environment. Above and beyond using themes to court our attention or numb our defenses, atmospherics psychologists engineered our movements and decisions through Pavlovian "cues."

Casino designers had the least reticence to employ these techniques as soon as they were developed. They were already relying on our psychological weaknesses and their own sleight of hand to drain our wallets. Coercive atmospherics was just a means of sweetening the pot.

The atmospherics rules for casinos were published in dozens of

hotel- and casino-management journals throughout the seventies and eighties. The strategy was quite orthodox. First, designers would create a completely self-contained environment without windows—no light or sound would enter from the outside world. Air was pumped in at a regulated temperature and oxygen content, eliminating the element of chance. The smell of increased humidity, for example, might cue the brain and body that a thunderstorm was imminent, leading a person to become anxious and perhaps even to think of going home. Eliminating all external stimuli prevented any random psychological reactions.

Further, the exclusion of all real-world sensory stimuli meant that patrons were dependent on manufactured cues for their behaviors. Psychologists in the 1950s had already proven that people who are denied a sense of the passage of time were more easily manipulated. Casino managers also realized that the less aware gamblers were of how late the hour had grown, the longer they would stay at the tables—which is why, apart from being sealed off from daylight, casino patrons will never see a clock on the wall.

Another cardinal rule for casinos was to use the color red whenever possible. According to one industry journal, red could "stir up casino visitors' emotions, making them feel as if they were somewhere hot or stimulating."¹² Carpets, walls, and drapes in most casinos still bear crimson hues.

Slot machines with the brightest lights and loudest sounds were positioned near entrances, according to the law of attraction to motion, to draw the attention of passersby. Cocktail waitresses wore the most revealing costumes possible to distract gamblers from their cards and decision making. In some casinos, they offered players free drinks to further blur the senses and to allow them to believe they had gotten something for free.

Shopping-mall designers picked up where casino designers left off, and developed an even more sophisticated battery of visual cues to direct their shoppers. Because the mall was invented just as coercive

atmospherics were gaining acceptance, it became a testing ground for many coercive atmospheric cues.

The walking surfaces of malls were given close attention. Promenades were generally made of marble or hard parquet tiles in contrast to the floors of individual stores, which were covered with carpet or softer vinyl surfaces. Shoppers were thus encouraged to stay within shops if they wanted their feet to feel good. While some malls chose high-gloss marble for its ability to reflect light and create an illusion of motion, more advanced studies demonstrated that housewives felt inadequate walking on any surface shinier than their floors at home.¹³ Fashion malls catering to the higher-income clientele, however, often still use the shiniest floor finishes available, presumably because customers in their target demographic do not suffer from gloss anxiety.

Unlike their gaming-industry counterparts, retail environment researchers determined that mall customers tend to show better “shopping endurance” when they have some sense of the passage of time. Accordingly, shopping malls developed much more complex lighting and air-conditioning systems which were capable of re-creating many of the cues normally associated with different times of day. The temperature was cycled to reach highs near noon, and the lighting changed from cooler morning hues to warmer, more incandescent colors in the evening.

Mall-design literature is filled with rules about the positioning of stores and how this positioning affects shopper psychology. Many of these rules work to minimize the perceived distance shoppers have to walk in order to get where they want to go. Because many shoppers plan to visit two or more of the department stores—JC Penney, Macy’s, etc.—when they visit a mall, the positioning of these “anchors” is crucial. They must be kept apart from one another so that shoppers who want to visit them are forced to walk through the entire mall. One rule states that an anchor store should never be visible from the entrance of another. Studies have shown that most American shoppers have grown so dependent on cars that they will not voluntarily walk more than 600 feet (about two football fields). For this

reason, anchor stores are always placed at the end of 600-foot corridors that are at angles to one another, breaking the line of sight.

Over time, the visual cues employed in shopping malls formed a kind of language. Just as the designers are counting on our predictability of movement, we slowly become dependent on their consistency of design. Fluorescent signs are reserved for the restaurants in the food court. We know to expect to see anchor stores whenever we turn a corner onto a long corridor, and to expect toy and music stores at remote corners of the mall, where their young patrons won’t disturb other customers.

The predictability of the mall’s organization and standardization of its visual language help us feel comfortable even though we are otherwise absolutely disoriented. By learning and accepting the visual language of the self-contained shopping environment, we voluntarily succumb to the mall’s own rules of guided behavior.

The Music Men

While architects and designers were busy developing a visual language capable of steering mall patrons’ behaviors, another set of technicians devised psychological attacks for a different portal: the ear. The music piped in through speakers throughout a mall certainly contributes to the creation of a familiar social atmosphere. As long as they’re piping it in, however, they might as well use the most behaviorally affective sounds possible.

The Muzak corporation began developing soundtracks for shopping and work environments back in 1928, when an army general named George Squire, the company’s founder, discovered how to transmit compressed music over telephone lines. Although he originally intended to compete with commercial radio, Squire had more luck selling his commercial-free broadcasts to stores and businesses. Today, after more than seventy-five years, of research into how music influences our emotions, work habits, shopping behaviors, physical movements, chewing rates, and ability to think for ourselves, Muzak

offers sixteen different channels of prerecorded music for a wide variety of applications.

Muzak distributors do not shy away from discussing the impact of their product on the approximately 80 million people who are exposed to it in the United States every day at work, shopping, in elevators, or even "on hold." As its promotional literature explains, the company's driving philosophy is "selling productivity." Department-store customers exposed to Muzak shop 18 percent longer and make 17 percent more purchases. Office workers make 25 percent fewer typing errors if Muzak is piped into their cubicles.

More extensive research into rhythm, pitch, and style of music has revealed that a careful selection of sounds can have a significant impact on consumption, production, and a variety of other measurable behaviors. Grocery shoppers respond best to Muzak that has a slower tempo, making a whopping 38 percent more purchases when it is employed. Fast-food restaurants use Muzak that has a higher number of beats per minute to increase the rate at which patrons chew their food. Garish clothing sells better where loud club music is played. Cheap accessories sell better in louder environments, too, because customers spend less time examining the quality of the merchandise. Meanwhile, men's-clothing departments employ gentle "covers" of familiar 1970s music. Because fashion is still dangerous emotional territory for most men, the stores use music that keeps men from feeling they have strayed too far into the unknown.

Wherever Muzak is played—during work, shopping, or eating, in elevators or waiting rooms—it follows a precise twenty-four-hour schedule to maximize its effectiveness throughout the day. Grocery stores, for example, benefit from a few slightly more rhythmic selections during the late-afternoon lull.

For its Environmental Channel's "Functional Motivation Program," Muzak programmers plot out an eight-day schedule of music designed to maximize productivity.¹⁴ Using something called "Muzak's Stimulus Progression Formula," computers assign each song a "stimulus value" between 2 and 6 for tempo and instrumentation.

The computer then assembles hundreds of fifteen-minute blocks of music. Each block begins with a low stimulus value and then slowly increases. This way, workers are programmed to perform in fifteen-minute energy cycles for maximum efficiency. During the afternoon, one or two entire segments might be composed of relatively high-stimulus-value songs.

Competitors to Muzak are now offering even more customized environments of sound for particular businesses. The Cyber Music and Consumer Experience Company, based in the U.K., offers music by satellite transmitted through computers. Store managers or automatic sensors can input variables into the computer terminal, such as the store traffic, the age of the clientele, or the quality of the clothing. The music then adjusts itself for the target audience.

The study and practice of influence through music has become so advanced, in fact, that today's programmers argue not about how to achieve certain effects but about which effects they wish to create. As one psychologist explained the strategy,

Most people's perception is that time flies when you're having fun . . . [but] if you like the music and concentrate on it, time passes more slowly. Music you dislike makes time contract. Fast music makes your perception of time increase. The dilemma for the retailer is, do they want people to like the place or to feel that time is going quickly?¹⁵

For traditional Muzak to work, we are not supposed to be consciously aware that it is playing. As Muzak vice president Bruce Funkhouser put it, "If your head goes up to the ceiling, we've blown it."

And yet in spite of Muzak's efforts to the contrary, we are becoming increasingly aware of the sound piped into our environments, which has reduced Muzak's effectiveness. Since Muzak is nearly everywhere, no one who uses it enjoys a competitive advantage anymore. This situation has led to a new theory of sound atmospherics that postulates that background music ought to become foreground

music. "Marketainment," a word coined by AEI Music Network vice president Mike Malone, is the idea that the music itself, along with giant video screens, should become an overt component of atmospheric styling—even if certain elements within the music are a bit more discreet.

Malone's company provides state-of-the-art custom walls of sound for The Limited, Starbucks, Banana Republic, Marriot, Gap, and more than 100,000 more of the most cleverly coercive environments in the world. The strategy is to make music that people listen to consciously, so that they associate a particular soundtrack with a particular store. Red Lobster's custom-made soundtrack combines rock, tropical contemporary, and reggae island music for a "signature sound" all their own. As Malone explains, "The more focused you are, the more you want everything—including the music—to support your merchandising direction."¹⁶

But where there is a foreground, a background can't be far behind. For Niketown, AEI has augmented a selection of motivational musical tracks with the sounds of basketballs bouncing and tennis balls being hit. AEI does not refer to these sounds as subliminal but, rather, as "stimuli." Just the same, the customers are not supposed to be able to consciously discern the individual sounds, but instead are to be drawn subtly into an aural ambiance of sports.

Stores and businesses are certainly welcome to play whatever music they believe will help them reach their goals. But as long as covert aural cues continue to turn over merchandise, we'll likely be subjected to a constant barrage of sound calculated to affect our moods and behaviors without our knowledge. As the director of one U.K. satellite-music service explains, "The sound of silence is a missed selling opportunity."

Scents and Sensibility

The olfactory sense is another crucial aspect of atmospheric design. While only a handful of shopping malls employ scents through the

entire mall to influence customer behavior, several of the cookie and pastry chains have taken to pumping their oven exhaust through vents over the entrances to their stores. Several studies have proven that cookie sales go up in direct proportion to the customers' ability to perceive the location of a cookie store from greater distances. Moreover, the mere smell of baking pastries has a marked effect on human behavior. One study showed that people are more than twice as likely to provide change for a dollar to a stranger when within the scent range of a Cinnabon store.¹⁷ The right smells make us more cooperative.

The effect of particular scents on shopping and productivity is still being actively researched. Marketers have spent millions of dollars on "aromacology," the study of how smell affects behavior. As a result, Victoria's Secret now uses potpourri scents to augment their customers' feelings of femininity, Publix supermarkets make sure the smell of roasting chickens hits patrons as they enter the store, and some car dealers augment the "new car" smell in the interiors of both new and used cars.

By today's standards, such efforts are considered primitive. According to a new class of scent analysts, who presented their findings to the Thirteenth Annual Meeting of the Association of Chemoreception Sciences, the above odors can be dismissed as mere "ambient scents."¹⁸ Because these scents are already associated with the products they are meant to sell (even potpourri is associated with a woman's lingerie drawer), they depend on simple olfactory association. True scent coercion involves changing human behavior through pure olfactory stimulation using scents that work directly on the synaptic structures of the brain, not on the conscious mind. Studies by these chemoreception scientists have demonstrated that casinos purposefully scented with new, receptor-specific chemicals derived from plant extracts, insect venoms, and animal hormones boast a 45 percent increase in slot-machine use. Other studies have shown that a person believes less time has passed when he waits for service in a chemically scented environment than if he waits in an unscented

one. The molecular compositions and exact neural functions of these scents are well-guarded industry secrets.

In Japan, the Kajima Corporation employs a Total Environment Perfume Control System in the air-conditioning system of its "intelligent" office building.¹⁹ The system uses microprocessors to release different fragrances at different times of the day to promote productivity. Citrus scents are used in the morning and after lunch, for their proven rousing effects. Floral scents, which encourage concentration, are used in midmorning and midafternoon. Woodland scents help employees relax immediately before lunch and at the end of the day.

In Britain, a company called Atmospherics produces what they call "corporate scents." The firm developed a fragrance for shirt maker Thomas Pink's retail outlets called "line-dried linen," which evokes memories of freshly laundered shirts. The company relies on a series of research studies conducted at Toho University in Japan, where scientists measured the brainwaves of human subjects before and after exposure to a wide range of primary scent categories. The brainwaves corresponded to certain moods and behaviors considered more or less desirable for different applications. One department store in Japan has gone so far as to utilize smells proven to induce a sense of dread—in their complaints department, of course. Intimidated through scent, an irate customer is more likely to accept the complaint officer's explanations and leave the store without a refund.

Passive Coercion

This interplay between visual, olfactory, and aural cues and customer expectation amounts to a kind of ongoing dialogue between patrons and their coercers. Although marketers may seem to be communicating to us via a one-way broadcast into our brains, they have very precise methods of gauging our moment-to-moment reaction to each of their thematic and atmospheric inducements. Thanks to video technology, they now have the ability to monitor our every move.

Armed with the rationalization that they are actually the customers' advocates, today's store and mall designers base their decisions on our ever-changing shopping behaviors. By paying attention to patrons' actions, these marketing experts are capitalizing on patterns that already exist rather than working to stimulate new ones. Their technique amounts to leaving a glue trap where you know a mouse is going to walk instead of baiting a trap that is intended to draw him in. This sort of passive coercion is more discreet and doesn't seem as cruel or manipulative.

The leading practitioner of passive coercion is Paco Underhill, proprietor of Envirosell. I spent several hours with Mr. Underhill at his New York headquarters, located inconspicuously on the second floor of a rather plain office building in midtown Manhattan. He is a large, balding, and unassuming baby boomer with a disarmingly endearing stammer. His own disheveled desk is propped up on plywood crates. Paco Underhill genuinely believes he is making the shopping experience more efficient for customers and merchants alike.

When I questioned him about coercive atmospherics, he dismissed such efforts as obsolete and ultimately annoying. "Clever seventies logic," he said with a wave of his hand. "It is a short-term solution and a long-term headache." According to Underhill, customers subjected to such heavy-handed influence techniques may not understand exactly what is being done to them, but they will remember feeling the uncomfortable squeeze from an indistinct but undeniable "they," and choose not to return.

Underhill sees himself as conducting something much closer to what he calls "public advocacy work." Indeed, his own background inspires comparisons to Victor Gruen's. As an undergraduate at Columbia University in the 1970s, Underhill attended a lecture on the subject of urban anthropologist William Whyte, who had founded an advocacy group called Project for Public Spaces. Whyte's project aimed to improve the function and efficiency of public spaces by setting up cameras and recording how these squares and town centers

were actually being used. After analyzing the data, the committed urban anthropologist could make meaningful suggestions about reconfiguring city parks or post offices to better serve the people inhabiting them.

Eventually, the inexorable pull of the marketplace absorbed these innovations just as they did Gruen's. After a few years at his mentor's side, Underhill realized that these same techniques of recorded observation, analysis, and redesign could be applied to commercial environments, helping retailers to better serve their customers' needs. In some cases, Underhill's method was as simple as showing a drive-through fast-food chain that patrons couldn't easily read the menu from their car windows. "You have to look back over your shoulder," Underhill told me. "That's a real problem, particularly when you are set up to deal with seniors." His work has thus spared countless aged necks from strain.

But Underhill's main product is pure research, and it's up to his clients to decide how to apply it. "Our job is to recognize and articulate opportunity," he said. "What our clients do with that opportunity can range from being benignly clever to demonically clever." To gather data, his assistants plant video cameras throughout a store or mall, and then painstakingly analyze the footage back in New York. Such research has provided a new set of ground rules for store designers who hope to capitalize on the ways we look at things, move through spaces, touch objects, and, most important, buy stuff.

His massive collection of eight-millimeter videotapes, stored in ceiling-high stacks of shoe boxes and Tupperware containers throughout his office, has formed the basis of a series of environmental axioms that his clients—ranging from Radio Shack and Burger King to Exxon and Citibank—apply with religious fervor. For example, the "Decompression Zone" at the entrance to a store must never be used to showcase products of value. The average customer needs at least twelve feet to slow down from walking speed to a browsing pace, and any products displayed before the downshift has occurred will be ignored. Underhill's law of the "Invariant Right" stipulates that a vast

majority of customers will automatically turn right on entering a store. For this reason, the most important products should be placed on the right-hand side of the store.

Underhill's hidden cameras have also led to his postulation of the "Butt-Brush" phenomenon. Apparently, no matter what product a woman is examining, she will immediately stop if another customer inadvertently brushes her behind. Though it may seem silly, hundreds, perhaps thousands, of retailers have expanded the widths of their aisles and moved important merchandise based on this single observation.

In some cases, Underhill's studies have convinced storeowners to do less, not more. For example, by tracking eye movements of individual customers, cameras have revealed that a consumer can absorb only so much marketing information at the checkout line. In fact, if there are too many displays near the cash register, the customer will perceive less room on the counter for his or her own purchases, and therefore may buy less merchandise. The bigger the checkout counter looks, the more products we will feel comfortable putting on it. (Take a look at the cash register area the next time you visit the Gap for an example of this philosophy taken to the extreme.)

On touring the Envirosell offices, I came upon a young woman sitting in a tiny cubicle, her eyes glued to a television monitor as she fastidiously marked a clipboard with mysterious glyphs. She told me she was analyzing videotapes recorded at a Blockbuster Video location. She was counting how many times customers would approach the counter and look through the return slot. They were checking to see which tapes had come in but hadn't yet been shelved. The customers repeated the same motions again and again: They went to the wall of "new releases," only to find their favorite selection out of stock; they brought the empty cardboard package to the counter and peeked through the opening to see if the plastic case holding their chosen videotape had been returned. Customers might repeat this action three or four times before finding one of their selections in the return bin or settling for something else.

The young assistant dutifully registered each occurrence of the “slot-peek” effect; how many times each customer performed it; and whether the customers found their tapes in the just-returned bin, chose something different from the shelf, or found something new in the bin itself. These tallies would be totaled and presented to Blockbuster as part of Envirosell’s complete study of the chain’s effectiveness in “articulating opportunities” for sales.

When they receive the results of the study, said Underhill, Blockbuster will have to choose what changes to implement. According to Underhill, they should make the just-returned-but-still-unshelved videotapes more accessible to customers, perhaps even identifying the recently returned stock with a sign.

“But couldn’t this be taken a step further?” I asked. “If people go to the return bin this often, Blockbuster might do better to restock their shelves *less* often, leaving tapes in the high-status ‘just returned’ area for longer periods.”

The assistant paused the videotape to hear her mentor’s response.

Underhill seemed reluctant to answer, so I gave him my best conspiratorial smile and added, “Hypothetically, of course.”

“Blockbuster makes its money on its older library rather than its current hits,” he said finally. “So if I spiked that rack with a few from the library . . . the customers will think, ‘Somebody just rented that.’” Another opportunity articulated. And his choice of words well encapsulates the heart of his work: Don’t lead the horse to water, simply spike the stuff that he’s already drinking.

Underhill’s field of study may have developed innocently enough. But as with so much of behavioral science, the better it predicts the way we think and act, the more easily it can be used to manipulate our behaviors. Like his peers in the atmospherics industry, Underhill believes he is rendering retail environments *less* coercive by making their very architecture more responsive to consumers’ own natural tendencies. He is simply narrowing the gap between our desires and the people who aim to fulfill them.

But when the desires themselves are left to the realm of the sub-

conscious, understood only by retail anthropologists armed with video cameras, the effect is to automate processes of which we are not fully aware.

In the hands of casino managers, for example, the result is that gamblers lose more of their money in less time. Armed with thousands of video cameras hidden behind mirrored panels, casinos not only keep tabs on card counters at the blackjack tables but also record their patrons’ traffic and consumption patterns for later analysis by passive-coercion technicians. Using Underhill’s methodology, these technicians learned that casino patrons tire of the closed, controlled atmosphere after a few hours, and then wander outside for air. By letting gamblers get a view of the boardwalk, the managers of one Atlantic City casino increased the average number of hours their gamblers remained at slot machines. Contrary to what researchers previously believed, Underhill’s techniques demonstrated that the most effectively controlled environments are those that seem to be part of the greater world outside.

Make no mistake about it: Casino designers are not letting up on their coercive atmospherics because they feel sorry for us. They simply have learned that today’s patrons will gamble longer and harder if they are granted a few subtle cues from the natural world.

By honing in on the particular behaviors they want to accelerate and ignoring all others, the designers of the worlds we inhabit on a regular basis succeed in skewing our reality toward its most compulsive possibilities, be they gambling or consuming. Like short-sighted farmers reducing the varieties of crop and depleting their own soil, reality designers promote and amplify only the behaviors that serve their clients. However lifelike, such environments are not organic but are crafted simulations with specific coercive agendas that necessarily subvert unwanted behaviors.

The trick is to create the sense that there is no alternative—and no need for one. The ultimate coercive atmosphere is one that doesn’t seem like an atmosphere at all but an entire world—the real world.

Mickey Mouse Eats Times Square

A walk through the newly renovated Times Square offers a great view of just such a "real" world.

Disney's Broadway spectacle *The Lion King* has just let out its matinee audience. I watch a family of tourists emerge from the Disney-restored New Amsterdam Theater into early evening air as well lit as the most lumen-rich stretch of Las Vegas's main drag. The overwhelming neon signs bathe the street, the cars, and the people in the same rich tones of red, blue, and green.

The mother's jaw drops as she beholds the storefronts before her. Three stories high in Day-Glo hues, they dwarf Forty-second Street, creating a new sense of scale for this former porn district. It's as if the intricacies of cracked pavement and tiny magazine stands have been replaced by a child's building blocks.

The family stands frozen as the Gruen Transfer sets in. The eldest daughter seems transfixed by a giant video display across the street. The mother turns back and forth, first toward the theater exit, as if she has forgotten something, then away again, as if she has forgotten what she had forgotten. The father checks the night sky, as if to make sure he's not enclosed in an enormous dome like the one covering the stage-set town in the movie *The Truman Show*. It is the youngest child who breaks free of this trance—or maybe he's the first to fully surrender to its effects. He yanks his mother's wrist, leading her into the fluorescent Disney store, ever so conveniently located right next to the theater, and the rest of the family follows them in.

Not that the store's interior is any different from the street outside. For Times Square has been reclaimed from the grimy urban culture that dominated it for so many decades. In a cooperative effort between The Walt Disney Company, New York City agencies, and now dozens of other businesses, the entire district has been transformed into a simulation of itself. It is still the real world—yellow taxicabs still glide through, and the subway still rumbles underfoot—but one

painstakingly tuned to promote the agendas of the media companies who funded this urban renewal.

To be sure, Disney, Virgin, MTV, Condé Nast, and the other companies who paid to transform a seedy porn district into a flourishing theme park have done the city a great service. Though they received tremendous tax incentives for agreeing to take up residence in Times Square, they also took a great risk. Thanks to the renovations these companies undertook, visitors and locals alike can now stroll through this area without fear of being mugged or harassed. The adjacent Broadway Theater district also stands to benefit from the increase in pedestrian traffic as well as the emergence of clean, tourist-friendly establishments like Madame Tussaud's Wax Museum and the All Star Café. It's hard to criticize this successful effort to reclaim the splendor of Forty-second Street's past, especially when every plan proposed by the city itself over the past three decades failed so miserably.

But relegating urban planning to a private consortium of media companies has its drawbacks, too. The local, living culture of New York and the unpredictability of the real world has been sacrificed to a planned environment where the designers exercise absolute control. Unlike Disneyland, a gated theme park that we enter consciously and willfully, or Las Vegas, which was designed to be an entertainment center, Times Square is a public space. Or was. The street itself has been transformed into a self-contained coercive environment. There may as well be a dome over it.

Merchants lucky enough to be able to afford to rent or buy one of Forty-second Street's giant locations are subjected to zoning regulations as strict as those in a shopping mall. One regulation requires buildings to feature at least one prominent illuminated sign. The thirty-four-foot-wide Panasonic-NBC video screen, the mammoth MTV scoreboard-like display, a Virgin Megastore neon monstrosity, and dozens of other electronic advertisements combine to create a uniform wash of brilliant color. It is at once breathtaking and over-

whelming—and precisely the means for inducing the Gruen Transfer.

Although it creates the illusion of tremendous consumer choice, urban renewal of this kind merely forces us to make our choice *as* consumers. Our roles as citizens, creators, or even activists with independent will and a sense of direction are under the influence of a meticulously executed carnival of entrancing simulations. And our media, through their fictional representations on TV and movie screens, only heighten the very same perception of reality they are peddling on the street. This is our real world.

I finally caught up with the family of tourists as they were hailing a cab back to their hotel. I asked the father if he felt overwhelmed by the scale of this spectacular environment.

“We don’t live here,” he snapped. “Leave us alone.”

I tried to be as nonthreatening as I could. “I only wanted to ask you—”

“We don’t want to answer any questions,” he said firmly. “Thank you.”

Though they had bags filled with Disney merchandise, perhaps these tourists were more resistant to the numbing effects of the Gruen Transfer than I thought. Or maybe they were simply afraid of the possibility that I was about to wreck the illusion they had traveled so far to find. If I forced them to think, even for a moment, I would destroy the spectacle.

CHAPTER THREE

Spectacle

We need to work with whatever voice speaks unity.

—Monsignor James Wall,
Promise Keepers counselor

Thanks to a rather generous employee benefits program at the hospital where my father used to work, starting in the midseventies and for many years afterward, our family was given a set of four season tickets to the New York Jets. Year after year, winter after cold winter, we would pack up the station wagon and head out to Shea Stadium to watch Joe Namath and his successors defend our city’s honor against all comers.

The stadium cheer was simple but heartfelt: “J, E, T, S. Jets! Jets! JETS!” Easy enough even for New Yorkers, we used to joke. I never was sure if the name of our team referred to the fictional New York street gang in the musical *West Side Story* or to the real aircraft that flew noisily over the stadium as they departed from nearby La Guardia Airport, or maybe it stood for the jet-setting cosmopolitan atmosphere of the Big Apple itself. In any case, to me the team represented everything great about my home city: Broadway Joe, the Van Wyck Expressway, the 1964 World’s Fair. When you’re a Jet, you stay a Jet.

I wonder if the eleven-year-old boy who sits in front of me at the games today—let’s call him Peter—feels the same way. Jets still fly over his head, but they are the 747s of Newark Airport, not Queens.

Citing poor field conditions and parking problems, in 1984 the Jets organization followed the New York Giants to the Meadowlands sports complex in New Jersey. Sacrificing hometown pride for profit margins, the Jets now play on a polyester rug in Giants Stadium.

We've sat in a section with Peter's grandparents, Daryl and Joseph, since as long as I can remember. Joseph was a Jets fan before they were even known as the Jets. "The Titans wore blue and gold," he still likes to remind anyone who will listen. "Now *those* colors say 'New York.'" In that sense, Joe is our connection to the history of our team. After any play, he'll be ready with his analysis—comparing a stunning off-tackle to one performed by John Riggins in 1975, or a well-timed fake kick to one conceived by Hall of Fame coach Weeb Ewbank thirty years ago.

On the whole, though, Joe is far less enchanted with the New Jersey incarnation of his favorite sports team. He and his family used to take a subway to the games at Shea, just four stops from their home in Queens. Now they take a subway to the Port Authority in Manhattan, and then a bus from there to New Jersey. All in all, a two-hour, twenty-dollar ordeal. These expenses, plus the inflated price of tickets, forced Joe to surrender two of his four seats by the late 1980s. Now, Joe must choose between bringing his wife or his grandson to each game.

On a frigid Sunday in December, he sits with young Peter—but the two hardly talk. Joe wears his radio headphones, not so much to hear the play-by-play analysis as to block out the shrill, overamplified advertisements that blare incessantly from the stadium's public address system. Peter, meanwhile, tends to his Tamagotchi "virtual pet" and looks up only to view the promotional pitches and product giveaways that are broadcast between plays on the colossal video screen mounted beneath the scoreboard. Both Joe and Peter are enjoying valid and fully designed aspects of the modern sports spectacle. Joe struggles to enjoy the football game of a bygone era, while his grandson intentionally ignores the cues designed to get him involved in

the game and instead dedicates himself to the many promotions that form their own kind of entertainment.

Meanwhile, my date and I long to see more evidence of the spirit that is supposed to underlie such sporting events, and we wonder whether there's a minor league team playing on natural turf in a small town where the game itself is still the thing that matters most. We are hopeful that recent plans to bring back the original Jets team logo or to build an old-fashioned stadium back in Queens may restore some of the game's former splendor.

Like so many other venues for mass communication, today's sports spectacles are desperately looking for new ways to appeal to all of their potential audiences. A well-designed spectacle has the power to unify tens of thousands of different people into a single, cheering mass. However the energy of the mob may have been directed in the past—toward particular political, religious, or cultural ideologies—today an afternoon at the Meadowlands has been fine-tuned to elicit our allegiance to the corporations sponsoring the game. The emotionally aroused spectators are exposed to commercial messages non-stop. Corporate logos adorn every available surface—the walls, a blimp overhead, the water coolers, the turnstiles, even the tickets. Every time we look up to check the stats, we are reminded who really keeps score: the half-dozen corporations whose logos alternately loom over the scoreboard.

The timing of commercial interruptions is meant to capitalize on the cresting emotional states of the crowd. At the conclusion of particularly exciting or narrowly decided plays, an announcer with an amplified, God-like voice calls our attention to huge state-of-the-art video screens. After watching a two-second commercial message ("This instant replay is brought to you by . . ."), we are treated to video recap framed within a corporate logo. It is with desperate and rapt attention that the crowd beholds the video image. Our critical faculties are suspended during these moments of heightened passion. That's why they cost the most for a company to sponsor.

After dutifully singing the National Anthem (and forcing Peter to

stand and put a hand on his heart), Joseph replaces the headphones over his ears and watches sadly out of the corner of one eye as his grandson reflexively responds to each marketing appeal made during the game.

For young Peter, these are the only moments of the game to be watched. The boy welcomes the video recaps as a consumer service, isolating for him the only moments of the game he needs to pay attention to while letting him spend the rest of his time filling out contest applications from the program, watching for special promotions, and, of course, minding his computer pet. By coming to recognize the cues from the loudspeaker, Peter can keep himself from being fooled into watching the whole boring game like his grandpa.

To capture Joe's attention, marketers need to take a different approach: They must insinuate themselves into the action of the game itself. No matter how much he hates the commercialization of his sport, Joe and older fans like him can be counted on to cheer for their team— whoever might be instructing him to do so. Today, everyone in the stands has been handed a colorful cardboard sign with the words "Sack Attack!" printed on one side. A voice on the public address system before the game instructs us all to hold up our signs whenever our defense squad successfully "sacks" the opposing quarterback.

Who has paid for these colorful signs? A restaurant called Outback Steakhouse, who was sure to put its own name and logo on the back of the placard. So whenever Joe thrusts his "Sack Attack" sign into the air, he is faced with an ad for a steak house. At the same moment, the announcer makes the association explicit: "Outback Sack Attack!" he cheers, before launching into an ad for the sponsor.

The brilliance of the promotion is its perfect isolation of the moments during the game when the crowd is experiencing its greatest rush of collective aggression. One can assume that the sponsor intends for the two forms of carnage—the sack and the steak—to be linked in the spectators' minds with the wild Australian outback and its namesake restaurant. When Joe tells me he feels like eating a thick

sirloin for dinner after the game, I can't help but sarcastically suggest he head over to Outback. He doesn't seem to get the joke.

Another sponsor has purchased the touchdowns. After a wide receiver sprints to the end zone, the triumph is honored through an instant replay, sponsored by an airline. As the young man dances jubilantly, we hear the name of the corporation to which his sweat pays tribute. Immediately after the extra point, one of the referees calls for an official time out.

"Someone must be hurt," Joe explains, turning up the volume on his headset.

No one is hurt. The network broadcasting the event has suspended the game to make room for an extra television commercial break. They are the ones paying the bills, after all. To entertain us in the interim, a local sporting goods store sponsors a short contest in which three members of the crowd attempt to catch as many footballs as they can in the hope of winning a huge sum of cash.

During shorter lulls in the action, we are asked to look at the scoreboard— sometimes to watch a commercial, other times to find out if our ticket number entitles us to a prize. Since any of us could be the next lucky winner, we are conditioned to pay equal attention to all of the announcements.

Peter tells me that he thinks he's "hacked" the format of these commercial breaks, enabling him to distinguish between the ads and the prize giveaways at the earliest possible moment.

"They all start with 'Please direct your attention to the scoreboard,'" Peter confides. "But if they're giving away something they always say 'for today's game' or something else only about this one game."

At the very next pause, however, the announcer reads from a script containing Peter's requisite cue for a contest. The boy's eyes stay glued to the scoreboard as we learn that "in today's game" a local appliance store will donate one hundred dollars to a charity for every touchdown the Jets score. Apparently, the sponsors are one step ahead of this eleven-year-old in their marketing tactics.

They're still giving something away," Peter says, defending his theory through an embarrassed blush at nearly having been fooled.

Finally, at halftime, Joe removes his headphones and looks around the half-filled stadium.

"It's pretty cold today," I say, attempting to rationalize the poor attendance.

"Real fans would've shown," Joe grumbles. "The seats all belong to corporations now, not fans. We're going to be in the playoffs and no one will be here who cares. Just a lot of clients."

Meanwhile, some activity on the field has captured Peter's attention. It appears that a representative of McDonald's is attempting to get the crowd to perform the "wave"—another case of a spontaneous moment of jubilation seized by marketers. The wave, a stadium-wide cheerleading phenomenon, first emerged quite unexpectedly at a University of Washington homecoming game in 1981. Fans stood and raised their arms in sequence as the "wave" passed around the entire arena again and again. The wave quickly caught on elsewhere. Throughout the next decade, stadium crowds would revel in displays of coordinated enthusiasm, less as a team-supporting cheer than as an experiment in group dynamics. The wave spread to rock concerts and other stadium events. It felt great to be part of a colossal, 40,000-person organism. Soon, team owners and their sponsors attempted to direct the energy of the wave toward officially sanctioned demonstrations of team spirit as well as paid promotions. But fans became suspicious when they were asked to perform the wave on demand. As spontaneity was sacrificed to marketability, the wave died, and now it exists only in its methodically provoked, spiritless incarnation.

Today's attempt to generate a wave turns out to be just an introduction to McDonald's main program: a game of Simon Says in which a hundred or so fans from the crowd have been brought down to the field to compete. The winner will get a cash prize; the losers a gift certificate to McDonald's. The fans in the stands are encouraged to play along, although no prize awaits them for successfully following the caller's commands.

Even promotion-savvy Peter stands and participates in the game. He shushes his grandfather as the old man asks him what he'd like from the concessions booth, and dutifully places his hands on his shoulders, nose, or hips as instructed by the man with the microphone.

Meanwhile, down on the field, a young man who has been called "out" by the McDonald's officials protests his rejection. The crowd, resentful of this corporate usurpation of the halftime show, seizes on the controversy as an opportunity to voice its collective dissatisfaction. Before long, much of the stadium is shouting "Simon sucks! Simon sucks!" The promotion ends in disarray with no clear winner, and the McDonald's representatives pack up their banners and retreat from the field in golf carts.

"This is what we get instead of marching bands?" Joe asks me and anyone else within earshot as he takes Peter's hand and drags him to the rest rooms.

As the McDonald's marketers painfully realized, a crowd's energy is easier to stimulate than it is to control. There are many risks to transforming sports spectacles into a series of commercial promotions. The crowd has come to root for the home team, and the spectacle unites them in their resolve to combat the enemy. As a result, the traditional sports event tends to promote ethnic, regional, or ideological solidarity. This is why a crowd of New Yorkers who are already hostile to the opposing team can so easily unite against the half-time incursion by McDonald's. Anyone is fair game for the crowd's anger.

When we are part of a crowd, we are free to experience heightened levels of emotion that just aren't possible for smaller groups. Relieved of our responsibility to make considered judgments, we can allow ourselves to be swept away by the enthusiasm of the greater body. Whatever everyone in the crowd has in common—yet may not be free to express in daily life—is amplified by the intensity of the spectacle and the protection that the anonymity of a mob affords.

The sports spectacle provides one of the last public forums for the expression of politically incorrect sexual and racial biases. Young girls

clad in as little as law affords are paid to gyrate in appreciation of the brute force of their male counterparts, and fans are free to discuss why Samoans make the best front line, "scrappy" young blacks become wide receivers, and white boys remain the decision-making quarterbacks. The crowd's newfound freedom to enjoy and express such feelings gives voltage to the spectacle and unifies the spectators.

Throughout history, nations and their leaders have used this sense of mass complicity and celebration to unite their constituencies, especially against foreign threats. In ancient Rome, sports spectacles won support for costly wars in far-off lands as citizens were given the vicarious, ritualized thrill of the conquests for which their tax dollars were paying. As class conflicts and civil unrest grew, a Roman ruler could also demonstrate his absolute privilege of mercy or wrath by deciding whether to grant a fallen fighter new life or savage death with the mere direction of his thumb. In the most emotionally charged moment, all eyes turned to the emperor or local governor for his decree—unifying the assembled mass in their obeisance. The coercive power of these spectacles was so well understood that gladiatorial contests were forbidden in election years.

Battlefield games like football and soccer served a similar purpose through much of the past century, stirring up national, ethnic, or local loyalties—especially when the mass in attendance already shared a sense of common identity. Without proper channels for its expression, however, the unresolved rage stoked in soccer contests has led to rampant rioting and even deaths in many of Europe's arenas. Their reasoning suspended, the fans give voice, and fist, to the frustration of waning nation states and the anxiety accompanying European union.

In the United States, most of this violence has been avoided, not because American audiences are less prone to such outbursts but because the energy of these spectacles has been channeled toward corporate agendas. It's a trickier proposition than uniting a crowd of Belfast soccer fans against the visiting team from London, and—as McDonald's no doubt learned—has achieved only mixed results.

Hometown teams today have little pull on the citizens of their namesake cities, with players being drawn from around the world. And the people assembled at a modern sports spectacle have less in common with one another, too. The same methods cannot be used to appeal to a traditionalist like Joe, his Cool Kid grandson, and New Simpletons like my girlfriend and me. What little we three groups do have in common—that we have come to root for the home team or that we share the same racial and sexual biases—must be converted into a desire to buy products.

Marketing, for the most part, is a targeted effort where knowledge of the individual prospect is crucial. You wouldn't ask a car salesman to close a deal without conducting his assessment phase, yet corporate sponsors are hoping to do exactly that through sports spectacle: to take advantage of a massive crowd's heightened emotional state to unify it toward the common goal of buying goods.

The National Basketball Association has weathered the transition to commercial interests better than football has. With commissioner David Stern at the helm, in fact, the NBA has retooled a sport originally designed to promote cooperation among Catholic boys into a celebration of individual achievement. Stern's three-prong strategy has been to push a kind of "star system," to infuse the sport with a unifying racial identity, and to systematically reduce local influences.

The rules of the game themselves have been altered to discourage passing and to promote the hot-dogging style of aggressive young shooters. Shot clocks, no-blocking zones, and other recent innovations encourage individuals to penetrate the defense without regard to their fellows. Advertisements for games pit the star players of each team against each other, as if the game were a boxing match. Basketball today is meant to be a clash of individual egos and styles—not teams or cities.

To this end, Stern has also mandated uniformity from arena to arena. No matter where it may be, an NBA game will begin with a high-tech light show and a computer-generated video presentation showing a few landmarks of the host city before tracking dramatically

through the streets and into the arena, as if to demonstrate how energy from the street will be brought into play. Changing the arena soundtrack from heavy metal to hip-hop, and the graphics from stencil to graffiti were the first steps toward introducing the strident individualism of young urban black culture. The players' uniforms were also changed to look more like hip-hop fashion, with lower waistlines and baggy pants. But the style retains a measure of decorum: A player's pant legs must not drape closer than one inch to the knee or he will be penalized and fined.

The uniforms themselves are altered every year or so. Thus fans are required to buy new jerseys at regular intervals if they want to remain current. Because individual players are highlighted instead of entire teams, the pressure for a young fan to be dressed just like his hero is magnified. In a game emphasizing team spirit, a traditional or antique uniform might demonstrate a fan's long-held loyalty to the team. When the emphasis shifts toward individual players as consumption role models for fans, then the object of the game, for the spectator, is to match brands with the hero. Make no mistake—Nike and Champion don't make their money selling uniforms to the teams. They profit from selling "official" team merchandise to us.

Most powerful, by incorporating the strengths of urban black youth culture—individualism, improvisationary play, hip-hop, and fashion—into a formerly white-person's sport, Stern has created a cooler and more progressive-feeling spectacle through which younger, modern audiences can be unified along unspoken but strongly racial sentiments. No matter how many millions of dollars they make, these street-smart young African-Americans represent the underdogs in our society, and it is easy for us all to rally behind them.

The Voice of the People

When unspoken racial tensions are stoked for purely commercial enterprises, only cultural anthropologists and raging killjoys tend to be concerned. Our kids might buy a few more jerseys than they need,

but the entertainment value of the sport itself remains at least partially intact, and the foundations of civil society are not fundamentally threatened.

The modern sports spectacle is cousin to a much more pointedly political sort of rally, however, in which the same basic set of crowd-unifying techniques are used to promote something much more potentially dangerous than simple consumerism: ideology. It is a tradition that finds its most extreme expression in the political rallies of dictators like Adolf Hitler, who depended on pageants and spectacles to keep their followers committed to a collective mission and free from taking individual responsibility for what they were doing.

In 1998, a debate raged in New York City about whether or not to allow the Million Youth March to take place in Harlem on Labor Day. City officials and local papers put forth a very reasonable rationale for why such a spectacle shouldn't. The rally was more of a stationary event than a march, and it presented tremendous traffic and safety problems at the proposed location, a busy thoroughfare of upper Manhattan.

Underlying this reluctance, however, was the very real fear of the power of spectacle—and, in this case, a highly volatile, racially charged one, organized by Nation of Islam renegade Khalid Abdul Muhammad, who made a name for himself by calling Jews blood-suckers in the early 1990s. Mayor Giuliani fought against the rally in court, while black organizations less extreme than Muhammad's proposed alternative events in other locations to try to siphon away potential demonstrators. City officials and moderate African-American leaders alike were frightened of just how provocative a man like Muhammad could be, and of how a crowd of black youth might choose to vent its collective rage once it was effectively stoked by racist rhetoric.

As defense lawyers after the violent Los Angeles riots argued, when we are caught up in the madness of a crowd, we no longer feel individually responsible for our emotions or actions. We can allow

ourselves to shout, sing, cry, or strike without the temperance imposed by personal accountability.

The more repressed a culture, the more pent-up its passion becomes. In those rare opportunities when we are permitted to vent this energy, we are brought into unfamiliar emotional territory. We feel alive as never before, and strangely honest—as if in our daily lives we have been living a lie. We may shed tears of joy or sadness, but underlying these tears is a sense of rage at not having been allowed to express these feelings all along, which magnifies the rage even more.

A person who is able to name this sensation at just the right moment can direct the raw emotional energy at such a gathering to almost any end he chooses. In a rally about race, that end is more than the selection of a postgame steak house. Because spectacle is capable of inspiring dormant rage, it is a powerful medium for delivering rhetoric, even in the service of racist ideologies.

Political and religious leaders who understand this dynamic have produced spectacular rallies in order to consolidate their constituencies and spur them into action. Adolf Hitler and his propaganda chief Paul Joseph Goebbels were masters of the political pageant. Like the ancient Romans, they used mass gatherings both to celebrate their distant victories and, when the war was not going so well, to rationalize their defeats. It was a simple, if faulty, logic: When the Nazis were winning, then victories were a sign of divine providence and grace; when they were losing, the losses were evidence of the global Jewish conspiracy against them. Hitler's spectacular Nuremberg rallies were concocted to emotionally convince his followers of this irrational syllogism.

The first job of any spectacle planner is to create a spectacular environment. Hitler chose to conduct his annual rallies at a Zeppelin field, itself a tribute to "superior" German aviation technology. But by 1934, as he began to gear up his supporters for global conquest, he enlisted the genius of architect Albert Speer to build a correspondingly more inspirational stage set.

For emotional, religious, and even political effect, Speer commanded 130 anti-aircraft searchlights and spaced them at 40-foot intervals around a giant field. As Speer later joked, "Goering made a fuss at first, since these hundred and thirty searchlights represented the greater part of the strategic reserve. But Hitler won him over: 'If we use them in such large numbers for a thing like this, other countries will think we're swimming in searchlights.'" ¹ The immense rays of light rose more than 20,000 feet before diffusing into the heavens. According to Speer, "The feeling was of a vast room, with the beams serving as mighty pillars of infinitely high outer walls . . . a cathedral of light."

Speer's intentions were to overwhelm rationality with grandeur and to mask naked rhetoric with emotion. His theatrics worked so well that the architect found himself drawn into the spell. He reported in his autobiography that he remembered attending the rallies and admiring Hitler's speeches. But on rereading them years later, Speer claims he had no idea what it was he had admired: "I found it incomprehensible that these tirades should once have impressed me so profoundly. What had done it?"

It is no mystery. Speer was the victim of his own efforts as well as the way Hitler's rhetoric capitalized on the emotional impact of the spectacle they had created together. Though bolstered by stage sets and special effects, the technique is fairly simple. Think of any great spectacle as having three main acts: First, unify the crowd; second, stoke their passion; and third, speak as God or Nature.

Each of the three stages of spectacle can be achieved in a variety of ways, addressing a multiplicity of agendas simultaneously. Elements of religion, history, oppression, conspiracy theory, numerology, metaphor, and racism all figure into the three-act coercive drama. No matter how many disparate ideas are addressed, however, unification is required at the outset. At a sporting event, this premise generally is built in to the event. We know to root for our "home" team even though its players may have been drawn from around the world. At ideological spectacles, however, the crowd's unity must be

earned. This is why nearly every key speech performed at a spectacle begins with the speaker addressing what everyone in attendance has in common.

The Nuremberg rallies began with unifying rituals before Hitler ever took the stage. Men representing various local and competing groups entered separately holding flags, then marched together with Rockette-like precision into huge revolving swastikas. The shining silver eagles atop each flag united them all in a sea of shimmering light. It's the same technique used today in the videos that precede every NBA basketball game: We gathered from many places around the city to be here together, tonight.

In the first speech of the 1934 rallies, Hitler began with the simplest of commonalities: They all were men. He told them how the "man's world is the State" and the "woman's world is her husband, her family, her children, and her house."^{*} These values, Hitler explained, were being threatened. "We would protect ourselves against a corrupted intellectualism which would put asunder that which God hath joined." Those intellectuals were eventually singled out as "Jewish forces" bent on compromising the purity of the German race. Hitler committed to developing "a tradition in the art of leading a people which will not permit that men of alien spirit should ever again confuse the brain and the heart of the Germans."

During a spectacle, referring to symbolic attacks provokes a greater emotional response than recounting the details of any actual oppression, which appeals more to the intellect. The less specific the details, the more iconic and universal the reference. It is easier to unite—and incite—a mass of people under a symbol. While individual tales often are told during spectacle gatherings, the speaker always raises his rhetoric to more totemic and universal themes near the climax. As he does so, he becomes a lightning rod for the entire group's righteous indignation.

^{*}Hitler's speeches translated in Raoul de Roussy de Sales, *Adolf Hitler: My New Order* (New York: Octagon Books, 1973).

In Leni Riefenstahl's 1935 documentary about the Nuremberg rallies, *Triumph of the Will*, Hitler walks a tremendous gauntlet, apparently mourning the deaths of some soldiers in coffins. The camera moves in tight on Hitler's face as he stares sadly, but determinedly, ahead. Then Riefenstahl cuts to where Hitler is looking—not at the wreath or the funeral pyre at all, but at the giant stone swastika above it. An attack against a symbol is more spectacular than one against human beings. It is universal.

At precisely the moment that the crowd makes the leap from personal to universal rage, the speaker can embark on his third and most difficult task: presenting himself as the voice of God (or whatever higher authority he decides to emulate, be it the divine spirit of a nation or the father of a particular race). Usually, this is done with a subtle tongue. In 1936, Hitler used religious phraseology to cast himself in a messianic role: "How could we not feel once again at this hour the miracle that brought us together! You once heard the voice of a man, and it struck your hearts. It awakened you and you followed this voice . . . Not every one of you sees me, and I do not see every one of you. But I feel you, and you feel me! . . . It is a wonderful thing to be your Führer."

At the end of nearly every inspirational rally, the audience is entreated to take a collective oath. In the midst of a crowd of thousands of brethren, we are to pledge our support. Unfortunately, we are not in a position to rationally consider what we are doing. Hitler went so far as to threaten his followers with punishment for noncompliance, warning that "he who breaks his vow of loyalty . . . must not be surprised if one day he also finds himself lonely, betrayed, abandoned. . . . For us the mere proclamation of faith does not suffice. Only the oath 'I fight!'"

Although Hitler might be considered an extreme example, the arc of coercive rhetoric at ideological spectacles has remained very similar to this day. Louis Farrakhan followed a nearly identical formula for his famous Million Man March in Washington, D.C. He unified his crowd with a long speech about the buses they rode from distant

cities. He stoked their passion with references to a symbolic defeat: "White supremacy caused Napoleon to blow the nose off the Sphinx because it reminded you too much of the Black man's majesty." He referred to himself as continuing the lineage of Moses, Jesus, and Muhammad, then entreated his assembly to take a collective, solemn oath.

Spectacles such as these are just as powerful, and just as potentially dangerous, as those from past eras on which their coercive styles are based. Worse, by applying their rhetoric to religion instead of politics, these people have proved much harder for others to criticize without being accused of bigotry. Only those groups specifically targeted by the rhetorical attacks feel justified in speaking out.

Feminists were the first people to openly criticize the 50,000-person extravaganzas organized by the Promise Keepers, a revival movement that uses the coercive power of spectacle to rally its all-male initiates toward a common spiritual calling that includes "taking back authority" in the home.

Conceived in 1990 by the head football coach at the University of Colorado, the Promise Keepers owe their success to the same principles that win football games: a unified team, a sense of rage, and commitment to a "higher" goal. After several years of exponential growth, the Promise Keepers held a nationally televised rally in 1997 called "Stand in the Gap" on the same plot of turf where Farrakhan had held his Million Man March: the National Mall in Washington, D.C. Dozens more have followed each year in stadiums around the country.

A former member of the organization, who I'll call Hank, traveled several hundred miles from his home in upstate New York to attend a Promise Keepers rally held in Philadelphia in July 1998. The home video he shot of the event amounted to an instructional tape in the art of coercive spectacle. The two-day "wake-up call" included prayer, confession, "Jesus cheers," stirring speeches, participatory songs, responsive readings, beach balls, a version of the wave, public confessions, a candlelighting ceremony, and a sacred oath. Predictably, it

ended with the assembled men, many in tears, vowing their commitment to seven promises about loving Jesus, living a moral life, and spreading the doctrine to others.

Apparently, feminists are not the only ones who see more than the Holy Spirit at work here. The Center for Democratic Studies has dedicated an entire newsletter, called *PK Watch*, to tracking the movement's activities. According to a book published by the center, *Promise Keepers: The Third Wave of the American Religious Right*, the movement has more political aspirations than it admits: "In its conception and execution, Promise Keepers is one of the most sophisticated political movements the right wing has yet conjured up." The National Organization for Women has likewise declared Promise Keepers "the greatest danger to women's rights."²

The rhetoric of the Promise Keepers is no more frightening or extreme than that of many other radical religious groups. But the methods they use to spread their doctrine evoke terror in their opponents, who recognize the awesome power of these spectacles to suspend logic and to foment rage. Those who have attended such rallies in an attempt to analyze them find themselves swept up by the enthusiasm of the crowd. Newton Maloney, a specialist in psychology and religion at Fuller Theological Seminary in Pasadena, attended a 75,000-strong gathering of Promise Keepers in Los Angeles. Although he went to chronicle their methodology, he soon forgot all about his original purpose and began having a "wonderful time." He later told a skeptical reporter who was covering the rally, "I knew all the crowd techniques . . . [but] it was amazing, spontaneous, like a religious revival."³

Hank, too, found himself inexplicably drawn in during his first Promise Keepers experience. "I felt they were talking right to me," he said. "I had some problems with my marriage, and the speaker sounded like he knew it. Just when I was thinking about it, he mentioned it. I cried, and other guys cried, too."

As he learned later by reading "anti-Promise Keepers" materials that his wife had downloaded off the World Wide Web, Hank was

not subjected to divine intervention but a simple market study. Promise Keepers' demographic researchers determined that 62 percent of their members struggle with infidelity and the allure of pornography. As this was the single largest concern of the men polled, the Promise Keepers planners capitalized on it as an appeal to confess.

At the rally, in the heat of the moment as his sins were discovered, Hank turned off his video camera and walked toward the field to join in a mass confession.

Hank was a victim of well-honed psychological techniques: Through play, song, confession, and confusion, participants are quite nearly hypnotized and made to regress to a childlike state of mind, where they are hungry for direction from above. The speakers then indoctrinate their vulnerable assembly to the arts of "spiritual warfare" and "soldiering for God." Like young college-football players looking up to their coach for an inspirational locker-room speech after a difficult half, or young Nazi soldiers looking to their führer for guidance, the Promise Keepers are rendered psychologically and intellectually defenseless, however much testosterone might be coursing through their veins.

In fact, as in any deliberately coercive spectacle, the programming occurs precisely during these heightened moments of rage or fear. Just as the Outback Steakhouse chooses the brutal "sack" for its point of attack, the Promise Keepers make their final call to confess when hearts are pounding hardest. At such moments we are not familiar with the emotions we are feeling, and we gladly accept any outlet for the primal energy summoned through the mass ritual. We need to believe we have found the natural expression of our fervor, even if it is ill-defined.

When Hank returned home from Philadelphia, he found his wife and children resistant to his newfound determination to exercise his supreme, God-given authority over them. Their insubordination sent him into a rage. On one occasion, Hank's wife became so frightened

of the measures he might choose for demonstrating his "resolve" that she took her children to a neighbor's home for the night.

Promise Keepers leaders contend that the emotional fallout a family experiences after a member's awakening results from the man's inability to assert himself skillfully, from the decadent propaganda of liberal women's groups, and from years of sinful living that simply cannot be healed overnight. But after several weeks of arguing with his family and a few sessions of counseling with his minister, Hank decided that the Promise Keepers "said good things but were not for me." The rally succeeded only in making him more aware of his dissatisfaction with his personal relationships, his unsatisfying job, and his inability to find a place for God in his life. It did not provide him with an appropriate set of tools to make any changes.

Because of the many unresolved emotions it leaves in its wake, spectacle is a dangerous way to generate enthusiasm for one's cause — which is why New York's custodians were so fearful of a Million Youth March occurring within city limits, especially when it was aimed at one of its most oppressed demographic groups: young black men.

Mayor Giuliani was so afraid of this spectacle's coercive power that he took every possible measure to prevent it from attaining critical mass. Police divided the crowd area into isolated segments, each no bigger than half a city block, to prevent mass contagion. The event was given a strict time limit—so strict, in fact, that Giuliani sent police onto the stage to pull the plug on Muhammad two minutes after his deadline had passed. Ironically, it was just such a show of force that Muhammad was waiting for. He easily convinced the assembled young men that they were under attack by their enemies, and he provoked a small riot. "Take their guns in self-defense," he shouted. Still, it was policymakers' fear of the power of spectacle that had precipitated the eventual violence.

The young participants of the Million Youth March were left no better off than Hank and his fellow Promise Keepers. Their blood was brought to a righteous boil, but they weren't given any tools to

exercise their passion. Their rage had been artfully stoked, but what did they receive for their trouble except the crack of a billy club?

Sex, Drugs, and Rock 'n' Roll

Do spectacles ever give their participants the tools they need to work out their heightened emotions in a constructive way? Is it even possible for mass spectacles to be used toward positive ends, or are all spontaneous gatherings doomed to be co-opted? Spectacles such as the March on Washington and Woodstock in the 1960s seemed to hold the promise for broad positive change for their participants, but the current incarnations of these events—Woodstock II, Lollapalooza, and the Million Man March—seem contrived, commercial, or downright destructive. Perhaps the emotional energy of spectacle can no longer be channeled in a healthy manner. Maybe it never could. Still, that doesn't keep people from trying.

When my good friend Aaron Naparstek called me in June 1998 to tell me he had just signed on to help devise a new kind of concert gathering, I knew that whatever it was he had gotten himself involved in would not suffer from a lack of good intentions. A mature twenty-eight, Aaron has been working since he was a teenager to develop youth programs that help participants explore alternative methods of conflict resolution. At an international camp called Seeds of Peace, Aaron brings Palestinian, Arab, and Israeli children together each summer for workshops and role-playing games, where they are forced to find ways to work together. In one such program, all the children are divided into separate tribes, each missing one essential resource. By the afternoon's end, only the tribes who have learned to negotiate and trade with the others will survive.

Although the games are programmed to teach a particular lesson (the decks are stacked, so to speak), that lesson is usually a positive one—or at least one that relies on problem solving instead of holy war. Aaron's programs have been so successful that he has received funding to continue his international workshops on the Internet.

Youth programming and community building might be Aaron's passions, but they don't always pay the bills. For that reason, he took a job last year in "virtual community" planning for Microsoft's online service Sidewalk.com. There he was responsible for helping to organize marketing spectacles, like a rally in New York's Bryant Park in which the assembled crowd stood in line to receive discount coupons to local restaurants featured on Microsoft's Web site. As he applied his well-honed skills toward helping people network according to the corporate agenda of the software giant, he found himself slipping into a malaise. Luckily, just as Microsoft was restructuring its online service to become more commercial—and handing community makers like Aaron pink slips—he partnered with an old friend who had the resources to make a progressive spectacle into a reality.

Thomas Hoegh is best known as the theater director who choreographed the opening ceremony for the Lillehammer Olympics in 1994. Pageantry is his forte, and the native-born Hoegh had no compunction about using every tool at his disposal to celebrate Nordic culture. Though CBS opted to broadcast an interview with knee-bashing conspirator Tonya Harding instead of the ceremony, the 34,000 in attendance at Lillehammer were treated to classic over-the-top spectacle. A characteristically Norwegian reindeer-drawn sled driven by one of the region's indigenous Lapps gathered participants and speakers from around the world. Eight parachutists dropped down from the heavens, holding a 400-foot Norwegian flag. Speakers inspired the assembled masses with talk of international peace and brotherhood. Norway's royal family entered with the pomp of Michael Jordan stepping onto the basketball court, and for the climax, a ski jumper holding a flame performed a death-defying jump across the stadium before lighting the main Olympic torch.

Hoegh left theater behind after inheriting his family's fortune and starting a venture-capital firm called Arts Alliance, which specializes in online projects, marketing, and software. He took a job at a Massachusetts company called Firefly in order to learn about the "intelligent agents"—small programs that search cyberspace for an Internet

user's requests and presumed desires—they were developing for big business. There he met Naparstek, and the pair quickly realized they should be working together on something more culturally relevant and more fun than marketing software.

While most of his previous Arts Alliance projects had involved investing in and advising online companies, Hoegh had an idea that appealed to Naparstek: to design a massive youth culture event that revived some of the positive energy of spectacle. Something had divorced the modern rock concert from its ritualistic roots, Hoegh and Naparstek thought, and the two were determined to restore this connection through a traveling, global road show, fittingly entitled the "Ritual."

Because I had experience researching and writing about youth culture, the two well-meaning conspirators decided to bring me in on the action. After a few preliminary meetings, I realized their task was Sisyphean. Since the 1960s, almost every effort to ignite a genuinely free-spirited expression of mass energy in the form of a musical event had been quickly snuffed—either by a music industry determined to capitalize on the phenomenon or by well-meaning progressives who weighed it down with political "causes." How could these two hope to accomplish anything better?

As envisioned by Hoegh, the Ritual would be a traveling spectacle designed to provide a spiritual, communal awakening for a global youth culture in quest of just such an outlet. With little more than this basic goal, the two gathered about a dozen experienced rave promoters, online community makers, musicians, DJ's, and youth culture advocates to "brainstorm" a spectacle worthy of the mission.

Those of us who assembled for the one-day meeting in a funky studio in New York's Greenwich Village were treated to something of a program ourselves. Naparstek had outlined the day's proceedings on a large flip chart. We played "show and tell," broke into smaller focus groups, made presentations to one another, and strove to pay attention. Still, most everyone was suspicious, and our cynicism was palpable.

We sat at tables arranged in a polygon, and listened to Hoegh as he described his vision. "The artist has gone from presenter to facilitator," he explained. His intention, he told us, was to facilitate a ritual that would be actualized by its participants, or, in his words, to "create a space for a story to take place." The space would consist of dozens of giant shipping containers connected to form a tremendous circle. At the center, a stage fitted with projectors would cast images directly up onto an "organ of mirrors" that would, in turn, reflect the images onto the surfaces of the containers. Using 3D sound technology, musicians on the stage would be able to direct the sounds of their instruments to different locations in the circle.

Most important, the musicians and visual artists would merely set up "frameworks" for the participants to make their own content using devices situated throughout the arena. The ticket for the event would be a CD-ROM disk, distributed far in advance. The CD would contain software allowing ticket holders to create music and videos that could be broadcast throughout the event. A World Wide Web site would offer participants the chance to communicate with one another during the months before the show came to their hometown, and perhaps even form separate "tribes" that would come together at the Ritual, as a sort of conclave. Those who participated the most online or with local organizers would be entitled to work most directly with the professional artists on the tour.

Though we could all sense Hoegh's earnestness as he told us his ideas, we couldn't help but attack him with our questions. Is this a concert, or what? Who gets the money? Who decides which audience contributions are actually used? What's this Ritual supposed to convey?

Maybe we were right to question Hoegh's vision. Or maybe we simply had gotten so used to the coercive use of spectacle that we saw a hidden motive behind every one of his ideas.

Toward the end of the day, Genesis P-Orridge, an expert in occult practices and the notorious founder of British "industrial" band Throbbing Gristle, was asked to give us some background about the

tribal roots of ritual. He spoke of mystics and rain dances, the unpredictability of nature, and the technologies of survival. The mystics of a tribe were responsible for identifying patterns that others couldn't, he explained. And the rituals they created were designed to bring back the conditions—be it rain, harvest, or prosperity—that had arisen spontaneously and without effort before but that seemed to evade them now. “Rituals are based in a people’s need to build something in order to make something happen that had happened before,” the tattooed and scarified counterculture legend insisted.

An unmistakable chill swept through the steamy, un-air-conditioned loft. Were we to assume the role of our society’s mystics, re-creating the conditions that allowed for a spontaneous spectacle to emerge? Most of us had been active participants in one countercultural movement or another, and knew all too well what happens when someone tries to corral that natural energy. Besides, how is “making something happen that happened before” progressive? The Ritual was beginning to sound more like a rally to restore the Promise Keepers’ once-assumed role of authority in the family.

A young black Harvard intellectual-turned-musician, DJ Spooky, finally broke the ice, giving voice to our shared paranoia: “So we’re talking about starting a cult?”

The Ritual retains a line on the Arts Alliance balance sheet, but—as of this writing, anyway—has not yet gathered the necessary momentum to come to fruition. Perhaps Hoegh realizes he’s fighting a losing battle and that self-consciously concocted spectacle, no matter how well-intentioned, is bound to fail.

For in light of their tendency to draw on old traditions, spectacles aren’t the most hospitable forums for promoting new ideas or alternative agendas. Spectacles bring their followers into the future only by lauding achievements and values of the distant and sometimes mythical past. They are a call to arms, where confessed sinners and the newly virtuous vow to wage war against the alien forces of change that have compromised their common, God-ordained mission.

It’s hard for a spectacle to be much more than that. By encour-

aging emotional or nostalgic reactions and demanding conformity, spectacles tend to discourage the kind of mind-set that leads to progressive change. Occasionally and usually spontaneously, a legitimately novel form of spectacle arises, where individuality is preserved and open-minded tolerance prevails. They don’t usually last for long. Spontaneous expressions such as these are either co-opted by the very forces and industries they hoped to change or surrendered to the intrinsically coercive structure of spectacle itself. Either a new tribe or a new demographic is formed.

The sudden countercultural surges provoked by movements like rock and roll, punk, and rave are no exception. For all their lip service to progressive agendas and psychedelic illumination, most stadium concerts today are merely desperate attempts to rehabilitate the former “platinum” status of waning supergroups or the faded glory of the rock and roll era. As a result, the vast majority of music festivals are bound by traditional values and are nearly as coercive as a Promise Keepers rally. Whether in support of God’s masculine image or U2 singer Bono’s latest chart-buster, any stadium filled with people pumping their fists in the air or slamming against one another in mosh pits is more under the influence of hormones than common sense.

By the time a rock group reaches the status necessary to perform at a full-fledged spectacle, its managers are usually more concerned with maintaining sales than pushing any creative envelope. Newer groups, who serve as warm-up bands for monster acts, gain audience and legitimacy through their association with the established headliner. Meanwhile, anything truly novel about them will forever be associated with the veteran rock and roll institution. Their voluntary alliance with the number one band is a not-so-tacit acknowledgment of a direct and devotional lineage.

Stadium concerts today are not so much about the bands or their music. They are increasingly about spectacle, and they are designed to artificially re-create the sensations of tribal loyalty. Employing the same sorts of techniques used by the Promise Keepers, concert pro-

motors reverse-engineer the allegiance of their audiences. Rather than amplify a rock group's genuineness, the spectacle manufactures the physical and emotional conditions associated with loyalty in order to consolidate a stable and continuing source of financial revenue.

Rock concerts, of course, have long served as vehicles for the political and spiritual agendas of their stars. The Grateful Dead used their concerts to share Eastern and psychedelic philosophies, while The Who began to address unemployment and other social fallout from the downward trend in the British economy. Woodstock, however earnestly conceived, was really just a rally for the antiwar movement. The event itself was more important than the music. Musicians and promoters with political agendas were capitalizing on the energy of mass spectacle to unite young people in their opposition to continuing militarism in Vietnam. Though earnest and well-meaning, they were also manipulating.

Today, rock concerts in support of specific agendas are common and overt. Live Aid, Band Aid, Rain Forest, and Free Tibet concerts make no pretense of the fact that they are directing the energy they generate toward social or political causes. Still, many of the performers are aware of an inherent incongruity. As Beastie Boy Adam Yauch admitted to *Gen-X Swing* magazine of his Tibet concerts, "We're trying to create something that as closely as possible represents Tibet, which is obviously ludicrous because we're doing it in the middle of a stadium with a bunch of kids running around, playing Western music."

The promoters of these events have our best interests at heart. Although there is something odd about a rock star having more political influence over young people than, say, a working environmentalist, legislator, or social activist, it's hard to feel too terrible about concerts that generate awareness about global threats. But the same persuasive techniques used to direct rock audiences toward social issues are being used much more often and more perniciously by businessmen hoping to make a buck for themselves.

By the mid-1990s, the popularity of relatively anonymous elec-

tronic dance music and the failure of supergroups to maintain customer loyalty had pushed platinum album sales to dangerous lows. Although young people are buying more recorded music than ever before, they can no longer be counted on to purchase albums by the same artists, year after year. Some experts blame the Internet and channel surfing for breaking the predictable, linear purchasing habits of young people. With the ability to sample music online from countless new bands, digital kids drift from genre to genre. Where once they could have been counted on to buy four or five albums from the same supergroup, now they buy just one and move on to another. The rise of electronic music, usually recorded and performed by unseen musicians and with no lead vocalist, has further eroded the support base for traditional high-profile concert bands. To fans of electronic music, the cults of personality associated with famous rock groups seem contrived and superfluous.

The music industry's dependence on formulaic marketing, coupled with a growing disillusionment about role models and pop icons, has left the music business desperate for the huge moneymakers of the classic rock era. So they turn to the tactics of spectacle to revive the aging heart of rock and roll.

Concert promoters now strive to make their shows bigger, louder, and more extravagant than their predecessors'. Fireworks and explosions, not passionate musical refrains, are what bring the crowd to its feet on cue.

In its best light, the self-consciously re-created rock concert can be seen as a kind of second-order ritual—a ritual of a ritual. But rock promoters have a much less postmodern attitude toward all this. To them, it's about business.

Consider U2's 1997 PopMart tour, perhaps the most expensive and self-consciously devised rock and roll extravaganza ever to travel around the globe. The show's title revealed its true purpose: PopMart. With an ironic wink, the tour sought to stake U2's claim to the throne of "world's greatest supergroup" by launching a ritualized invasion.

"There are times in rock and roll when military language becomes

inescapable,” explained band manager Paul McGuinness. “You talk about things like invasions and battle plans in various countries because you want people to buy your records and come see your shows.”⁴

The East Bay *Express* was not amused. “When you’ve got The Most Audacious Stage Show in Rock History in front of you, it’s easier simply to let your jaw drop at the setup: a 170-by-56-foot video screen (sort of like Times Square), an enormous toothpick spiked with an olive (sort of like Times Square), and a huge golden arch (sort of like McDonald’s) blasting floodlights directly into the night sky (sort of like a 1930s Nazi rally).”⁵

In spite of a \$2.4-million-per-week budget and countless more spent on hype and publicity, most of U2’s shows failed to sell out or even come close. Not that the tour wasn’t profitable—ticket receipts easily exceeded expenditures. Still, the overwhelming reaction of audience members I interviewed was negative. They saw through the hoopla to the hollow marketing at the spectacle’s empty core. Lead singer Bono responded defensively to his critics: “I don’t buy the notion that you are somehow committing an offense to the spirit of rock and roll by becoming popular.” But popularity was not his crime; manipulative spectacle was.

The so-called “alternative” rock scene offers the most grotesque contortions of spectacle gone awry. Lollapalooza, a touring festival started in 1991 to bring attention to lesser-known bands, quickly became a victim of its own success. As alternative bands like Nirvana became supergroups in their own right, the festival got more contrived. Ironically, it also got less popular, less profitable, and entirely predictable. As *New York Times* reviewer Jon Pareles put it in a review of the festival, “Most bands simply filled their niches. The thrill is fading; fewer than 12,500 were sold out of 27,500.”⁶

In an attempt to restore some of its former street credibility and cash flow, Lollapalooza engaged Perry Farrel, the concert’s original organizer who had since moved on. Faced with the dilemma of how to make this festival different from a run-of-the-mill testosterone party,

Farrel strove to associate the road show with legitimate social causes. The theme he chose was “toxic waste,” but more than one reviewer noticed the many incongruities between the concert’s stated agenda and the actual event.

At the show I attended, the smell of cooking hamburgers wafted over an earnest anti-beef display. As a *Spin* reporter explained,

After reading about the evils of dioxin-producing PVC plastic at the Greenpeace table, you could visit “the Temple” and watch one of the official Lollapalooza dancing girls hang from a crotch harness in what looked suspiciously like a PVC bondage thong. More than one fan made the mistake of offering up dollar bills to Miss Thang in her sling, suggesting the difference between postfeminist performance art and alterna-porn is in the groin of the beholder.⁷

Lollapalooza enacted the “social-issue strategy” in reverse. Instead of the rock show being used to rally people behind a social cause, a social cause was being used to rally people behind a rock show—which, perhaps, is why neither was effectively promoted. True to the overbearing nature of such spectacles, the only female performers at Lollapalooza were backup singers. It was such a blatant omission that a collection of popular “girl bands” decided to tour on their own that same summer, to much better receptions and reviews.

The closest young people got to liberating themselves from the agendas of marketers and social activists alike was when they abandoned the festivals devised for them and took to devising their own. By the late 1980s, many young people in Europe and the United States were already tiring of the traditional rock concert, but they still had the urge to gather together in massive numbers and dance.

Luckily, some vacationing British revelers on an island called Ibiza off the coast of Spain stumbled upon what turned out to be at least a temporary answer: raves. These spontaneous festivals, which quickly spread to the British countryside and America’s West Coast, consisted

of little more than electronic dance music mixed on turntables, and thousands of people willing to move to it. Although mild versions of psychedelic drugs were very often a component of the scene and its psychology, the unannounced and usually illegal gatherings succeeding in bonding literally thousands of people together through a leaderless mass spectacle. Most of the participants didn't know quite what to do the next morning with the emotional states they had achieved the night before, but they felt certain they had experienced group cohesion on a level more profound than they previously thought possible.

Raves were transformational experiences on the order of a Promise Keepers rally, except they appeared to have no overriding or imposed agenda. Young people attending and organizing raves were so wary of social or commercial causes co-opting their experience that they generally shunned even the worthiest of affiliations. Much to the chagrin of 1960s radicals and record executives alike, for a long time raves remained amateur events in the best sense of the word, and their organizers strenuously resisted efforts to turn them into anything else.

The most commonly reported effect of the rave experience was "loss of self." Rave participants said the parties made them feel "liberated" or "free from ego." Unlike Promise Keepers, who found liberation through confession of their sins and then quickly took an oath, the ravers claimed to find liberation through little more than dancing with others. Instead of wanting to take an oath or subscribe to a new set of tenets, ravers felt an urge only to accept themselves and one another unconditionally. In contrast to most other mass spectacles, sexually aggressive or predatory behavior was minimized, not amplified. In fact, more young women attended raves than young men. "It's not a pickup scene, like at a club," one San Franciscan girl explained to me. "You're just free to dance and feel the group energy."

The other distinguishing feature of the rave was that in spite of its intense group dynamic, individual thinking and behavior were not

intentionally impaired. Dancers tended to move freely about the crowd, dispensing with the convention of partners or standard motions. Since there was no real performer—only a DJ—there was no stage to face, which lent an amorphous character to the entire event. Raves allowed for group cohesion and at the same time permitted individuals to relate to the phenomenon as they chose. The gatherings were exercises in tolerance and coordination and, according to their organizers, miniature models of civilization.

Unfortunately, not even raves could resist the forces of the market. By removing themselves from the commercial club and stadium environment, rave promoters unintentionally created an alternative, underground economy. Rampant drug dealing also contributed to an eventual stand-off with law enforcement and community leaders. The British government passed a law called the Criminal Justice Act, which made public gatherings illegal and forced these parties into commercial, established venues.

It was a recipe for disaster. Commercial bars, which depend on liquor sales to turn a profit, had no way of generating income from young people who used Ecstasy and herbs to get their highs. Since people on Ecstasy tend to dehydrate, unscrupulous barkeeps began the practice of turning off bathroom faucets and charging exorbitant rates for bottled water. After a few well-publicized "Ecstasy-related" dehydration fatalities, the rave movement was effectively squashed.

In the States, the rave spectacle slowly gave way to hero worship and the star system as promoters and record labels looked for ways to make money by establishing brand recognition. DJ's took center stage, and a new category called "electronica" was born. Massive promotional efforts behind performances by supergroups like Prodigy and The Chemical Brothers restored a traditional order to these formerly free-form events. They also robbed what had been an essentially amateur movement of its unrehearsed vitality.

Another effort at co-option, led by an ex-priest, attempted to commandeer the energy of the rave spectacle for religious conversion. The basic formula and aesthetic of the gatherings remained the same,

but immediately following the "peak" of the party, the revelers were treated to spiritual lectures and hip, updated versions of Christian rituals. The proliferation of these "rave masses" made many young people suspicious of raves altogether, and the original movement deteriorated further.

Like a corporate sponsor attempting to exploit the joy of a spontaneous wave at a Jets game, the people hoping to capitalize on the rave for commercial and spiritual purposes simply sucked the life out of it. Perhaps that's the only fate possible for a spontaneously occurring group event once it is discovered by those who hope to make use of its coercive potential. Unfortunately, influence professionals are getting better at recognizing such opportunities all the time.

I don't mean to imply that every spectacle is necessarily coercive in its intent or its effect. But spectacles do function to suspend rational processes in favor of emotional ones. The intellect is neutralized, along with its ability to protect us from hateful or illogical rhetoric. We are made vulnerable. Maybe our only choice is to understand the intentions of a spectacle's organizers before we attend.

Like dreams, spiritual explorations, or even lovemaking, spectacle can offer us rare access to the subconscious as well as the mythic sides of our individual and collective experience. But it grants this same access to whoever might be hoping to engineer our sentiments toward his own ends. Revel at your own risk.

CHAPTER FOUR

Public Relations

The truth never hurts you, unless the truth hurts, and then you don't use it.

—Howard Rubenstein

The scandal had made the headlines by the time Howard Rubenstein got the call from Kathie Lee Gifford's attorneys.

"Everyone had seen the story break," Rubenstein explained to me from his office overlooking midtown Manhattan. "It got tremendous play. They had portrayed her as a knowing participant in sweatshop manufacturing for clothing, and it was awful."

In April 1996, the *Daily News*, *New York Post*, and just about every other newspaper in town reported that clothing being sold nationally under Kathie Lee's name had actually been made by people working under atrocious conditions in Honduras. America's sweetheart turned out to be a character straight out of the pages of Upton Sinclair. Worse, as far as Rubenstein was concerned, a labor union that had long been looking for a media hook to publicize its underreported cause had finally found one in the famous television star. "They had what they thought was a pigeon." And without Rubenstein to guide her, Kathie Lee was fluttering out of control.

"She went on the air, and she attacked the critics. She attacked the union that was in back of it. She was stunned very badly and lashed out at her critics." That's when Kathie Lee and her lawyers called for help.

Howard Rubenstein, founder of Rubenstein and Associates Public Relations, is a man to have on your side in a crisis. He'll make you apologize, he'll make you work, and he'll make you pay for your mistakes—but you'll end up smelling like roses.

In Kathie Lee's case, Rubenstein used his time-tested technique of putting the embattled client on the offensive. In terms of storytelling, his job was to change her from a villainous antagonist into an active protagonist. He knew that this fiasco would probably associate Kathie Lee with sweatshops for the rest of her life. So why not turn this situation to her advantage? What Jerry Lewis is to muscular dystrophy, Kathie Lee would be to sweatshops.

"The first thing I wanted to know was if it was true," Rubenstein says. "She was adamant in saying she didn't know about it. So I said, 'You have a clear path on what you have to do: you have to lead the fight against sweatshops. And be serious about it.'"

Within hours, Rubenstein was on the phone with the angry union, offering them something they wanted even more than a pigeon: a celebrity-fronted publicity campaign. With Kathie Lee's face and Rubenstein's contacts, it was easy.

"We made several moves," Rubenstein told me. "We had dinner with [Labor] Secretary [Robert] Reich, and came to an understanding of her position. We met with the governor of New York State, George Pataki, and also said we'd help him in getting through anti-sweatshop legislation, which happened. I called Cardinal O'Connor and asked if he would help, and he said 'Absolutely.'"

By the time Rubenstein had finished working the phones, Kathie Lee Gifford was standing next to Bill Clinton in the White House Rose Garden, unveiling a program to help manufacturers certify that their garments had not been produced in sweatshops. Eventually, the Smithsonian Institute included Kathie Lee in its display on sweatshops as a leader in the fight against them. The original story—Kathie Lee revealed as an exploiter—had been spun into a different narrative entirely. The villain became the ingenue, as Kathie Lee—a symbol of American naïveté—learned the hard lesson that the Third World

is a dark and dangerous place for its oft-victimized inhabitants. Drawn into battle, she would adopt their plight as her own and forever carry the torch of freedom and dignity for these oppressed people.

"It started with her inaccurately being portrayed as the sponsor of sweatshop clothing, and at the end of the line being praised as leading the fight against them. . . . What I tried to do was first tell the story that she was not a bad person and that she did not encourage sweatshops. The second thing, we tried to galvanize government and the private sector to a real fight against sweatshops. We took charge of the story."

Howard Rubenstein is not a devious man. Quite to the contrary, the sixty-something Harvard Law dropout ("I got bored") prides himself on the integrity of his campaigns, as evidenced by the fact that journalists rarely feel the need to double-check the assertions he makes in press releases. Although he is famous for taking on "crisis" clients like Marv Albert and George Michael, he spends most of his time managing the long-term images of corporate icons such as Rupert Murdoch and George Steinbrenner. He has become the most respected public-relations man in the business not because he knows how to fool the public into believing lies but because he understands how to use the media to change the truth.

Rubenstein has survived in a fast-changing business because his storytelling strategy is always based in reality. "I try to find out what happened, I try to get somebody to say 'I did wrong—here are the reasons I did,' maybe, and 'I shouldn't have done it, and I apologize to you, now.' And then I try to correct the thing that has been wronged. Visibly correct the error."

Like the many public-relations specialists who preceded him, Rubenstein crafts his campaigns to fit the requirements of his audience. For today's sophisticated television public, this means admitting one's mistakes and then taking charge of the story by leading the media in its quest for retribution. Even though Kathie Lee had indirectly violated our sense of morality, she seemed to more than make up for it

with her highly visible campaign to end improper labor practices around the world.

Rubenstein admits to focusing on visibility. When the Department of Labor busted a sweatshop manufacturing clothes for Kathie Lee in midtown Manhattan, Rubenstein made sure her husband, Frank Gifford, was photographed by a multitude of journalists as he handed envelopes of cash to the confused laborers as compensation. For Rubenstein's clients, such photo-ops are always backed by a genuine commitment to help solve the problem with which they have become associated. As far as the clients are concerned, this may or may not be because they wish to do the right thing. More often than not it's because paying lip service to an issue is no longer sufficient to restore one's public image in a crisis.

At the core of Rubenstein's strategy is a technique that public-relations artists have been using for centuries: figuring out what the target audience believes, finding the inconsistencies in those beliefs, and then leveraging those inconsistencies into a new story. For Rubenstein, the new story will always more accurately depict the reality of the situation. He feels he is correcting public misperception, and he knows he wouldn't get away with a fallacious cover story for very long. In the age of the Internet and twenty-four-hour news, Rubenstein's style of follow-through is costly and time-consuming, but mandatory for getting the job done. It wasn't always this way.

For many of Rubenstein's predecessors, the new and improved stories created for the target audience bore no more relationship to the truth than the story the public already believed. Still, the essential methodology involved—pacing the audience in order to gain control of the narrative, and then rewriting the story to lead the audience to a new conclusion—remains the same.

Like salesmen, public-relations specialists seek to mirror the conscious and unconscious concerns of their targets in order to change their perception of reality. Just as a car dealer sizes up his walk-in clientele, researchers working for governments, public-relations firms, and corporations expend a great deal of effort sizing up their constit-

uencies on a regular basis. Once they understand our belief system and, more important, where the irrationality and emotional triggers lie in those beliefs, they can work to move us in a different direction. "Closing the sale" in these cases might mean gaining public support for a war, changing an industry's reputation as a polluter, or simply restoring voters' trust in a president who has lied to them.

Instead of focusing on one prospect at a time, however, the PR man must work on a target that consists of thousands or even millions of people. In order to pace and lead such a large group, the practitioners of mass communications must reduce their entire target population to a single, malleable mass—much in the way the promoters of spectacle aspire to transform a stadium filled with thousands of individual, thinking adults into a single, surging body.

Alien Nations

Mass communications find their historical foundations in centuries of imperialist cultural coercion. Funded mostly by their governments, well-meaning (and a few not-so-well-meaning) anthropologists developed methods for analysis and redirection while studying "primitive" peoples from foreign cultures. Whether or not they were aware of their sponsors' intentions, these anthropologists laid the groundwork for subsequent military invasions.

The early Christian missions of the fifteenth and sixteenth centuries, for example, served as the first outposts for the European troops that would eventually invade South America. These missions were not generally sponsored by the church but by the monarchy. As a result, the visiting missionary served the dual role of converter and intelligence gatherer. Ultimately, both functions simply prepared the target population to be taken by force.

The procedure for cultural domination invariably followed the same three steps used by public-relations specialists today: First, learn the dominant myths of the target people and, in the process, gain their trust; second, find the gaps or superstitions in their beliefs; and

third, either replace the superstitions or augment them with facts that redirect the target group's perceptions and allegiance.

Christian missionaries to the New World first studied the indigenous people in order to appraise their pantheistic belief system and to gain their trust. They observed local rituals to learn about particular beliefs associated with each god. Then they converted people by associating local gods with the closest corresponding Catholic saints or deities. The native god for animals, the people were taught, is really just Saint Francis. The drinking of chicken's blood is really just a version of the communion. And so on, until a local, hybridized version of Christianity evolved.

In the 1500s, Franciscan brothers studied the language and religion of the people of Tenochtitlán before choosing to build the hilltop basilica of the Virgin of Guadalupe on the site of an Aztec temple dedicated to the earth goddess Tonatzin. In its new incarnation, the mountaintop church became an homage to Mary, who is pictured stepping on the stars and moon, the symbols of her pagan predecessor. She overlooks what is now called Mexico City. Just as Mort Spivas used the old woman's revelation about her husband's irrational self-deprivation to sell her a bed, the missionaries used their target audiences' devotion to local gods to sell them the saints.

This is the two-millennium-old process by which Christianity absorbed the rituals and beliefs of the peoples it converted. The Christmas tree began as part of a solstice ritual practiced by Germans to light the darkest night of the year. Smart missionaries of the time realized that this ritual had developed in connection to people's fear of the darkness of winter. The tannenbaum exposed the Germans' deepest fear—and the missionaries understood that it thus represented the most fertile ground for conversion. By identifying the tree with the holy cross and the birth of Christ, the Christians augmented the pagan ritual and redirected its sense of hope toward their own messiah.

Although business interests eventually replaced the church as the dominant force behind imperialist expansion, the techniques of pop-

ulation analysis and coercion—pacing and leading the target audience—remained the same. The British East India Company, for example, was formed in 1600 and given a “perpetual charter” from the British monarchy for trade in the East Indies and, later, China. In a series of well-funded wars spanning centuries, the company used a private army to effectively annex India for the British Monarchy, and Queen Victoria eventually became empress of India in 1876. Instead of using pure military might, the imperialists exploited researched tensions between the Indian Moghul emperors and their constituencies. After successfully breaking down Moghul rule, the smaller factions were easily conquered.

What remains a little less known about these efforts is that they involved active intelligence-gathering and social-influence techniques. After learning of the Indian people's respect for architecture, the British built a tremendous train station in Bombay dedicated to the new empress, Victoria Terminus, with vaulted Gothic ceilings and other construction techniques that demonstrated British technological superiority. The structure, an imported version of London's own cultural icon, Victoria Station, was not-so-coincidentally erected on the site of a former shrine to Indian goddess Mumba Devi. The motif included both Western and Indian imagery, to imply that Indian society had been incorporated into the culturally dominant West.

In the early twentieth century, science replaced economic liberty as the cloak for governments seeking to extend their territorial reach. The United States funded dozens of research expeditions to the Far East and the South Pacific, all in the name of anthropology. While the young anthropologists of the 1920s may have had scientific inquiry in their hearts, military strategists looking for insights into the indigenous peoples of these territories often exploited the intelligence they gathered. The work of Margaret Mead, in particular, with its focus on the traditions and values of the natives of the South Pacific islands of New Guinea and Bali, came in handy when the regions were contested by the Japanese in World War II.

How was anthropological data used in war? For one, it offered insights into winning local support for the establishment of military bases and for convincing townspeople to inform on neighbors who might be working for the enemy. During the Vietnam war, the United States printed comic books and other propaganda that displayed a sensitivity for native customs, while they attempted to sway native loyalty.

In military decision making, it was also crucial to have a handle on the local or national psyche. For example, although Franklin Roosevelt had considered assassinating the emperor of Japan to force the nation's surrender, his advisors learned through anthropological research that such a move would surely backfire. With no emperor, there would be no one with the authority to surrender. Moreover, the attack on the emperor would so infuriate the people that they would likely fight until the last man was standing. Only a tremendous humiliation—such as that endured at Hiroshima—was deemed sufficient to force the Japanese emperor to admit defeat.

After World War II, Air Force Brigadier General Edward G. Lansdale emerged as the preeminent “counterinsurgency” strategist for the CIA. Over a period of three decades, he developed a wide range of intelligence and propaganda theories that were employed and refined in the field.¹ For example, in the 1950s, as part of his counterinsurgency campaign against the Huk rebels of the Philippines, Lansdale conducted research into local superstitions. He learned that the Huk battleground was believed to be inhabited by an *asuang*, or vampire figure. To capitalize on this mythology, his “psywar” units would follow Huk patrols and then quietly ambush the last man on the trail. They would kill the soldier by means of two punctures on the neck, drain him of his blood, and then leave him to be found the next morning. On encountering the victim, the Huks in the area would retreat for fear of further vampire attacks.

By the 1980s, such psywar techniques had been catalogued by the CIA in a volume called *Counter Intelligence Study Manual*,² which was used mainly in Central American conflicts. The psyops book

provides as clear a depiction of the kinds of demographic research and influence techniques used by public-relations experts as you're likely to find.

To gather information on the target population, agents mix in among the population at “pastoral activities, parties, birthdays, and even wakes and burials” to learn of their beliefs and aspirations. Psyops officers also organize “discussion groups” to gauge local support of planned actions.

Once influence is to be exerted, the agents identify and recruit “established citizens” to serve as role models for cooperation by giving them jobs in “innocuous” but highly visible areas. Their next task is to smooth over difficult or irrational concepts with simple slogans. As a rationale for carrying guns, for example, the guerillas are instructed to say “Our weapons are, in truth, the weapons of the people, yours.” Whatever the guerilla group actually intends, they are required to “make the people feel that we are thinking of them.” In cases where CIA interests are irreconcilably opposed to those of the people, the manual suggests creating a “front organization” with a set of stated goals very different from what will be the movement's real agenda. Finally, all efforts at conversion are fine-tuned to the preexisting propensities of the target group: “We should inculcate this in the people in a subtle manner so that these feelings seem to be born of themselves, spontaneously.”

For a culture as “alien” as that of the Huk rebels, the mythologies and superstitions fueling their emotional triggers are easy to locate. The more foreign the belief system is from that of the anthropologist, the more easily it can be observed with some measure of distance and objectivity. Besides, the trick only needs to work long enough to win (or avoid) a war. Even if the “truth” emerges sometime later, at least the primary objective has already been achieved. At the very worst, the enemy won't be fooled as readily in the future.

It is much harder for anthropologists to identify and exploit the emotional inconsistencies in their own cultures. That's why when American corporate and governmental interests adopted these tech-

inquiries for use against the American people, they needed to cloak their assault in a seemingly benign manifestation: the focus group. About ten "average" members of a target population are brought into a room and asked to discuss an issue while a team of researchers, clients, and a camera record their responses from behind a one-way mirror. A researcher stays in the room with the subjects, asking them questions and pushing them in new directions. The focus group offers a laboratory in which interactions and discussions between real human beings are dissected and analyzed for their inconsistencies and leverage points.

Bob Deutsch, an anthropologist who worked for the Department of Defense before offering his services to the private sector, has conducted at least a thousand focus groups during his career. He is well known in the advertising and public-relations industries for his ability to extract material from his subjects that no one else seems to be able to get. His secret, as he tells it, is to let the subjects speak freely until they stumble on their own faulty logic.

I first encountered Deutsch when he was giving a lecture to advertising researchers on how to lead and analyze focus groups. He showed a videotape of himself on ABC's *Nightline*, in which he led focus groups revealing Americans' irrational beliefs about Japan. "You want to uncover in your audience what I call a 'spasm of sentiment,'" he explained. "It's their illogic—their emotional logic." He told us how in focus groups with average American citizens, he learned that most people still associate the Japanese with Pearl Harbor: "People say, for example, 'Japan took our lives in 1941, and they took our livelihoods in 1991.'" Because Japan disrupted America's self-mythology of being invincible, the nation would never be forgiven in the irrational American sentiment.

A few months later, I found myself consulting to the same advertising agency as Deutsch—and, although I was initially wary of his self-consciously guruslike manner, I came to realize the brilliance of his work, as well the innocent sense of inquiry with which he performs it. To prepare me for a study on cult branding, the agency let

me review videotapes of focus groups Deutsch had conducted with the Hells Angels about their extreme affinity for Harley-Davidson motorcycles.

On the tapes, he walks into a room filled with scary tattooed and leather-jacketed motorcycle thugs, sits down arrogantly, and says, "Tell me something: Why can't you buy a simple fucking Jap bike and live happily ever after?"

The bikers are immediately charged up, and the biggest one challenges him: "Who the hell are you to ask that?"

"I'm just a guy that asked you to come and you came," he replies. "For a lousy hundred dollars. So don't fuck around!"

"I don't want this videotaped," another burly biker protests.

"Why not?" Deutsch asks.

"Well, I just escaped from Rikers Island," the biker answers.

Again, Deutsch stands his ground, telling the ex-con to live with the camera or leave.

Instead of becoming violent with Deutsch, the bikers delivered one of the most revealing focus groups he had ever conducted. Deutsch's provocative tactics not only earned him the Hells Angels' trust but also engaged them in a genuine emotional conflict. What he learned, he later told me from his temporary office at another agency—the plush, pop-art filled DDB Needham headquarters on Madison Avenue—was that "they are protecting themselves. That's what their core story is about. Images are created to defend loss, not maximize gain."

Deutsch discusses his subjects with an air of detachment, a scientist's objectivity that he derived from his upbringing. As a child, Deutsch always felt out of place in America, where "ninety-nine percent of the linguistic universe was stereotypes." He was attracted to primitive cultures and became an anthropologist precisely so he could live and work among them. "These people live in the same world I do. They live in a world of emotion, nature, storytelling, and mythology."

On returning to the United States, he had the "magnificent insight" that the farther away our modern experience takes us from our

mythological routes, the more we long for media, ideas, and images that help us to reconnect to them. "We're living at the subterranean level, anyway." While he adamantly opposes the putative goals of public relations, calling it a "charlatan profession," he is absolutely dedicated to focus groups for what they can reveal about a given population's connection to metaphor and archetype. "The mind is an organism that will make patterns. It doesn't care if there are no real patterns to be had. We make conclusions to stories all by ourselves."

In identifying these patterns, however, whether Deutsch likes it or not, he is revealing trigger points in our reasoning that can be exploited. During a focus group about Ronald Reagan, one of Deutsch's participants confessed, "I like the way President Reagan handled that conflict. I've forgotten which one." While many researchers would discard such a statement for its irrelevance to any real data, Deutsch sees such illogical statements as the goal of his inquiry: "It's not a stupid statement!" he told me, banging his hand on his borrowed designer desk. "It is literally prelinguistic. Noncontingent on any attributes—it cannot be justified even by the person who holds the opinion. Everything else just falls away. What I'm trying to do is understand the subjectivity of the audience in its full complexity and contradiction and illogic."

Once Deutsch has discovered the emotional core of his audience's mythology, he can begin to construct what he calls the "grand narrative," the overriding story of the group in relation to the subject being studied. It is the framework they use to organize their perception of the world. Because such mythologies are emotionally based and devoid of rationality, they are particularly vulnerable to reengineering from the outside.

While Deutsch limits such engineering to clever advertising campaigns (he came up with the "Q" campaign for Compaq based on his insight that computer users value good questions more than the "solutions" offered by IBM's marketers), others hope to capitalize on our irrational beliefs for much bolder efforts. Take the following an-

ecdote as an example: "I volunteered at the al-Addan hospital. . . . I saw the Iraqi soldiers come into the hospital with guns, and go into the room where fifteen babies were in incubators. They took the babies out of the incubators, took the incubators, and left the babies on the cold floor to die."

Does that story sound familiar? It was offered as testimony to the House Human Rights Caucus by a fifteen-year-old Kuwaiti girl, first known only as Nayirah. Presented in late 1990, the story helped the United States muster domestic support for its entrance into the Gulf War. The incubator tale made the headlines and evening-news shows across the nation. The never-photographed image of Kuwaiti babies being hauled from their incubators has stayed with us to this day.

Less known, of course, is that the anonymous fifteen-year-old Kuwaiti girl presenting the American people with this arresting image was the daughter of Sheikh Saud Nasir al-Sabah, Kuwait's ambassador to the United States. The girl's story, which has subsequently proven impossible to corroborate, was prepared by a public-relations firm called Hill & Knowlton as part of an \$11 million campaign financed by the Kuwaiti government.³ (Though the firm has since apologized for and distanced itself from the campaign, it still demonstrates their mastery of the coercive story.)

What better image to select for the American public than babies being ripped from their incubators? In the early 1990s, abortion was even more of a hot-button issue than it is today. Further, television news surveys have shown that the abuse or death of first-world babies is the most compelling story one can broadcast. If the fifteen-year-old had told us that babies had been taken from their homes, they still might have seemed foreign to the American public. Kuwait is an Arab country whose customs are unknown to us. We might have imagined the babies living in primitive stone huts or tents. By depicting them in incubators, Hill & Knowlton made the babies seem not only more helpless but more like members of the technologically advanced West. The image also resonated with an American public who feared that its own technological superiority—largely a product of a free-

knowing supply of oil from the Middle-East — was threatened by Arab barbarians.

Once we were fully engaged in the Gulf War, the Bush administration adopted slogans and symbols designed to stifle reasoned debate. As if following the CIA manual's suggestions for smoothing over dissonance with easy slogans, Bush's public-relations people created meaningless mottoes specifically crafted to replace thought with emotion. The response to any question about the appropriateness of our military action was reduced to "Support our troops." Do we support our troops? Well, of course we do. They are our sons and daughters — but that's not the point. As Noam Chomsky explained:

Support our troops. Who can be against that? Or yellow ribbons. Who can be against that? The issue was, Do you support our policy? But you don't want people to think about that issue. That's the whole point of good propaganda. You want to create a slogan that nobody's going to be against, and everybody's going to be for. Nobody knows what it means because it doesn't mean anything. Its crucial value is that it diverts your attention from a question that does mean something: Do you support our policy? That's the one you're not allowed to talk about. So you have people arguing about support for the troops? "Of course I don't *not* support them." Then you've won.⁴

Public-relations efforts of this kind amount to a systematic assault on our ability to make rational decisions. The idea is to blur any real policies in emotional platitudes or in evocative storytelling, based on research into the target group's mostly unconscious triggers. This is a delicate science, and it can easily backfire.

"PR is bullshit," Deutsch told me when I pressed him for information about how his own work might be applied by governments. "It's a very short-term deal and it's superficial. I don't know how to do public relations. I'm not that smart." Perhaps no one is.

Hill & Knowlton's efforts at promoting the Gulf War worked in

the short run but ultimately served only to confuse Americans when George Bush refused to "finish" the war and kill Saddam Hussein. When the press revealed Nariyah to be an ambassador's daughter and the majority of domestic coverage as having been spun by Hill & Knowlton, America's relationship to the Gulf War and its propaganda abruptly changed. The public-relations firm's reputation was irreparably compromised.

Stung by the bitter lessons of tinkering with a public's mythologies, public-relations experts have found a new cloak for their emotional arguments: facts and figures. By appearing to remove themselves from the influence equation, they create the illusion that they are simply telling us how it is. In this way, they can make the irrational seem rational.

Figuring in the Facts

Although America was founded on the principle that public opinion should dictate public policy, the polling of citizens' responses to proposed policies has become a way of manipulating rather than acting on the collective will.

Beginning in the late 1930s, several companies dedicated to monitoring public opinion were formed in America, bringing about a kind of merger of the fields of psychology, business, and politics. Since then, these companies have provided research to political candidates, corporations, and special interests. Although they appear to be conducting research and analysis of our opinions in order to shape policies according to our beliefs, the true policies and economic goals of these interests remain unchanged by what they learn about us. The results of these studies merely serve to alter the way corporate or government policy is packaged.

For example, most corporations understand by now that Americans are concerned about their environment. While chemical and waste-management industries would like to see legislation allowing them to dump toxic materials with fewer costly regulations, it is not in their

interest to disclose this desire to a public that, when polled, clearly opposes such practices. By renaming their trade and lobby groups, or creating CIA-style "front organizations," environmentally unfriendly industries take the first step to changing public perception.

The sewage industry's main public-relations organization, for one, formerly called Federation of Sewage Works Associations, went through several "greenings" of its name until it emerged in 1960 as the Water Pollution Control Federation. Today, it is called the Water Environment Federation.

Likewise, when public-relations firms realize that we are absolutely opposed to their clients' policies, they simply rename the policies to reflect the opposite intention or effect. Dozens of Clean Water acts sent to voters in referendums around the United States in the 1990s were actually sponsored by chemical companies and industries looking to *loosen* the regulations on their toxic-waste dumping and land use.

The book *Toxic Sludge Is Good for You!*, by public-relations watchdogs John Stauber and Sheldon Rampton, chronicles the process by which the Water Environment Federation worked to quell growing criticism about its practice of spreading potentially toxic sludge on farmland.⁵ The Federation conducted a contest among its members to come up with a friendlier name for sludge. In 1991, the Federation's "Name Change Task Force" adopted the term "biosolids," which it defines as the "nutrient-rich organic byproduct of the nation's wastewater treatment process." This wordplay paved the way for a revision of the standards by which sludge could be applied to farmlands. What had been known previously as toxic sludge and deemed too dangerous to be disposed of even in a regulated sanitary landfill could now be dumped freely on farmland, without a whimper of public outcry. Deceptive renaming is not limited to environmental referendums. The infamous California Civil Rights Initiative was a proposition designed to end affirmative action and special programs for recruiting women and minorities in that state.

Policymakers and their public-relations firms also use polling and

demographic research to fight laws that threaten their interests. Through telephone surveys and focus groups, they identify lingering and perhaps unexpressed anxiety about proposed bills. Then they find facts and data that amplify these objections, which can be used to attack a policy just as easily as support one.

The battle against the Clinton health-care-reform package, waged by the pharmaceutical and insurance industries, was an example of this kind of campaign. Borrowing a technique from the CIA manual on guerilla warfare, the firms fighting the bill recruited spokespeople who normally would be considered the chief beneficiaries and allies of health-care reformers, including the homeless and Vietnam veterans. Meanwhile, focus groups conducted by an insurance-industry front group revealed that the main vulnerability in Clinton's proposition was its use of the phrase "mandatory health alliances." The group promptly named itself The Coalition for Health Insurance Choices and launched a series of television ads called "Harry and Louise," in which a middle-aged couple lamented the impending loss of choice that such a "mandatory" set of alliances would cost them.

To create the illusion of a public outcry against the plan, the coalition sponsored advertisements on Rush Limbaugh's radio show, where listeners were told they could call a toll-free 800 number for more information about the dangers of the plan. As Stauber and Rampton explain,

Calling the number would connect them to a telemarketer, who would talk to them briefly and then patch them through directly to their congressperson's office. The congressional staffers fielding the calls typically had no idea that the constituents had been primed, loaded, aimed, and fired at them by radio ads on the Limbaugh show, paid [for] by the insurance industry, with the goal of orchestrating the appearance of overwhelming grassroots opposition to health reform.

Members of Congress are not the only people subjected to slanted presentations of public opinion. Many of the polls we read about in the daily papers are sponsored by special interests with the express purpose of leading, not reflecting, public opinion. Just like spectacles, opinion polls work to stimulate a crowd mentality. When we learn what other people are thinking—or are led to believe what other people are thinking—we tend to follow along.

Pollsters have a vested interest in generating survey results that support the people who pay them. While most reputable polling organizations do not fabricate results, they have instead developed sophisticated methods of gathering information so that they don't have to. If a survey doesn't come out quite the way they wanted it to, they'll adjust their questions slightly and take another poll. Once they've got the answers they want, they send the results to a public-relations firm for dissemination.

When the United States Treasury considered eliminating the penny from the monetary system in the 1970s, for example, a poll mysteriously showed up in local newspapers across the country announcing that Americans wanted to keep the penny. Of course, the Gallup survey showing sixty-two percent of respondents in favor of the penny was sponsored by the zinc industry, and then distributed as a press release to papers looking for quirky, human-interest stories—especially those backed by “hard” research that can masquerade as news.

Further aiding the pollsters and their clients, newspapers often allow survey results to shape their perspective on a story. Confronted with a press release announcing popular support for the penny, no papers wrote headlines denouncing the fact that their own readers were clinging to inefficient and costly coinage. Most didn't even report how the same poll revealed that, without even being informed of the penny's expensive legacy, more than one-third of Americans were already willing to get rid of it for good. Instead, falling prey to the influence techniques of the pollster, the people who are paid to be our first line of defense against misinformation wrote heartwarm-

ing pieces about America's curious love affair with the copper-colored darling.

Pollsters have many methods for generating the results they want—the most common and obvious technique being to stack the group sampled. The White House, for example, often determines the popularity of a presidential decision on the basis of calls to the switchboard. As Cynthia Crossen explains in her book, *Tainted Truth*, Richard Nixon announced to the press in 1972 that calls to the White House were five to one in favor of his orders to mine North Vietnamese ports.⁶ To earn these favorable numbers, however, White House operators registered favorable calls immediately but put those opposed to the policy on hold for up to twenty minutes, making them wait for someone to record their opinion.

Pollsters have also conducted extensive research into the ways wording can affect their results. In a classic 1950s experiment studying survey methodology, subjects were asked two questions: “Do you think the United States should let Russian newspaper reporters come here and send back whatever they want?” and “Do you think Russia should let American newspaper reporters come in and send back whatever they want?” If only the first question were asked, only thirty-six percent answered that they thought the United States should allow Russian reporters into the country. If they were asked about U.S. reporters being let into Russia first, a sense of fairness seeped into their second answers. The number of people responding that Russian reporters should be allowed into the U.S. doubled to 73 percent.

As a result of such studies, today's pollsters are quite proficient at producing leading questions and then ordering them for maximum results. For example, as Crossen reveals, a mail-in questionnaire in *TV Guide* asked the question “Should the president have the Line Item Veto to eliminate waste?” Ninety-seven percent of respondents answered yes. When the response group was selected randomly instead of being limited to mail-in volunteers, the percentage in favor reduced to seventy-one percent. When the question was changed to

the less leading "Should the president have the Line Item Veto, or not?" only fifty-seven percent of the respondents said yes. The language of the original survey gave the subject a reason to respond favorably to the question.

No matter how aware we think we are of these tactics, most of us trust polls more than we do any other source of information. According to Professor Benjamin Ginsberg of Cornell, when polling data conflicts with other news sources, we tend to question the credibility of the other sources. A good poll is worth more than an eyewitness account.

Most destructively, polls change the ways we think about our own considered opinions. When news agencies conduct polls during and immediately after important speeches and debates, they are subtly suggesting to us that we should be capable of forming opinions that quickly. In many polls, "undecided" is not a possible response. Often, pollsters for political candidates are told to pressure undecided respondents to say how they lean. We are supposed to have opinions about everything all the time.

Ultimately, public opinion becomes more malleable. Instead of taking the time to make reasoned responses based on the issues, we are encouraged to make snap decisions on an emotional level. Who won the debate is certainly less important than who, based on his or her policies and capabilities, we think is a better candidate for office. As so many people in and out of the media have complained, incessant polling reduces the election process to a horse race. Worse, it pulls our attention away from the issues underlying our decisions, and trains us to make choices based on no real information at all. The preponderance of negative advertising, smear campaigns, and emotional appeals with little substantive content all work because we have been conditioned to believe our instinctual reactions are what matter most.

Often, only weeks or months after a poll is taken does anything close to what we can call genuine "public opinion" emerge. During the Clarence Thomas confirmation hearings, for instance, polls in-

dicated that the American public thought Anita Hill was lying about her allegations against the judge. Senator Arlen Specter and others trusted these results enough to berate her during her testimony and to remark to the press that they thought she was lying. A year later, polls indicated that most Americans thought she was telling the truth all along. And the senators who had based their conduct during the hearings on misleading surveys were left to face their own withering poll results.

Although the public tends to trust polls of its own opinions more than the opinions of the pundits, firms that simply cannot find polling data to support their claims sometimes do better to buy their facts from respected institutions. In a controversial move, the American Medical Association, in dire need of funds for its antismoking campaigns, sold Sunbeam Corporation the exclusive right to put the AMA seal on its medical equipment in 1997. With the AMA anticipating royalties in the millions of dollars, their endorsement marks a departure from their long-standing refusal to lend its name to specific products. Similarly, the American Cancer Society accepts an annual fee of a million dollars from the Florida Orange Growers Association for its exclusive certification of orange juice. When questioned by *Time* magazine about the controversial endorsement, a Cancer Society spokesman explained that the exclusive certification was meant to serve only as "an example of the kinds of foods [found] in a healthy diet." While both Sunbeam and the Florida Orange Growers Association might truly offer healthy products, their ability to garner the exclusive official support of these respected organizations has more to do with boosting sales than with medical reality.

Corporations also pay respected institutions to underwrite research claims about their products. "Oat bran reduces cholesterol levels" is such an accepted fact that Quaker Oats has earned the right to publicize it on oatmeal boxes. It should come as little surprise that much of the research "proving" the benefits of oat consumption has been sponsored by Quaker Oats. Still, the names on these studies—paid for with research dollars—were enough to lend Quaker Oats's press

releases the credibility it needed: "Landmark Study Published in *Journal of the American Medical Association* Confirms Cholesterol Reduction Benefit of Oat Products in Diet." Or, as *USA Today* translated it: "Oat Bran Does Cut Cholesterol."

Today, even schools are looking for support from corporations, in spite of the sponsors' often dubious agendas. Television is piped into the classroom, complete with commercials for sport shoes and other products. The energy, chemical, and pharmaceutical industries donate "curriculums" to public schools desperate for materials. These free textbooks and lesson plans invariably take the form of thinly veiled public-relations efforts. As concerned parents and teachers successfully deconstruct these corporate schemes, industry publications suggest more sophisticated methods of camouflage. Editors at *Plastics News* warned their industry in 1995 that when a company chooses to develop an education package, management should "read it with a critical eye, exactly the way your competition, cynical parents, and some teachers will study it. If you don't, and your program ends up as an example of naked corporate promotionalism on the 6 o'clock news, then your effort will have caused more damage than it sought to correct."⁸

As today's public-relations experts understand, the preponderance of investigative journalism, as well as the emergence of interactive media on the Internet, has made it hard to base a campaign on assertions that aren't true or on motives that aren't earnest. Just as misleading polls work only until a genuine public opinion coalesces, unfounded scientific claims stand only until our insight, or the evidence, refutes them. Good information has a way of floating to the surface, sooner or later.

The Truth Wins Out

My first ever public-relations consultation involved just such a futile effort to fight the facts. I had been hired to give a talk at a conference in Europe, where major corporations hoped to learn about

the effect of new media on their businesses. It was early in my speaking career, and I was so shocked when I saw the price of the first-class ticket they'd sent me that I decided to cash it in and fly coach.

After my talk, I was approached by a stern, middle-aged European man. He handed me his card: He was a vice president of the airline on which I had flown. I was sure I had been discovered and began to apologize profusely for greedily exchanging my ticket for cash. He stopped me, saying that he had no idea what I was talking about. He wanted to know if I could stay over in Europe just one more day, to do a brief consultation for his airline, which was on the brink of an "Internet crisis." He would be happy to pay me for my trouble and upgrade my return ticket to business class—"a nonrefundable upgrade," he added.

He wouldn't give me any details about the consultation, so I spent the night brushing up on my "new media will revolutionize the world" sound bites. The next morning I reported, as instructed, to a conference room at the airport hotel. I was promptly handed a three-page nondisclosure agreement, which I signed before anyone said a word. This job was beginning to feel spooky. I got the sense that my optimistic platitudes about Internet culture were not what these folks were after.

A young woman in a business suit spoke first.

"As you may know, we are currently in contract negotiations with our pilots."

I explained to her and the seven other executives that I didn't. She went on.

"As a point of leverage," she said in oddly constructed English, "the pilots are threatening to use the World Wide Web."

"Can you tell us what that is?" a thick-accented older man asked.

I proceeded to explain what the Internet and the Web are. As I spoke, the young woman translated what I was saying for the non-English speakers. I slowed down to give her time to translate after each sentence.

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in real time. I began to feel that I was more interested in hearing my own words being instantaneously converted into another language than the assembled suits were in listening to my diatribe about the tremendous promise of an interactive global mediaspace. When I was through, one of the non-English speakers nodded for the woman to say something.

"The pilots claim that through the World Wide Web," she continued, "they can publish stories and statistics intended to scare our customers about flight safety."

I remained silent as all eyes turned toward me.

"We want to know, can they do this?" she asked.

"Well," I stumbled, "the Web is a publishing medium. It wouldn't take much to put that kind of information, if they have it, onto a Web site."

"But how many people see this World Wide Web?" the vice president who invited me asked.

"A lot," I answered. "A couple of million, maybe." This was back in the early nineties. "But that's not the issue," I continued. "Once it's on the Web, that's a big enough story for other media to cover. The TV news would definitely cover a story like that. More people would see it on TV in a single night than would ever find the Web site."

They weren't happy with my response. I looked down.

"Isn't there a way to use the Internet to stop them?" the young woman asked me.

"The Internet's better at spreading information than censoring it," I admitted. I wondered if I was going to earn my free upgrade after all.

"Well, then," another of the businessmen began, "how do you handle this sort of situation on your Internet?"

"These things these pilots plan to say," I posed gently, "are they true?"

No one said anything.

"Maybe you better think about why your pilots feel so strongly

about the way they are being treated that they'd be willing to wage such an attack."

"But can't you tell us anything as a media consultant?" the vice president asked. "You seem to understand the way the Internet works."

"I would if I could," I said, unsure if that were really true. "You might try to find the figures on other airlines and show that your airline isn't any worse. But that wouldn't make you any friends. Or you could anonymously post false accusations about your own airline that you later prove are incorrect, so that people assume the other charges are false, too. But that would probably backfire. You'd better just find out what it is the pilots want and give it to them."

As I flew back to New York, I wasn't sure whether I should be happy that I was unable and unwilling to help a huge corporation thwart its workers' efforts at media terrorism, or embarrassed that I took their money for doing nothing. Still, I didn't think the old crisis pro himself, Howard Rubenstein, would have handled the situation much differently.

"I've advised a lot of clients to settle right away," Rubenstein reassured me after I recounted the airline incident. "We've had maybe twenty sexual-harassment cases. Big ones. And I ask the same questions: Did you do it? What kind of policy does your organization have? Do you adhere to it? Do you educate people on it? And usually it's no. And then they make all kinds of excuses. But if the women who are accusing these big companies went out to the Internet and searched for others, or used it to publicize? God help some of those companies! [Especially] if they had a pattern of abuse!"

As Rubenstein is well aware, the Internet and cable television networks have emerged as the media's great equalizer. "Maybe twenty years ago the intensity of the media coverage was far less," he says of his early days in PR. "In a few days the scandal would pass. They (the people or companies in trouble) usually went underground and didn't say anything. There were no worldwide networks . . . You didn't get the pickup the way you do today. Today, your strategy has to

understand that if you are in a prominent, difficult, or important situation, almost everyone in the world will have an opportunity to hear or see or read about it. And anything anyone says is questioned."

Rubenstein insists he never changed his fundamental strategy of telling the painful truth and moving on: "I've always found that telling the truth, even if it harms you to some extent, even if it dents you, is the right thing to do." But he has had to increase the sophistication with which he enacts his truth campaigns to match the sophistication of the modern, new-media audience.

The Rubenstein technique has become such a prevalent defense in crises from political sex scandals to airplane crashes that today most of the public is more fascinated by the way these stories are spun than by the stories themselves. Movies like *Wag the Dog*, in which a film producer stages a war to distract the American public from a president's sexual indiscretion, have turned the spin doctor's art into entertainment. Like sports fans, we watch to see if the spin doctor can successfully reinvent his disgraced client.

The Marv Albert sex scandal typified this extremely self-conscious reaction to spin control. After pleading guilty to unsolicited sexual biting, the sportscaster held a penitent press conference. Over the next week, he appeared on a wide range of television shows, each with a slightly different purpose. "Albert's tour of Sweeps Week talk and morning shows was, in fact, a revealing cross-section of the state of TV talk, circa 1997," noted the *Buffalo News* in just one of the many articles taking America's awareness of spin tactics for granted.⁹ Albert chose the obsequious Barbara Walters for his coming out (although co-anchor Hugh Downs, protesting the machinations of Marv's spin, refused to appear on the show). Marv went on Larry King and David Letterman and finally worked his way up to the *Today* show with Katie Couric, who, by refusing to accept his pat answers, proved the most difficult of his interviewers.

Such appearances matter to the shows that book them. Hugh Grant's post-arrest appearance with Jay Leno was responsible for push-

ing the NBC talk-show host ahead of his rival, David Letterman. Marv Albert raised Larry King's ratings 30 percent above normal.

But nowhere, except in the courtroom, did Albert admit his guilt. On TV he denied almost everything, and sought to diminish the incident's significance. He did not make himself part of a new story—he merely attempted to extricate himself from the story in which he had already been cast. He sought to make up for his lack of remorse with a string of appearances, and it didn't work. Newspapers complained that Albert hadn't waited long enough to create the illusion of penitence. Others attacked Albert's frequency and selection of appearances. Even his hired gun, Howard Rubenstein, attempted to distance himself from the rehabilitation tour. When asked about Albert's "volume" strategy, Rubenstein told the *New York Times*, "He wanted to tell his story fully and quickly. He's overexposing himself for a week, then you won't hear him talk about this again."¹⁰ Asked if he had counseled Albert to use this approach, Rubenstein simply replied, "No comment."

So Marv Albert had cast himself in a new story after all: the story of his own efforts at spin control. He created a story even more compelling than that of a sports announcer wearing women's panties and biting his lover's back—that of a sports announcer fighting to correct this impression through spin control—and in a way created a new strategy for our PR-saturated times. Marv Albert, already more a media personality than a real one, was attempting to return home, and the strategy finally paid off. A year later, he earned himself an anchor spot on a new sports show.

President Clinton employed a similar strategy in his television campaign to depict himself as a victim of Republican conspirators and the diminished privacy that all Americans face today. It was a smart defense, as far as traditional public relations was concerned, exploiting a festering grand narrative about our own loss of privacy in a seemingly totalitarian age of new media. But however insightful Clinton and his advisors were about using television, they were utterly

unprepared for the corrosive impact of the Internet on traditional spin-doctoring.

Clinton's presidency marked the high point and, arguably, the end of TV's dominance over the political process. Indeed, the moment that secured Bill Clinton's first bid for the presidency against incumbent George Bush was a perfectly executed TV talk-show maneuver. During the famous "Oprah-style" debate, a black woman from the audience questioned Bush about his personal relationship to the experiences of the impoverished. He didn't understand the question.

Clinton seized on the opportunity to demonstrate his comfort with real Americans and their chosen media forum. He spoke directly with the woman, sharing her pain and crossing so far into the audience that the TV cameras had to shoot him from behind. He broke the invisible "fourth wall" of the TV set and walked into our homes. By contrast, Bush nervously checked his wristwatch, as if wishing for the show to end.

Similarly, Clinton's media handiwork when reacting to scandal has always been aimed at the sensibility of the television audience. His *60 Minutes* appearance with wife, Hillary, for example, in which he took charge of the explosive tabloid story about his affair with Jennifer Flowers, returned him to the active protagonist's role in a narrative that could have otherwise unraveled his campaign. According to Bob Deutsch, it was this commanding appearance alone that set Clinton apart from the pack of contenders for the Democratic nomination. The strategy was so successful, in fact, that it became the default spin procedure for sex offenders from Michael Jackson to Frank Gifford: Go on TV with your better half.

But Clinton's campaigns both before and during his presidency were specifically pre-Internet in design and character. While Ross Perot campaigned for "teledemocracy" and "virtual town halls," Clinton played the sax on late-night TV, jogged for the camera, and swapped press secretaries based on their telegenics. His interactive-media policies, on the other hand, were characterized by embargoes on encryption technology, the V-chip, and federal "back doors" on

privacy programs. Clearly, he thought of the Internet and its culture as something that could be contained.

Neither Clinton nor his once cooperative cohorts in the mainstream entertainment industry's "news" magazines had any inkling that the Internet would upstage their own coverage and ultimately thwart their ability to regulate what news content was fit to print. Matt Drudge's Web scandal sheet broke the Monica Lewinsky story while editors at *Time* and *Newsweek* were sorting out the ramifications of revealing the president's escapades. (Just a few weeks earlier, Clinton had graced *Time* magazine's star-studded Seventy-fifth Anniversary Gala in New York, garnering the glossy some much-needed prestige and TV exposure. How dare they bite the hand that fed them?)

As more sordid details surfaced, only the Drudge Report, *Salon*, and other Web sites saw fit to publish them—that is, until Gingrich and the Republicans released the entire Starr report, also on the Internet. The text itself, depicting the graphic realities of this perverse presidential performance, would have been outlawed by the administration-supported Computer Decency Act, and may never have worked its way onto television uncensored were it not for the Internet leading the way.

Throughout these revelations, Clinton sought to stave off disaster by tinkering with public perception rather than following the Rubenstein credo of apologizing completely, visibly correcting the error, and then moving on. Using a tactic that seemed to work so effectively for so long, Clinton simply prevented the story of his own demise from gaining momentum. After a single denial ("I did not have sex with that woman, Monica Lewinsky"), he refused all comment on the allegations, preventing a media chess game from taking place and depriving the many news shows covering the scandal of food for analysis. It was the antinarrative technique.

Meanwhile, television helped to humanize Clinton as it always had. When Congress released the tape of Clinton's Grand Jury testimony, media pundits incorrectly predicted that the broadcast would

destruction of what was left of the president's public image. On the contrary, the portrait of a fatigued president fighting for his political life against an off-screen interrogator evoked grand narrative archetypes of inquisitorial priests and police interrogators. The audience only identified further with the struggling victim.

Dedicated to TV-style crisis management, Clinton ordered frequent polls to help him decide whether or not to tell the truth about Lewinsky and his cover-up, as if adjusting his ongoing performance to an ever-present Nielsen meter. But where TV promoted the theatrical humanity of our lawmakers, the Internet injects politics with a dose of truth serum. Clinton might have avoided impeachment had he listened to what Howard Rubenstein has been saying all along: "In a crisis, you have to focus on the true grit of the situation."

If Rubenstein is correct, the evasive and distorting tactics of traditional public-relations campaigns have been rendered obsolete by the preponderance of nonaffiliated media outlets and communications technologies. Those who ignore the new-media terrain do so at their own risk.

"I think Hill and Knowlton learned a lesson from what they did," Rubenstein explains candidly. "The lesson is not to do it. Sure, people come to you and say, 'Let's set up a committee and we'll call it so-and-so, and we'll hire someone to run it,' and my attitude is: What's known is known. Simple. What is known gets published. So it's foolhardy to set up a fig-leaf committee and hope nobody will look under the fig leaf and see what's there."

Similarly, according to Rubenstein, the exploitation of story and narrative will have diminishing or even destructive returns once the truth inevitably surfaces: "When a story is in motion, you can't think for a minute that the elements won't be picked up on by the media, analyzed, and disclosures made. No guru can come in and say, 'Here's a silver bullet and you'll get through this.' It doesn't work that way anymore."

Clinton and others who depend too heavily on traditional public-relations tactics have vastly underestimated the impact of new media

on our access to information. More perilous, they have ignored the way the Internet encourages us to think for ourselves. New media undermines our naïve acceptance of the television image, diminishes our dependence on stories and pat answers, and leads us to value raw data over expert opinions and their skewed interpretations.

Good public-relations specialists have voluntarily abandoned their most coercive styles in this environment, opting to work as best they can with the truth as it exists or as it can be altered. Advertising agencies, on the other hand, whose work hasn't had anything to do with real-world facts for half a century, have proved much more eager to retool their techniques for the interactive age and its interactive audience.

Advertising

Customers need a rational excuse to justify their emotional decisions. So always include one.

—David Ogilvy

The new headquarters of Wells BDDP still smelled like paint, glaze, and putty. The advertising agency, formerly known as Wells, Rich, Greene, had just moved in the fall of 1997 to the twelfth floor of a landmark building at the base of Madison Avenue, and no expense was being spared to bring the firm's image into the highly competitive twenty-first century.

The walls were adorned with the latest high-concept art. Frosted-glass doors discreetly hid rows of conference rooms outfitted with racks of high-end video gear and flat-screen displays. Long corridors opened into huge atriums furnished with bright leather couches, hefty wooden end tables, and boldly upholstered chairs—no two the same.

At the same time, this manic obsession with detail and design struck me as just one clue that the agency, and perhaps the entire industry, was in trouble. Caught between a desire to look hip and a need to appear authoritative, advertising seemed in the midst of an identity crisis.

"We call this 'The Well,'" explained Douglas Atkin, the agency's debonair head of planning as he escorted me through a colossal, loftlike gallery overlooking downtown. This part of the office space

was the architect's accommodation to the firm's creative function and image. A grand piano and a butcher-block coffee bar served as bookends to an area where Wells executives hoped that young copywriters and graphic designers could brainstorm their latest campaigns in a social, freeform atmosphere. Flexible spaces like these came into vogue in the eighties as firms used kindergarten-style floor plans to lead their employees (and their clients) to believe in the playful, spontaneous intellectual process this untraditional architecture was supposed to engender. Now they were an expected feature of an agency's floor plan. If you didn't have at least one such open space, it meant you were behind the times. BDDP's plans also called for a curved wall to be built around one side of The Well to separate the greater space from the agency's main conference room. Originally, this wall was to be transparent, but management decided that a more opaque surface would allow for greater discretion.

On this early autumn afternoon, no one could have imagined that by the time that wall's construction would be finished, the firm would be, too. Who would believe that such a fate would befall what had once been New York's vanguard agency? With Mary Wells at the agency's helm through the 1960s and 1970s, Wells, Rich, Greene had been responsible for some of the most innovative advertising that Madison Avenue had ever seen. The agency once enlisted surrealist Salvador Dali for a daring Alka-Seltzer television commercial in which the artist painted the effervescent medicine's passage through the human body directly onto the skin of a female model.

Although Wells had retired long ago to an island chateau in Europe, and the agency had subsequently suffered an embarrassing bout of setbacks, by the late nineties Wells BDDP—the added letters signifying a merger with a respected European network—was back on the fast track to an altogether new run of glory days. And their newest partner, Douglas Atkin, was widely held to be a man who could not only revitalize this agency but whose techniques could help stimulate the creative energy of an entire industry.

He had his work cut out for him. For two decades, cable television

had been drawing viewers away from broadcast programs and the commercials that sponsored them. Network television ratings were down, even though the cost of advertising minutes had gone up. As a result, big business had started to sour on advertising in general. Many companies were turning instead to direct marketing, special promotions, in-store displays, sports sponsorships, and tie-ins with other products. To make matters worse, budget cuts and heavy competition had led many companies to bring their advertising in-house. They could no longer justify the huge sums Madison Avenue charged to conduct esoteric research and devise sophisticated ad campaigns. Besides, what could an advertising agency possibly tell Nike it didn't already know about sport shoes and their wearers?

Atkin, a tall, bald British man in his early forties with a regal countenance, was imported by Wells to the United States in the hope that his new discipline of account planning would systematize the process by which market and consumer research is converted into an actual campaign. In traditional advertising, the account executives deal with clients, while the creatives develop the copy. Account planners arose to serve as an interface between the two disciplines, translating the clients' needs into specific propositions for the agency's creatives, and then backing the agency's resulting proposals with research from the field. Although copywriters and graphic designers execute the creative work, the account planners are responsible for igniting the initial spark and, of course, convincing clients that their agency's insights will translate into market leadership.

To Atkin, account planning means coming up with a set of reusable tools that can be applied to any number of different campaigns. By developing a language to codify the creative process in a series of off-the-shelf advertising strategies, Atkin hoped to arm Wells BDDP with the resources it needed to compete effectively in a shrinking marketplace and, perhaps, even restore the role of the advertising agency as the preeminent source of consumer research and media know-how. His success would be an affirmation of the effectiveness of advertising above all other kinds of marketing.

To this end, Atkin brought in high-priced experts from fields normally considered tangential to the advertising arts. Young account planners flocked to the agency, both to work with Atkin and to take part in the graduate-school-like atmosphere he created. He hired anthropologist Bob Deutsch to conduct focus groups and share new methods of analysis, a systems theorist named Sally Goerner to teach his staff about the wonders of chaos math, and, in the fall of 1997, me, to reverse-engineer the concept of the media virus (as I'd outlined it in a book by the same name) into a step-by-step procedure for disseminating ideas through the mediaspace.

As I strolled through the unfinished offices of Wells BDDP with Atkin, advertising no longer seemed to me like a coercive attack on an unsuspecting public, but more like an art form struggling for its life. Atkin didn't appear to me to have a coercive bone in his body. By joining his ranks, I felt I would be participating in the evolution of an ongoing dialogue between brands and consumers.

What I didn't realize was that Atkin had been shielding those of us who worked with him from the harsh realities of his industry. The research we were having so much fun conducting—how people get into a cult, or the psychology of ordering a beer—also needed to yield results. In the short term, this meant convincing clients that the millions of dollars being spent on their behalfs would result in breakthrough campaigns capable of reaching consumers on an entirely new level. In the long term, it meant either generating noticeably higher sales or losing accounts to other agencies.

On my first real consulting day at Wells, I attended a crisis meeting for the Amstel Beers account. The campaign that Atkin had conceived for the company's new line of non-"light" products wasn't working. Atkin's Garrison Boyd campaign was the result of months of research. Costly focus groups had revealed that most Americans associate Amsterdam, the city where Amstel is produced, with open-mindedness. The problem with marketing a brand on the open-mindedness platform, however, was that everyone has a different idea of what it means. About 90 percent of those polled like to think of

themselves as open-minded, but each respondent saw his own open-mindedness as reflecting a different set of social values. One man's open-mindedness was another's conservatism, and vice-versa.

Atkin's challenge was to help the Amstel brand claim the concept of open-mindedness—the way Nike had claimed the individual achievement or Levi's had taken authenticity—without ever defining precisely what open-mindedness is. Research had determined that the beer's target market is college-educated adults between the ages of twenty-one and thirty-four, with incomes of more than \$40,000, who enjoy active lifestyles. According to the agency's original written proposal to Amstel, the target was "the kind of person who would say, 'I don't necessarily want to crossdress, but if someone else does, it's fine with me.' They are somewhat rebellious and dislike being told what to do. They like to do the opposite of what authority figures tell them to do."

How to communicate open-mindedness to such a group? They don't want to be lectured to—they are too sophisticated for that. Besides, they are a rebellious bunch. There lay the account planner's creative spark: Convince by contrast. Use reverse psychology.

Atkin's staff came up with the curmudgeonly character of Garrison Boyd—a bespectacled old man in a plain gray suit who despises open-mindedness as well as everything else from Amsterdam. As founder of the fictitious organization Americans for Disciplined Behavior, Boyd took it on himself to combat Amstel's recent "attacks" on American decency by placing bumper stickers and posters on top of regular Amstel billboards, with slogans like: "Resist the Amstels from Amsterdam" and "Shield your eyes!"

Meanwhile, this campaign would exploit the new, mutant media of which Atkin was such a fan. Familiar with the rules I had set out in *Media Virus*, Atkin understood that advertising that has the seeds of a media story within it will generate interest and, in turn, more media. Who was Garrison Boyd? Why was he attacking Amstel's billboards? About 30 percent of the people who saw the advertisements thought they were real and that Garrison Boyd represented a legiti-

mate but misguided group of ultra-conservatives attacking an imported beer. But the ads generated even more excitement among those who "got" it. Who paid to advertise *against* one's own brand? *The New York Times* and MSNBC ran stories about the bizarre campaign, which in turn led to more media coverage, and so on.

What Wells BDDP counted on was that creating a story "with legs," as public-relations people like to say, would be the most efficient way to spread its message. The news media can carry your campaign along for you if it's novel enough, and the Amstel campaign would cost only about a fifth of what most competitors were spending on new-product launches. But although TV awareness of the brand had quadrupled, and radio awareness grew by a factor of eighteen, all this awareness hadn't yet translated into sales—which is why the Amstel campaign was now in a crisis.

The account executive who had worked with Amstel parent Heineken's brand manager for years claimed he never liked the Garrison Boyd strategy to begin with. The adman was a relic from an earlier age and saw in Atkin everything that was destroying his business: research and creativity at the expense of schmoozing and salesmanship.

I was invited to the meeting to help refine the Garrison Boyd campaign. I made a lengthy presentation to the agency that morning about media viruses and chaotic systems. How would I put this idea into practice more effectively with Boyd? I was asked. I was intrigued that a real campaign had made use of my abstract theories, and I strove to explain why it hadn't yet sold more beer.

"Boyd is a great viral shell," I explained, "but there's no content inside him." Wrapped around any great media virus, there is a provocative outer casing or "shell" of media. For the Rodney King media virus, it was the camcorder tape of the man being beaten. The story spread because the camcorder had been used in a brand-new way. The videocassette was the initial story. The Boyd campaign's mock-guerrilla style certainly satisfied the shell requirement. By breaking the rules of media, they had caused a sensation. But unlike the Rodney

King virus, Boyd had no ideas—no ideological “code” within his shell. The Rodney King tape, once disseminated, released potent images of police brutality and provoked discussions and rage. By avoiding the specific kinds of open-mindedness that Boyd was protesting—marijuana use? free sex? cross-dressing?—the Garrison Boyd virus had no ability to stir people up once they had taken notice. I suggested the agency take a gamble and instill its virus with some real content.

Atkin seemed interested in my proposal, but before we could even discuss it, the surly account executive stopped the conversation dead.

“We have to kill Boyd,” he insisted. “I agreed to him before,” he admitted as if he had been convinced against his better judgment, “but we have to kill him now or we’ll lose this account.”

Atkin was incensed. This was not a problem of advertising but of distribution. His senior vice president presented an extensively researched flip chart that showed how successfully the Garrison Boyd campaign had increased consumer awareness of the new Amstel brands. The only obstacle to increasing sales was the fact that the beer was still unavailable in most bars and grocery stores. Although advertising could create demand, it couldn’t stock the shelves.

These were the kinds of excuses that old-timers had come to expect from vanguard creatives, who they believed were more interested in developing their craft than in serving the client’s bottom line. Sure, they had done the research to back up their claims, but ultimately they just passed the buck to one of the client’s other departments. The account executive cited his relationship with the brand manager at Heineken to suggest that he had the power to break rank. He was the only one who understood how this man thought and how far he could be pushed. They had reached their limit with Garrison Boyd, and he wasn’t about to report back to the client without something more traditional, something that promised a real increase in sales.

Unable to agree on a single strategy, Wells BDDP eventually lost the account, along with the rest of Heineken’s business. Atkin soon decided to seek a position elsewhere, and shortly after his own and other key departures, Procter & Gamble, a company known for its

slow and methodical decisions, suddenly pulled all of from the agency in a dramatic and unprecedented move. Taking away about 70 percent of Wells’s revenues, the defection made the headlines and sank the agency.

The forces leading to the collapse of Wells BDDP are the same ones threatening the rest of the advertising industry. Traditional advertising executives depend on the nontraditional ingenuity of people like Atkin to reach increasingly rebellious target markets. The vanguard young creatives, however, refuse to develop campaigns that don’t break new conceptual or artistic ground. They don’t want to create advertising merely to sell things; they want to have fun. Firms like Wells struggle to straddle the divide, simultaneously peddling their campaigns to both disgruntled clients and cynical target audiences. Fueling this crisis most of all are the media-savvy consumers who, like bacteria treated with antibiotics, grow ever more resistant to the machinations of this fractious industry.

Most of us know by now that they don’t call the stuff on TV “programming” for nothing. The people making television are programming not just their fall lineups; they’re programming us. Or at least they’re trying to. Over the past few decades, however, the sophistication with which advertisers package and deliver their messages has been matched only by the sophistication with which we, their audience, deconstruct them.

Currently, marketers appear to be in a race with their customers. New media and the youth culture raised within it have demystified most of the traditional methods of marketing. Many members of today’s television audience are armchair media theorists, confident in the language of programming and capable of decoding the messages coming into their homes. Advertisers are scrambling to understand the postmodern mediascape as thoroughly as their audiences do, and to develop new sorts of programming tricks that work in the new environment.

But advertisers are in a bind. While some viewers are busy deconstructing every image and evaluating its semiotic components, others

are simply watching the TV and trying to figure out what's going on. Marketers whose advertising depends on inside jokes and discreet winks may elicit a chuckle out of a college kid but at the same time alienate his mom. Advertisers who overcompensate for the cynicism of one group find that their adjusted tactics then fail to speak to a different segment of the population. As a result, major corporations reevaluate their marketing plans weekly, and change advertising agencies almost as frequently as the agencies fire (or lose) their creative directors. In this age of new media, the programmers are the visitors, and we, for once, have the home-field advantage.

Branding Products, Branding People

It wasn't always this way. Not so long ago, before marketing became a branch of psychology, branding and advertising were simply ways to publicize and identify one's products.

The brand began, quite literally, as a method for ranchers to identify their cattle. By burning a distinct symbol into the hide of a baby calf, the owner could insure that if it one day wandered off his property or was stolen by a competitor, he'd be able to point to that logo and claim the animal as his rightful property.

When the manufacturers of products adopted the brand as a way of guaranteeing the quality of their goods, its function remained pretty much the same. Buying a package of oats with the Quaker label meant the customer could trace back these otherwise generic oats to their source. If there was a problem, he knew where he could turn. More important, if the oats were of satisfactory or superior quality, he knew where he could get them again. Trademarking a brand meant that no one else could call his oats Quaker.

Advertising in this innocent age simply meant publicizing the existence of one's brand. The sole objective was to increase consumers' awareness of the product or company that made it. Those who even thought to employ specialists for the exclusive purpose of writing ad copy hired newspaper reporters and traveling salesmen, who knew

how to explain the attributes of an item in words that people tended to remember.

It wasn't until 1922 that a preacher and traveling "medicine show" salesman-turned-copywriter named Claude Hopkins decided that advertising should be systematized into a science. His short but groundbreaking book *Scientific Advertising* proposed that the advertisement is merely a printed extension of the salesman's pitch and should follow the same rules. Hopkins believed in using hard descriptions over hype, and text over image: "The more you tell, the more you sell" and "White space is wasted space" were his mantras. Hopkins believed that any illustrations used in an ad should be directly relevant to the product itself—not just a loose or emotional association. He insisted on avoiding "frivolity" at all costs, arguing that "no one ever bought from a clown."

Although some images did appear in advertisements and on packaging as early as the 1800s—the Quaker Oats man showed up in 1877—these weren't consciously crafted to induce psychological states in customers. They were meant just to help people remember one brand over another. How better to recall the brand Quaker than to see a picture of one?

It wasn't until the 1930s, 1940s, and 1950s, as Americans turned toward movies and television and away from newspapers and radio, that advertisers' focus shifted away from describing their brands and to creating images for them. During these decades, Midwestern ad-man Leo Burnett concocted what is often called the Chicago school of advertising, in which lovable characters are used to represent products.

Green Giant, which was originally just the Minnesota Valley Canning Company's code name for an experimental pea, became the Jolly Green Giant in young Burnett's world of animated characters. He understood that the figure would make a perfect and enticing brand image for an otherwise boring product and could also serve as a mnemonic device for consumers. As he watched his character grow in popularity, Burnett discovered that the mythical figure of a green

giant had resonance in many different cultures around the world. It became a kind of archetype and managed to penetrate the psyche in more ways than one.

Burnett was responsible for dozens of character-based brand images, including Tony the Tiger, Charlie the Tuna, Morris the Cat, and the Marlboro Man. In each case, the character creates a sense of drama, which engages the audience in the pitch. This was Burnett's great insight. He still wanted to sell a product based on its attributes, but he knew he had to draw in his audience using characters.

Brand images were also based on places, like Hidden Valley Ranch salad dressing, or on recognizable situations, such as the significant childhood memories labeled "Kodak moments," or a mother nurturing her son on a cold day, a defining image for Campbell's soup.

In all these cases, however, the moment, location, or character went only so far as to draw the audience into the ad, after which they would be subjected to a standard pitch: "Soup is good food," or "Sorry, Charlie, only the best tuna get to be Starkist." Burnett saw himself as a homespun Midwesterner who was contributing to American folklore while speaking in the plain language of the people. He took pride in the fact that his ads used words like "ain't" — not because they had some calculated psychological effect on the audience, but because they communicated in a natural, plainspoken style.

As these methods found their way to Madison Avenue and came to be practiced much more self-consciously, Burnett's love for American values and his focus on brand attributes were left behind. Branding became much more ethereal and image-based, and ads only occasionally nodded to a product's attributes.

In the 1960s, advertising gurus like David Ogilvy came up with rules about television advertising that would have made Claude Hopkins shudder. "Food in motion" dictated that food should always be shot by a moving camera. "Open with fire" meant that ads should start in a very exciting and captivating way. Ogilvy told his creatives

to "use supers" — text superimposed on the screen to emphasize important phrases and taglines.

All these techniques were devised to promote brand image, not the product. Ogilvy didn't believe consumers could distinguish between products were it not for their images. In *Ogilvy on Advertising*, he explains that most people cannot tell the difference between their own "favorite" whiskey and the closest two competitors: "Have they tried all three and compared the taste? Don't make me laugh. The reality is that these three brands have different *images* which appeal to different kinds of people. It isn't the whiskey they choose, it's the image. The brand image is ninety percent of what the distiller has to sell."¹

Thus, we learned to "trust our car to the man who wears the star" not because Texaco had better gasoline than Shell, but because the company's advertisers had created a better brand image.

While Burnett and his disciples were building brand myths, another school of advertisers was busy learning about its audience. Back in the 1920s, Raymond Rubicam, who eventually founded the agency Young and Rubicam, thought it might be interesting to hire a pollster named Dr. Gallup from Northwestern University to see what could be gleaned about consumers from a little market research. The advertising industry's version of cultural anthropology, or demographics, was born.

Like the public-relations experts who study their target populations in order to manipulate them later, marketers began conducting polls, market surveys, and focus groups on the segments of the population they hoped to influence. And to draw clear, clean lines between demographic groups, researchers must almost always base distinctions on four factors: race, age, sex, and wages. Demographic research is reductionist by design. I once consulted to an FM radio station whose station manager wanted to know, "Who is our listener?" Asking such a question reduces an entire listenership down to one fictional person. It's possible that no single individual will ever match the "customer

profile" meant to apply to all customers, which is why so much targeted marketing often borders on classist, racist, and sexist pandering.

Billboards for most menthol cigarettes, for example, picture African-Americans because, according to demographic research, black people prefer them to regular cigarettes. Microsoft chose Rolling Stones songs to launch Windows 95, a product targeted at wealthy baby boomers. "The Women's Global Challenge" was an advertising-industry-created Olympics for women, with no purpose other than to market to active females.

By the 1970s, the two strands of advertising theory—demographic research and brand image—were combined to develop campaigns that work on both levels. To this day, we know to associate Volvos with safety, Dr Pepper with individuality, and Harley-Davidson with American heritage. Each of these brand images is crafted to appeal to the target consumer's underlying psychological needs: Volvo ads are aimed at upper-middle-class white parents who fear for their children's health and security, Dr Pepper is directed to young nonconformists, and the Harley-Davidson image supports its riders' self-perception as renegades.

Today's modern (or perhaps postmodern) brands don't invent a corporate image on their own; they appropriate one from the media itself, such as MetLife did with Snoopy, Butterfinger did with Bart Simpson, or Kmart did by hiring Penny Marshall and Rosie O'Donnell. These mascots were selected because their perceived characteristics match the values of their target consumers—not the products themselves. In the language of today's marketers, brand images do not reflect on products but on advertisers' perceptions of their audiences' psychology.

This focus on audience composition and values has become the standard operating procedure in all of broadcasting. When Fox TV executives learned that their animated series *King of the Hill*, about a Texan propane distributor, was not faring well with certain demographics, for example, they took a targeted approach to their char-

acter's rehabilitation. The *Brandweek* piece on Fox's ethnic campaign uncomfortably dances around the issue.

Hank Hill is the proverbial everyman, and Fox wants viewers to get comfortable with him; especially viewers in New York, where "King of the Hill's" homespun humor hasn't quite caught on with the young urbanites. So far this season, the show has pulled in a 10.1 rating/15 share in households nationally, while garnering a 7.9 rating/12 share in New York.²

As far as Fox was concerned, while regular people could identify with the network's new "everyman" character, New Yorkers weren't buying his middle-American patter. The television show's ratings proved what TV executives had known all along: that New York City's Jewish demographic doesn't see itself as part of the rest of America.

Fox's strategy for "humanizing" the character to those irascible urbanites was to target the group's ethnographic self-image. Fox put ads for the show on the panels of sidewalk coffee wagons throughout Manhattan, with the tagline "Have a bagel with Hank." In an appeal to the target market's well-developed (and well-researched) cynicism, Hank himself is shown saying, "May I suggest you have that with a schmear."

The disarmingly ethnic humor here is meant to underscore the absurdity of a Texas propane salesman using a Jewish insider's word like "schmear." In another Upper West Side billboard, Hank's son appeals to the passing traffic: "Hey yo! Somebody toss me up a knish!" As far as the New York demographic is concerned, these jokes transform the characters from potentially threatening Southern rednecks into loveable hicks bending over backward to appeal to Jewish sensibilities, and doing so with a comic and, most important, nonthreatening inadequacy.

Today, the most intensely targeted demographic is the baby—the future consumer. Before an average American child is twenty months old, he can recognize the McDonald's logo and many other branded

icons. Nearly everything—a toddler encounters—from Band-Aids to underpants—features the trademarked characters of Disney or other marketing empires. Although this target market may not be in a position to exercise its preferences for many years, it pays for marketers to imprint their brands early. General Motors bought a two-page ad in *Sports Illustrated for Kids* for its Chevy Venture minivan. Their brand manager rationalized that the eight-to-fourteen-year-old demographic consists of “backseat consumers.”³

The real intention of target marketing to children and babies, however, goes deeper. The fresh neurons of young brains are valuable mental real estate to admen. By seeding their products and images early, the marketers can do more than just develop brand recognition; they can literally cultivate a demographic’s sensibilities as they are formed. A nine-year-old child who can recognize the Budweiser frogs and recite their slogan (Bud-weiser) is more likely to start drinking beer than one who can remember only Tony the Tiger yelling, “They’re great!” (Currently, more children recognize the frogs than Tony.) This indicates a long-term coercive strategy.

The abstraction of brand images from the products they represent, combined with an increasing assault on our demographically targeted psychological profiles, led to some justifiable consumer paranoia by the 1970s. Advertising was working on us in ways we couldn’t fully understand, and people began to look for an explanation.

In 1973, Wilson Bryan Key, a communications researcher, wrote the first of four books about “subliminal advertising,” in which he accused advertisers of hiding sexual imagery in ice cubes, and psychoactive words like “sex” onto the airbrushed surfaces of fashion photographs. Having worked on many advertising campaigns from start to finish, in close proximity to everyone from copywriters and art directors to printers, I can comfortably put to rest any rumors that major advertising agencies are engaging in subliminal campaigns. How do images that could be interpreted as “sexual” show up in ice cubes or elbows? The final photographs chosen for ads are selected by committee out of hundreds that are actually shot. After hours or

days of consideration, the group eventually feels drawn to one or two photos out of the batch. Not surprising, these photos tend to have more evocative compositions and details, but no penises, breasts, or skulls are ever superimposed onto the images. In fact, the man who claims to have developed subliminal persuasion, James Vicary, admitted to *Advertising Age* in 1984 that he had fabricated his evidence that the technique worked in order to drum up business for his failing research company. But this confession has not assuaged Key and others who relentlessly, perhaps obsessively, continue to pursue those they feel are planting secret visual messages in advertisements.

To be fair to Key, advertisers have left themselves open to suspicion by relegating their work to the abstract world of the image and then targeting consumer psychology so deliberately. According to research by the Roper Organization in 1992, 57 percent of American consumers still believe that subliminal advertising is practiced on a regular basis, and only one in twelve think it “almost never” happens. To protect themselves from the techniques they believe are being used against them, the advertising audience has adopted a stance of cynical suspicion.

To combat our increasing awareness and suspicion of demographic targeting, marketers have developed a more camouflaged form of categorization based on psychological profiles instead of race and age. Jim Schroer, the executive director of new marketing strategy at Ford explains his abandonment of broad-demographic targeting: “It’s smarter to think about emotions and attitudes, which all go under the term ‘psychographics’—those things that can transcend demographic groups.”⁴ Instead, he now appeals to what he calls “consumers’ images of themselves.”

Unlike broad demographics, the psychographic is developed using more narrowly structured qualitative-analysis techniques, like focus groups, in-depth interviews, and even home surveillance. Marketing analysts observe the behaviors of volunteer subjects, ask questions, and try to draw causal links between feelings, self-image, and purchases.

A company called Strategic Directions Group provides just such analysis of the human psyche. In their study of the car buying habits of the "forty-plus baby boomers and their elders," they sought to define the main psychological predilections that human beings in this age group have regarding car purchases. Although they began with a demographic subset of the overall population, their analysis led them to segment the group into psychographic types.

For example, members of one psychographic segment, called the "Reliables," think of driving as a way to "get from point A to point B." The "Everyday People" campaign for Toyota is aimed at this group and features people depending on their reliable and efficient little Toyotas. A convertible Saab, on the other hand, appeals to the "Stylish Fun" category, who like trendy and fun-to-drive imports. One of the company's commercials shows a woman at a boring party fantasizing herself into an oil painting, where she drives along the canvas in a sporty yellow Saab.

Psychographic targeting is more effective than demographic targeting because it reaches for an individual customer more directly—like a fly fisherman who sets bait and jiggles his rod in a prescribed pattern for a particular kind of fish. It's as if a marketing campaign has singled you out and recognizes your core values and aspirations, without having lumped you into a racial or economic stereotype.

It amounts to a game of cat-and-mouse between advertisers and their target psychographic groups. The more effort we expend to escape categorization, the more ruthlessly the marketers pursue us. In some cases, in fact, our psychographic profiles are based more on the extent to which we try to avoid marketers than on our fundamental goals or values.

The so-called "Generation X" adopted the anti-chic aesthetic of thrift-store grunge in an effort to find a style that could not be so easily identified and exploited. Grunge was so self-consciously low-brow and nonaspirational that it seemed, at first, impervious to the hype and glamor normally applied swiftly to any emerging trend. But sure enough, grunge anthems found their way onto the soundtracks

of television commercials, and Dodge Neons were hawked by kids in flannel shirts saying "Whatever."

The members of Generation X are putting up a good fight. Having already developed an awareness of how marketers attempt to target their hearts and wallets, they use their insight into programming to resist these attacks. Unlike the adult marketers pursuing them, young people have grown up immersed in the language of advertising and public relations. They speak it like natives. As a result, they are more than aware when a commercial or billboard is targeting them. In conscious defiance of demographic-based pandering, they adopt a stance of self-protective irony—distancing themselves from the emotional ploys of the advertisers.

Lorraine Ketch, the director of planning in charge of Levi's trendy Silvertab line, explained, "This audience hates marketing that's in your face. It eyeballs it a mile away, chews it up and spits it out."⁵ Chiat/Day, one of the world's best-known and experimental advertising agencies, found the answer to the crisis was simply to break up the Gen-X demographic into separate "tribes" or subdemographics—and include subtle visual references to each one of them in the ads they produce for the brand. According to Levi's director of consumer marketing, the campaign meant to communicate, "We really understand them, but we are not trying too hard."

Probably unintentionally, Ms. Ketch has revealed the new, even more highly abstract plane on which advertising is now being communicated. Instead of creating and marketing a brand image, advertisers are creating marketing campaigns about the advertising itself. Silvertab's target market is supposed to feel good about being understood, but even better about understanding *the way they are being marketed to*.

The "drama" invented by Leo Burnett and refined by David Ogilvy and others has become a play within a play. The scene itself has shifted. The dramatic action no longer occurs between the audience and the product, the brand, or the brand image, but between the audience and the brand marketers. As audiences gain even more con-

rol over the media in which these interactive stories unfold, advertising evolves ever closer to a theater of the absurd.

Story: The Play's the Thing Wherein I'll Catch the Conscience of the King

The dramatic story has served for centuries, perhaps millennia, as our civilization's chief method of imprinting and perpetuating value systems on large target audiences. The Bible stories, fairy tales, and moral fables we were told as children stick with us for the rest of our lives. They become the resonant elements, or central myths, on which we base our perception of the world. The stories we are told account for our understanding of creation, existence, and even death.

Television commercials are stories, too, and they are designed to impress brand values upon us with the force of cultural mythology, securing and extending our most deeply held beliefs.

Most stories work by generating tension. The plot moves up an inclined plane of increasing stakes and danger, and the audience experiences the agonizing thrill of going along for the ride. The further into danger the character goes, the higher our own level of tension will become. The good storyteller slowly and consistently builds our anxiety—careful not to push so hard that we run out of the theater. As the level of tension increases, we are drawn deeper into the storyteller's spell. The worse it gets, the more dependent we are on the storyteller for a way out. It's all worth the pain, though, because eventually the conflict will be resolved and the audience will be released into delightful catharsis.

Because the audience is willing to accept any reasonable escape from their own state of unbearable tension, the storyteller has the power to concoct whatever solution he wishes. And embedded in that solution can be an agenda. The more intense an audience's level of anxiety, the more preposterous a release it will accept.

The thirty-second advertisement can use narrative tension to influence through catharsis, too. The story just has to generate its anxiety

more quickly. I was disturbed as a child by an ad in which a midlevel executive is seated behind his desk. He looks like a nice enough guy—a lot like us, in fact. But something's wrong. His phone is ringing noisily. His boss is angry. He's lost an account. His wife crashed the car. We see he is in great pain. What's he going to do? He opens the drawer of his desk and smiles. What does he see? A brand of pain reliever, of course. He swallows the pills, and we watch as a psychedelic swirl of colors fills the outline of his body, soothing every painful area. He is happy, and his problems seem diminished. I can remember wishing my problems would manifest themselves as a headache so that they could be cured as easily.

As long as an influence professional can build his idea—be it a product, candidate, or lifestyle—into the fabric of a story, he can successfully program an audience to accept it. The better his story—the more profoundly we identify with his character's dilemma—the more fully and permanently we will accept the underlying agenda.

The word “entertainment” means literally “to hold within.” The more entertaining a story, the more captivated we are by its teller and the more vulnerable we are to his influence if he chooses to exercise it. Television, theater, and film had better be entertaining, for only a captive viewer will sit and bear the tension of the rising dramatic action.

That's how my grandfather used to watch TV movies back in the 1970s. He'd lean back in his La-Z-Boy recliner with a bowl of pretzels in his lap. The heroine in one of these movies—I think it was Suzanne Pleshette—walks into an apartment where we know a murderer is hiding. She tries the light switch, but it's broken. She ventures into the apartment anyway, and into danger.

If my grandpa likes Suzanne Pleshette as much as most older men of the period did, he will experience anxiety on her behalf. He is being put into a state of tension. At this moment, some part of his brain makes a calculation. He could change the channel to avoid the tension, but that would require taking the bowl of pretzels off his lap, pulling up the lever on his recliner, rising, crossing to the TV set,

and manually changing the channel to another station. But jumping up like this whenever he felt himself in the grip of the action on the screen would defeat the purpose of the entertainment he has come to expect from television. He's been trained to be a well-behaved, attentive viewer. He has what programmers like to call a "long attention span," and he is used to suffering through moments like these. On the other hand, enduring the tension will mean a heightened level of anxiety until someone rescues poor Suzanne.

In an appeal to the La-Z-Boy viewer, television manufacturers developed the remote control. Little did they realize it would thwart the efforts of the people programming television content. A person armed with a remote control makes a completely different set of internal calculations when confronted with an anxiety-producing narrative. With very little effort, he can push a button and release himself from the rise in tension. Young people today pride themselves more on their channel-surfing capabilities than on the lengths of their attention spans. Watch yourself or your child operate a remote control; the impulse to change channels arises more often out of disgust at being made to feel tense than out of simple boredom.

A person with a remote control doesn't need to be sucked into the aspirin commercial any more than he is into the Suzanne Pleshette movie. The businessman in the commercial is obviously having a bad day. Why watch? *Click. Easy as that.*

The television remote allows for easy escape, fundamentally changing the viewing audience's relationship to television. Young people and remote-control-capable adults no longer sit back and watch a television program; they watch the TV set and put it through its paces. They are literally watching and deconstructing styles of programming. Just as journalists and the public watched Marv Albert work his spin control, viewers now watch television programmers and advertisers attempt to draw them into coercive stories.

Skilled remote-control viewers can keep track of five or six different programs at a time. The most practiced of us—usually the youngsters—flip from channel to channel, catching the most important

moments of each show or sporting event with uncanny precision. Watching TV this way has become almost a form of postmodern art unto itself, where the action and values of one program are suddenly juxtaposed against another's. An altogether new kind of entertainment emerges from the formerly passive viewing experience: the joy of recombining images, creating our own edit points, and comparing and contrasting different programs, often thwarting their creators' original purposes in the process.

By marketing the tools of media to its consumers, the electronics industry has unwittingly undermined the efforts of advertisers. For many decades, the television screen was an exclusive territory. Only programmers and sponsors had the magic ability to manipulate the images on the screen. The act of broadcasting television was as mysterious and awe-inspiring as transubstantiation, and it was regarded with equivalent reverence. The information that the networks piped into our homes was accepted as if it were the gospel truth. Back in the 1960s, Walter Cronkite had the privilege of ending his evening broadcast with the tagline "And that's the way it is."

The home video game was the first interactive medium to challenge this authority. Just as the remote control deconstructed television, the joystick demystified it. Think back to the first time you ever played a video game. It was probably the primitive black-and-white arcade game called Pong. You felt excitement not just because you had finally found a way to play table tennis without a real table, but because, for the very first time, you had gained the ability to alter the pixels on the television screen. A space that formerly had been off-limits was now absolutely accessible through a simple knob. The pixels, and the screen they composed, had been demystified.

The video camera took this demystification a step further, as amateur photographers came to understand the language of film editing and the ways to "lie" about time and space by splicing together images that may not have actually been shot in sequence. The computer keyboard and mouse turned the monitor into a communications center. Today, the cathode-ray tube is no longer a receive-only device

★ but, through the Internet and commercial online services, a portal to self-expression. Media has become a two-way street.

The proliferation of all these devices, plus the advent of fax machines, VCRs, modems, and cellular telephones, has fundamentally altered the shape and function of the mass media. It is now an open system—a mediaspace. Anyone can contribute, and no one can be sure how what he throws in there will be deconstructed, repurposed, and distributed. A top-forty song might be sampled and recycled by a rapper. A news report may be deconstructed and exposed as propaganda by a public-access show or Internet newsgroup. A rock video may be mocked by commentators like Beavis and Butt-head. A commercial can be satirized by a late-night comedy show for its clumsy efforts at manipulation—and the audience will get the joke.

The media is a chaotic place. Like an ocean or a weather system, it no longer respects authority. In fact, those who attempt to impose their authority are ridiculed, while brilliant and valuable tidbits emerge from the most remote and seemingly inconsequential sources. Advertisements attempting to associate a brand with a celebrity or lifestyle aren't nearly as effective as they once were. No sooner are they broadcast than they are deconstructed into their component parts. Younger, media-savvy viewers instinctively reject authoritative voices and laugh at commercials in which people try to act "cool."

Advertisers are well aware of our changing viewing habits. Now that an increasingly large proportion of the public has adopted this self-protective stance toward the media, marketers have turned to what might best be called postmodern techniques of persuasion.

Consider the microbrand. As consumers became weary of major beer brands and their relentless over-the-top media campaigns, they turned to local breweries and brands for a sense of authenticity. Like do-it-yourself media, these tiny companies gave their customers a sense of local control and connection. No longer content with supporting a national brand devoid of character, consumers sought the distinction and individuality that came with buying a bottle of beer that may well have been brewed around the corner.

The major breweries were quick to respond to the microbrewery phenomenon. Miller Brewing Company released a fake microbrew beer called Red Dog, whose label advertised that it was brewed at the charmingly remote-sounding Plank Road Brewery. There is no such place as the Plank Road Brewery. Anheuser-Busch bought a quiet interest in Seattle's Redhook Ale Brewery, and Coors launched its own line of imitation microbrews from the Blue Moon Brewing Company, whose marketing campaign touted the beer as "hand-crafted once in a blue moon."

Fake microbrands are created for a new population of consumers who have learned to resist the pressures of conformity imposed by well-known brand images. Airwalk sports shoes are worn by millions of young people who resent the overwhelming marketing campaigns and widely criticized labor practices of Nike, and American Spirit cigarettes sell to smokers who want to believe they are circumventing the notoriously manipulative cigarette industry. In the end, they are simply succumbing to the counteroffensives of shrewd marketers who have predicted and capitalized on their rebellion.

Advertisers are learning to stay one step ahead in the chaotic mediaspace. If today's consumer will instantly separate a product from its spokesperson, then the answer is to make advertisements that are more difficult to deconstruct. Many billboards and magazine ads have resorted to showing isolated body parts rather than full-body portraits of models using or wearing products. This style of photography, known in the industry as abstract representation, allows the viewer to see himself in the advertisement, rather than the model. Instead of having to identify with a character, he can watch the commercial as if it were from his own point of view. All of our hands and legs are pretty much the same. Ads for Kool cigarettes show only the hand of the lucky man who holds a pack, and the beautiful girl who has turned in his direction. A hugely successful Dockers trousers campaign showed a group of men from the waist down only, as they spoke in random, disconnected sentences.

The less specific or more iconic a representation, the harder it

becomes for an audience to resist identifying with it. As a result, icons have become the new unit of communication in a mediaspace characterized by deconstruction. Wary of stories, slogans, and other emotional traps, young people in particular have been drawn to icons as a way of expressing who they are and what they believe in. Kids paste iconic stickers on their skateboards, attach iconic key chains to their backpacks, and collect trading cards and Pogs with simple iconic representations. Because they seem universal and disconnected, they are perceived as somehow safe from the influence of authority.

Advertisers exploiting this same principle have moved toward more iconic ways of representing their products. The simpler and less descriptive the icon, the more universal its appeal. Ask a group of teenagers what the Nike swoosh icon means, and each one will most likely tell you something different—but all the responses will probably have something to do with challenging authority, excelling in sports, being an individual, or “just doing it.” The swoosh is a universal icon, capable of representing any number of youthful ideals. Some young people identify so fully with the Nike symbol that they have tattooed it onto their bodies.

Part of an icon's power comes from its indivisibility. The swoosh cannot be further deconstructed into its component parts. Just as golden arches mean McDonald's, and the little red tab means Levi's, the swoosh is Nike. The product is its icon, inseparably and without exception. To buy a pair of Nike shoes is to buy the Nike swoosh. By adopting the postlinguistic currency of an iconic culture, marketers can reposition themselves and their brands in a manner consistent with the operating system of today's point-and-click marketplace.

Nowhere to Hide

Media-savvy television viewers pride themselves on their ability to watch programming from the safe distance of their own ironic detachment. Young people delight in watching *Melrose Place* in groups so they can make fun of the characters and their values by talking

back to the screen throughout the show. Others turn to shows like *Beavis and Butt-head*, whose characters' constant commentary on the MTV videos they watch serves as a built-in distancing device. The wisecracks keep the audience emotionally removed from the seductive charms of the images on the screen.

In addition to using icons, marketers have come to recognize the way irony makes a wary viewer feel safe, and now they regularly employ irony in the commercials targeted at these more difficult demographic groups. “Wink” advertising acknowledges the cynical stance of resistant viewers: Sprite commercials satirize the values espoused by “cool” brands, sometimes even parodying their competitors' obvious image-based tactics, and then go on to insist, “Image is nothing. Thirst is everything.” A brand of shoes called Simple developed a magazine campaign with the copy “Advertisement: blah blah blah . . . name of company.”

By letting the audience in on the hollowness of the marketing process, advertisers hope to be rewarded by the appreciative viewer. Energizer batteries launched a television campaign where a fake commercial for another product would be interrupted by the pink bunny marching across the screen. The audience was rescued from the bad commercial by the battery company's tiny mascot. The message: The Energizer bunny can keep on going, even in a world of relentless hype.

Of course marketers haven't really surrendered anything. What's really going on here is a new style of marketing through exclusivity. Advertisers know that their viewership prides itself on being able to deconstruct and understand the coercive tactics of television commercials. By winking at the audience, the advertiser is acknowledging that there's someone special out there—someone smart enough not to be fooled by the traditional tricks of the influence professional. If you're smart enough to get the joke, then you're smart enough to know to buy our product.

Like all advertisements, these self-conscious commercials help the viewer define his own identity. The strategy is not as overt as showing

Michael Jordan in a pair of Nikes so that young athletes will identify with their hero. Instead, a person's notion of "self" is defined by how sophisticated he feels in relation to the images on his TV set. If he has grown up deluged by coercive advertising and expended effort to break free, then he will identify himself as a media-savvy individual. Wink advertising gives him a chance to confirm his own intelligence.

In the advertising wars between long-distance carriers, underdog MCI attempted to show how they were friendly and perky, especially compared to industry leader AT&T. A beautiful young operator mischievously whispered to us that AT&T doesn't want their customers to hear about MCI's low rates, or their discount Friends & Family plan. She ridiculed AT&T's ads begging people to "come home," and implied that they revealed Ma Bell's desperation. AT&T fought back with their own ads, highlighting the coercive nature of MCI's marketing: that people were fooled into writing lists of their friends and relatives so that MCI could make annoying phone calls trying to enlist them. The advertisements were no longer about quality or service. They were about the advertising campaigns themselves.

Wink advertisements very often borrow imagery from another company's advertisements as a way of eliciting viewer approval. After Lexus made the ball bearing famous by rolling it seductively over the precision engineered lines of its luxury sedan, Nissan did the same thing in their ad to demonstrate how a much less expensive car could exhibit the same qualities. BMW sought to rise above the whole affair, demonstrating their car's unmatched turning radius by putting the whole vehicle through the same tight turns as the ball bearing went through in the other brands' meaningless test. Finally, in an irreverent spoof of the automobile advertising wars, Roy Rogers rolled a ball bearing around the edge of a roast beef sandwich. Get it? *Wink wink.*

In a similar campaign, Levi's made fun of Calvin Klein's heroin-chic, ultra-skinny supermodels. The company pictured healthy models wearing Levi's under the caption, "Our models can beat up their models."

As the techniques of self-consciousness and parody become more

recognizable and, accordingly, less effective, advertisers have been forced to go yet a step further, taking the media reflexivity of advertising into the realm of the nonsensical. It's as if by overwhelming us with irony, they hope to blow out the circuits we use to make critical judgments.

The Diesel jeans company ran a series of billboard and magazine ads designed to critique the whole discipline of advertising. One showed a sexy but downtrodden young couple, dressed in stylish jeans and arguing with each other in what looked like the messy, 1960s-era kitchen of a dysfunctional white-trash family. The ad meant to reveal the illusory quality of the hip retro fashion exploited by other advertisers. Diesel would not try to convince anyone that those were the "good old days." We were meant to identify with the proposition that the enlightened values of the sixties, as represented by the media, are a crock. But the meaning is never made explicit. Another Diesel campaign consisted of advertisements which themselves were photos of garish billboards placed in ridiculous locations. One showed a sexy young couple, dressed in Diesel jeans, in an advertisement for an imported brand of ice cream. The billboard, however, was pictured in a dirty, crowded neighborhood filled with poor Communist Chinese workers.

Benetton and The Body Shop ran similar ads, but at least theirs made some sense. One Benetton campaign pictured Queen Elizabeth as a black woman and Michael Jackson as a caucasian to comment on racial prejudice. A series of Body Shop ads featured giant photos of marijuana leaves, presumably to call attention to drug and agriculture laws. These are appeals to a target market that feels hip for agreeing with the sentiments expressed and for grasping the underlying logic. There is, indeed, something to "get."

We are supposed to believe that Diesel's ads also make sociopolitical statements, but we never know quite what they are. In fact, the ads work in a highly sophisticated disassociative way: They make us feel as tense and uneasy as we do after a good scary story—but we refuse to admit to our anxiety lest we reveal we are not media-savvy

enough to get the joke. The campaign is designed to lead the audience to the conclusion that they understand the ironic gesture, while the irony is left intentionally unclear. No one is meant to get the joke. In that moment of confusion—like the car buyer subjected to a disassociative hypnotic technique—the consumer absorbs the image within the image: two sexy kids in Diesel jeans. Thinking of yourself as hip enough to “get” it—no matter what “it” may be—means being susceptible to lying to yourself, and to being programmed as a result.

That’s all coercion really is, after all: convincing a person to lie to himself by any means necessary. The stance of ironic detachment, while great for protecting ourselves from straightforward linear stories and associations, nonetheless makes us vulnerable to more sophisticated forms of influence. After a while, even a detached person begins to long for a sense of meaning or some value, any value, to accept completely and genuinely. In spite of their well-publicized cynicism, so-called Generation Xers reveal in numerous studies that they often feel lost and without purpose. Disillusioned with role models, the political process, and media hype, they are nonetheless seeking something to believe in.

As people search for a sense of authenticity in their increasingly disconnected “virtual” experience, advertisers seize on the opportunity to help us delude ourselves into thinking we haven’t really lost touch. A shrewd advertisement for an airphone service shows a businessman stuck on a jet flight while his young daughter dances in a recital at her elementary school. He has foregone his family obligations in the name of business. But in the airphone commercial, he calls his daughter from the plane after her recital, and, basked in golden light, she is as delighted to hear his telephonic voice as she would have been to see him in the flesh. The television viewer who is searching for meaning in his life will accept the faulty premise of the advertisement: that the airplane telephone can actually connect him with a life he has left behind.

The back-to-basics authenticity of such advertisements capitalizes on a growing sense that we are no longer in touch with who we really

are. In the past, advertisers worked to generate this sense of disconnection. In the 1950s and 1960s, a marketer would present an image, personality, or story with which we were meant to identify, and then stretch that image in order to make us feel unworthy, to give us something to aspire to: The girl in the hair-color advertisement looks just like me—when I was twenty years younger and five shades less gray; the woman in the commercial has a dirty kitchen and noisy children just like me . . . but she is confident enough in her rug cleaner to throw a dinner party for her husband’s business partners that night. The viewer identified with the character, only to be made to feel unworthy by comparison.

Today, however, a deep sense of disconnection and unworthiness is just the starting point for the detached viewer. As a result, the opposite effect takes place: We welcome the opportunity to let down our guard, even for a moment. Having grown to resent all the striving toward the ideals represented in commercials, we yearn to get off the treadmill of yearning altogether. We yearn *not* to yearn—to be still and content. To just *be*.

The newest approach to the antiyearning urge capitalizes on these feelings. The Calvin Klein CK Be perfume advertisements offer the media-fatigued sophisticate a chance to relax and literally “just be.” Uniquely beautiful and detached-looking young people stare confidently into the lens. Beneath them are captions like “Be hot. Be cool. Just be.” The slogans in companion ads all stress that people should have the ability to express their individuality and be who they really are. “CK Be fragrance is about who you are . . . it’s about the freedom to express your individuality . . . it’s about the freedom to be yourself.”

The astonishing supposition of these ads is that the young audience for whom they are intended does not feel they already have permission to just be. Unlike the models in the advertisements, who appear to have earned their cool resolve by draining the life out of themselves through dedicated heroin abuse, the audience must expend effort to maintain a sense of self against the onslaught of commercials and other coercive messages. The CK Be ads suggest that if we just buy

one thing—a single bottle of perfume—we can finally be who we really are with no further effort.

Like all of the image-based advertising that went before it, the CK Be campaign once again capitalizes on its audience's undetermined sense of self. A person who is striving not to strive is striving nonetheless—perhaps even more desperately than those who are simply yearning for a better lifestyle. Our aspiration toward a simpler, less taxing way of relating to the world around us makes us no less vulnerable to the suggestions of others on how best to get there. Being “in” is a booby prize, since it depends on a false and further self-defeating claim to exclusivity. The emergence of a protective, ironic stance, though temporarily immunizing, only contributes to our longing for ways to feel genuine and connected—and will likely turn out to be just one more chapter in the greater narrative of the history of advertising.

CHAPTER SIX

Pyramids

I knew if I could get six more people to join, I'd have enough money to quit.

—A multilevel marketing dropout

Stephanie didn't know she wanted to be “in.” Like many Americans, she only wanted a better, safer, and more prosperous life for her family. Thus she was a prime target.

After two years at state college studying to be an English teacher, Stephanie (not her real name) got pregnant and dropped out to get married. She moved to Houston, Texas, in 1991 with her new husband, who landed a job on the assembly line of a local computer plant. With an income of just under \$40,000 per year, life with the three daughters they had over the next five years was modest but manageable.

By the time her youngest had started kindergarten, Stephanie became a bit restless with suburban living. After reading a series of articles in a fashion magazine about women with challenging careers, she decided that her life would be more rewarding if she could generate her own income. She also believed the additional cash would make it possible for her family to move to a well-publicized new neighborhood across town, which had strict residential zoning rules and a private security force. She had been reading the developer's glossy brochures for months. Houston wasn't an extremely dangerous

city, but their neighborhood was suffering from an increase in robberies and assaults. With three daughters, Stephanie wanted some of the peace of mind that the private community's literature guaranteed.

Stephanie met with a career counselor, but the pickings were slim. She would need additional training just to qualify to be a temp office worker, a job she didn't even want to do. She hoped to work from her home so she could spend time with her daughters.

Later that week, she noticed a handwritten flyer on the community bulletin board at her local supermarket: "Earn upwards of \$8,000 per week in your spare time." Although it sounded too good to be true, Stephanie tore off one of the small tabs at the bottom of the flyer, which had a phone number typed onto it. When she got home she called the number, and that very evening, an impeccably dressed middle-aged woman we'll call Barbara arrived at Stephanie's home in a shiny new sedan.

While Stephanie's husband and daughters watched TV in the family room, Barbara made her pitch to Stephanie in the kitchen. By becoming a distributor of high-quality, all-natural health products, Stephanie could soon be earning more than her husband. After an initial investment of just \$600 for a sales kit, Stephanie would be an official distributor. By selling just \$200 worth of supplements per week for four weeks, she would become a regional distributor, with the right to recruit distributors of her own. She would then collect a portion of commissions earned by all the distributors under her, as well as the distributors under them once they, too, became regional distributors. And once she had six distributors beneath her, each selling a minimum of \$200 worth of health products a week, Stephanie would become a regional director and receive a \$500 bonus every week directly from the company, in addition to her regular commissions.

Stephanie was unsure. It sounded like a lot of work, and she was suspicious of marketing schemes. Barbara assured her this wasn't traditional multilevel marketing, but rather a new form of distribution called "network marketing." The difference with this system, accord-

ing to Barbara, was that "everybody comes out a winner, no matter how much they end up selling."

Stephanie still refused to make the initial investment without a few days to think it over. Barbara said she understood completely and gave Stephanie some samples as free gifts, to use while she made up her mind. Barbara also left her with a videotape that described the great benefits of the products as well as the way they were marketed.

Stephanie and her husband watched the slickly-produced videotapes. A TV actress narrated, and housewives were shown selling health products to one another, earning money and prizes, driving shiny new cars, and even moving into mansions. After watching the tape, Stephanie thought this might be a good idea after all. Her husband insisted it was a scam, however, and convinced Stephanie to try something more conventional.

The next morning, Barbara called with "great news." She had an invitation for Stephanie to attend an event at a nearby motor lodge, sponsored by the health products company. There would be free gifts for everyone who came, and Stephanie would have a chance to clear up any of her misgivings about the company. Before Stephanie had the chance to explain that she had decided not to become a distributor, Barbara had convinced her to come to the party.

The gathering turned out to be more like a rally. As Stephanie sat next to Barbara in a folding chair, she watched women rise to announce how many products they had sold that week, how many new distributors they had signed up, and how their lives had changed since becoming network marketers. After each speech, the other women cheered and applauded. A charismatic woman in front of the room, the vice president to whom all the regional directors reported, showed slides of upcoming products, congratulated the group on breaking a company sales record, and led the women in a short, nondenominational prayer.

Eventually, Barbara rose and announced that she had brought a newcomer, Stephanie. Everyone cheered. Barbara told the crowd what details she knew of Stephanie's life—how she had left college

after getting pregnant, and how she wanted to move to a better neighborhood. Stephanie squirmed and wished she hadn't come. She felt self-conscious about being exposed to the others, and uncomfortable being stared at—especially by such well-dressed women when she was wearing jeans and an old sweater.

But after the main event was over, she found herself surrounded by a group of supportive women who seemed truly interested in her life and aspirations. They understood how hard it was to find a good job, especially if you wanted to be home by the time school let out. They understood why Stephanie would hope to raise her daughters in a safer neighborhood. They all had been there. And they all had made something better out of their lives.

Convinced that she had found the answer to her lifelong financial and esteem problems, Stephanie signed a check for \$600 and went home with her new sales kit.

Using the forms in her package, Stephanie made lists of everyone to whom she possibly might sell the supplements, putting stars next to the names of friends who might someday want to become distributors themselves. Then she started making calls and reading the prepared sales scripts to the people on her list.

The first week, Stephanie sold more than \$300 worth of merchandise. The second week, she sold \$220 worth—still above the amount necessary to become a regional distributor. The third week, her daughter got the flu, which is why, Stephanie rationalized, she sold only about \$180 worth of products. To keep her total over \$200, she bought \$20 worth of vitamins for herself. By the fourth week, Stephanie had exhausted her list. She managed to sell an additional \$80 worth of health products to her aunt, and a little less than that to her neighbors by going door-to-door. Although she feared she might be getting in over her head, she spent \$50 more of her own money buying additional samples of new products to get over the \$200 hurdle.

Now Stephanie was free to earn the big bucks by getting her friends to sell the products themselves. She called the people on her

list who had bought from her, and (as instructed by her sales manual) encouraged them to share with her the benefits they had already noticed. To her amazement, in that first week as a regional distributor, she managed to get three of them to agree to become distributors. She still needed three more to become a regional director and start receiving that \$500 bonus every week.

Stephanie's fourth prospect, the mother of one of her daughter's schoolmates, seemed genuinely interested in making money, but was embarrassed to sell to her own friends. Luckily, the company was throwing its next monthly rally at the motor lodge. Stephanie brought her friend and felt genuine surprise as she found herself standing up to share with the group just how great she felt about the company, and how much money she had made. In reality, because of the products she had bought herself to stay at the \$200 level, Stephanie had only broken even, but she preferred to share only her weekly totals—and even inflated those just a bit, in order to impress and encourage her new prospect. Cheered on by close to a hundred other distributors, Stephanie vowed to become a regional director before the end of the month. Her friend signed on that very evening.

With renewed vigor, Stephanie easily sold her \$200 quota for the week. In fact, she sold more than \$800 worth of health products herself. But failing to find any new distributor prospects, Stephanie decided to sign up her children as the last two members of the team, and then simply sell the additional \$400 worth herself. Even if she failed, she figured she would still net \$100 profit after she began receiving the \$500 checks.

Barbara noticed that two of Stephanie's new salespeople had the same last name, and she called to inquire if everything was okay. Barbara had seen other new salespeople become overextended, and she wanted to make sure Stephanie was working at an appropriate pace. Stephanie considered telling Barbara the truth, but then she thought better of it and explained that she had signed on her sister and aunt. She didn't want to reveal her sorry state to her superior, for fear of losing the opportunity to move up.

What Stephanie hadn't taken into account was that her four distributors wouldn't necessarily be able to sell their \$200 quotas. They didn't, so Stephanie never did get her \$500 bonus. Within eight weeks, two of her salespeople quit, and none of the four had remained Stephanie's friend. No one was able to sell \$200 worth of health products in a week, and everyone wanted out. Meanwhile, struggling to maintain three distributors' worth of quotas herself, Stephanie had accumulated hundreds of dollars' worth of unsold stock in her basement. She called Barbara, who gently told Stephanie that there was no way to return the unused products to the company. Stephanie would have to pay for them herself on her credit card. She was demoted back down to the distributor level, at which point she quit to find another job.

What Stephanie realized too late in her quest to raise her station was that she had fallen victim to a version of one of the most dependable and self-sustaining coercive systems in practice today: the pyramid. Used by cults, businesses, get-rich lecturers, multilevel marketers, and unprincipled stock market gurus, the pyramid combines the techniques of hand-to-hand marketing, the weight of authority, and the positive feedback of social networking to thwart its victims' rational decision-making processes.

Just the idea of a pyramid is enough to evoke an emotional response from most of us. The pyramid pictured on the back of the dollar bill has provided an endless source of speculation for conspiracy theorists. And although that image has long been mistakenly attributed to the Masons, it contains an element essential to pyramid schemes, which is that they depend on the creation of an obscure but highly desirable goal—the glowing eye of enlightenment at the top of the pyramid. Like a McGuffin—the ironically worthless object in a Hitchcock film that everyone gets murdered over—the goal itself need have no actual disclosed value. The system depends only on the people at the bottom of the pyramid believing that something special awaits them at the top. In fact, the real value of this goal must

never be revealed. It must appear limitless, and thus capable of rewarding an unlimited number of new seekers.

Most typically, pyramids serve the purposes of ruthless religions and cults hoping to expand their memberships. In many cases, a charismatic leader personifies the ultimate goal. An “awakened being” presents himself as having attained or inherited spiritual perfection, which enables him to transmit some portion of his divinity to his followers. The task for cult members is to journey up the pyramid of commitment and devotion in order to move closer to the idealized but unattainable goal. Often, the way their progress in this quest is judged—and the way they come to feel closer to the cult leader—is by acquiring new members. The hundredth member of a cult can consider himself part of the inner circle only after another thousand people have joined. (Likewise, the hundredth employee of a corporation like Microsoft is considered to be one of its founding fathers once a few thousand other workers have entered the ranks.)

A cult member's unshakable faith and dogged determination in his cause, sometimes even to the point of death, attests to the extraordinary power of the pyramid technique. The pyramid can motivate a group of otherwise normal people to sacrifice everything they hold dear in the name of a higher goal. Thus it was only a matter of time before the pyramid became a tool of business.

Today, multilevel marketing companies like Herbalife, Mary Kay, and Amway incorporate aspects of pyramidal persuasion into their marketing strategies. Although these businesses are capable of actually generating wealth for their salespeople, the techniques they use to solicit and maintain those employee-customers amount to a powerfully coercive selling system. Like in pyramids, the illusion in MLMs is that an individual moves up as he performs the tasks set out for him. The fact is that salespeople only appear to move up in relationship to the newcomers filling in the places lower on the totem pole. As Stephanie learned, to earn and hold one's place, an amateur salesperson must not only sell a certain quantity of merchandise but, more important, maintain a quota of underlings who each are able to sell

a certain quantity, too. The people who make the most money are, therefore, not those who sell the most merchandise but those who find other people capable of filling new positions beneath them. A successful multilevel business's best customers are sometimes its own salespeople.

You Can Have It All

In a few cases, the members actually do make money—if they've gotten onboard early enough to benefit from the multitudes who follow later. Multilevel marketers combine a simple arithmetic principle with the psychological pull of the "pyramid top" to draw money out of the hands of the many, into the pockets of the few. Holding it all together is the faulty premise of earning something simply by having faith in one's ability to do so.

"I began my career as a Mary Kay Beauty Consultant in October of 1977," opens one of the testimonials on a Mary Kay salesperson's Web site. "I didn't think I wanted to be a Consultant; never dreamed I would become a Consultant. But, here I am, nineteen years later, a Mary Kay Senior Sales Director and driving my fifth free car from the Company."

It is telling that a person who "didn't think" she wanted to be a consultant now realizes that she really wanted to all along. If only she had known what she wanted in the first place! The motivational style of the Mary Kay company's system helps their sales consultants realize that they don't know what they want, and then replaces their original priorities with a new one: to "have it all."

Pyramid schemes and multilevel marketing businesses are less about selling a product than selling the system itself. Like cults, the most successful multilevel marketing companies use God as their starting point. As Mary Kay Ash explains in her biography, *Mary Kay, You Can Have It All*—a book that amounts to little more than a promotional tool for her sales company—"Today, I can affirm that the growth and success of Mary Kay Cosmetics is a direct result of

having taken God as our guide. I believe he blessed our company because its motivation is right."

No matter how many times the absolute goal of "having it all" is repeated, most women first join because they are desperate to escape a difficult situation. Materials for new members (some of which are generated by individual salespeople) feature testimonials that include the painful recounting of divorces, chauvinism in the workplace, and losing loved ones to cancer.

Sadly, many inductees to multilevel marketing systems make very little money. Directors encourage them to buy as large a set of tools and inventory as they can afford, citing the overly optimistic (or at least misapplied) logic that thinking positively makes positive things happen. New recruits often take out high-interest loans to gain entrance, but never successfully sell their merchandise or more memberships. Desperate to pay back their loans, the recruits make extreme efforts to get friends and family to sign up. "I knew if I could get six more people to join, I'd have enough money to quit," one ex-salesperson of an MLM explained to me. "But I couldn't do that to my friends." (Luckily, to fight negative publicity and to distinguish its members from pyramid scheme operators, the Direct Sales Association has instituted a new policy requiring companies to buy back 90 percent of a distributor's inventory if he or she decides to leave.)

Many MLMs help their salespeople overcome the obvious discomfort associated with enlisting their friends. Mary Kay, for example, rationalizes this game of financial musical chairs through a bizarre corollary of "the Golden Rule as a business philosophy." This is where religion, business, and the "pyramid" combine in a dangerously coercive psychological trick.

As far as I can tell, the thinking goes like this: Since this is such a terrific opportunity, you should want your friends to take part in it, too. Yes, they'll experience the same initial discomfort that you are feeling right now, but then they, too, will take the necessary steps to bring others into the company, and everything will be fine. Have

enough faith in God and the power of positive thinking to eradicate this doubt! Look above yourself in the company and see how wealthy and happy everyone is. Your weakness now is selfish and betrays a lack of faith in yourself, your company, and God.

Many Mary Kay members admit that they occasionally have misgivings about the organization but that motivational meetings and videotapes help them push through their doubts. As one New Jersey saleswoman rationalized to an *Asbury Park Press* reporter (November 26, 1995), "To become successful in any endeavor, you've got to get out of your comfort zone."

Those who are able to function well outside the comfort zone are rewarded with tokens of the elusive "glowing eye." Mary Kay distributors who earn twelve recruits and "unit wholesale production" of \$16,000 within four months get a red Pontiac Grand Am. Those who earn thirty recruits and \$65,000 of production within six months win a pink Pontiac Grand Prix, while \$100,000 wins the famous pink Mary Kay Cadillac that the distributor can show off to the underlings who earned it for her.

Similarly, successful sales and recruitment earn a woman a higher place in the company. If a consultant can generate enough sales and bring in enough new recruits, she can advance to the level of sales director or national sales director. Mary Kay literature touts that "after a Beauty Consultant advances to a Director, it is her responsibility to provide her sales group—or unit—with ongoing leadership and guidance. The Director earns her position through a combined effort of her proven selling and recruiting skills and the ability to motivate and lead other Beauty Consultants. Currently, more than 8,000 women are Mary Kay Directors." With more than 8,000 at the director level, it's no wonder these women still strive toward becoming national sales directors, who not only command the 8,000 directors but also enjoy private audiences with their charismatic leader, Mary Kay herself.

The hundreds of multilevel marketing companies operating in the United States today all work on similar principles. Amway boasts more than 2.5 million distributors, although only 41 percent of these

are actively trying to sell products or recruit new members, and this lucky and motivated 41 percent average only \$88 per month in gross income, according to research conducted by Albany's *Times Union* in 1997.

More recently, multilevel marketing companies have replaced the faith in God with a New Age faith in the philosophy of the products themselves. Companies selling herbal remedies, water purifiers, and other "natural" products earn their spiritual credentials by creating the illusion that they are working to combat the stresses and pollution of the modern world. Salespeople convince themselves that they are serving the higher purpose of cleaning the environment, or spreading holistic health cures.

As Mort Spivas, who became a distributor for a network marketing firm selling magnetic insoles, explains it, "These products save people's lives." He believes his products were sold only through network marketing because of a conspiracy by the Food and Drug Administration to prevent healing devices from reaching regular retail outlets. As a result, Spivas says, he was selling not just magnets but a way of seeing the world. "And that's worth as much as the magnets themselves."

Multilevel marketing businesses degenerate into outright pyramid schemes as the products or benefits being offered become less and less tangible. Although a majority of the money is made in membership fees and commissions, most MLMs have a genuine product to sell, even if at a noncompetitive price. Less outwardly reputable, fly-by-night multilevel marketing schemes sell nothing more than membership in a get-rich scenario. These Ponzis only promise that if you pay money to the person at the top of the pyramid, eventually you will be at the top of the pyramid yourself, and then other people will send you some money, too.

The transparently greed-oriented Ponzi scheme gets its name from Charles Ponzi, an Italian immigrant and successful Boston investment broker who sought to capitalize on the simple principle of geometric progression. In 1920, he set up an investment scheme that

promised "fifty percent profit in forty-five days" for all who invested in his foreign postal coupons. He was able to fulfill his wild guarantees by paying off early investors with the cash he collected from growing hordes of newcomers. He collected more than \$9,500,000 in this manner. Within six months, however, Ponzi had run out of new investors from whom he could get the money to pay off those whose coupons had matured. Thousands of people lost their life savings, and Ponzi was sent to prison. His name was forever equated with the pyramid investment game.

The problem inherent in any Ponzi scheme is that eventually the well will run dry. The market will either become oversaturated with product (if there is one), or the bottom of the pyramid will become so big that there are simply not enough people left in the world to buy in. The people at the bottom of the pyramid must lose.

Consider the math. If each member of a pyramid scheme is required to recruit just ten new members, paying \$100 each, then by three levels the pyramid will need one thousand new members. Three levels later, new recruits will need to find one million more participants to earn their quota. Three levels more, a billion. Whether the Ponzi scheme involves selling empty promises or real products, the numbers remain the same.

Thus pyramid and Ponzi artists attempt to convince new recruits that they have gotten in on the "ground floor" of a unique income-generating opportunity. The inevitable dilution of potential earnings becomes the motivation to "get in early." The victims' greed outweighs their common sense. When they invariably lose, they justify the disaster: If only they had gotten in on an earlier level, everything would have been different. In a compulsive cycle, they go from one scheme to another, chasing their losses in the hope of getting in earlier than the last time. The population of regular participants has grown so large that it qualifies as a bona fide subculture. The underground world of Ponzi schemes spills out into the classified pages of newspapers and online bulletin boards of the Internet, hoping to draw in more players. Addicts scour the ads and evaluate new

schemes with the misdirected fervor of a gambler "calculating" the probability of a roulette wheel. But Ponzi schemes, like Las Vegas craps tables, are suckers' games. Everyone loses but the house.

The Internet has proved a fertile ground for pyramid schemes, and the enforcement agencies charged with regulating them don't have enough resources to track them all down. Countless pieces of junk mail are delivered to the users of America Online every day, offering "unique business opportunities" that are "completely legal." Amazingly, these scams work as intended: They rob people of their money and create huge profits for their originators, all within the letter of the law.

Although it is currently illegal to launch a Ponzi scheme, it is still legal to sell things to people. In other words, you can't simply ask people to send money to someone higher up in a pyramid; they must receive something in return. Internet Ponzis nominally meet this legal requirement by selling "information" in the form of mailing lists, or even just the instructions on how to participate in the Ponzi scheme itself. They sell nothing more than the rules on how to extend the Ponzi. Just as MLMs lead their customers to think of themselves as new "distributors," successful Ponzis lead the participants to believe that they are the new perpetrators.

Many of the infomercials on TV for wealth-building opportunities work in precisely this way. The television viewers pay a few hundred dollars for kits that show them how to generate wealth by placing advertisements in newspapers selling "information." What sort of information are they given to sell? The *same* information — how to place ads in newspapers to generate wealth! More expensive kits include video and audio cassettes with vague and motivational themes. Their purpose is to help would-be Ponzi schemers convince themselves that they're doing nothing wrong and that they owe it to themselves to be on the winning side for a change. Some packages include a list of newspapers and the addresses of their classified advertising departments. (At least someone makes a profit off the scam.)

Other Ponzis invite their prospects to free seminars at local hotels.

Using a mixture of showmanship and other influence techniques, the presenters relieve audiences of their hard-earned money by drawing them into the illusion of a business opportunity. The only qualification needed to become a member is to show up at the seminar.

"In fact, you've already taken the first and most critical step forward," explained the welcoming literature for a seminar I attended at an airport hotel. "This may be the most important step you'll ever take in your quest." Once the audience was seated and ready, the hosts made a point of closing and locking the reception-room doors. "That's it!" the host told us. "Nobody else is getting in. You are it!" He wanted to make sure the audience knew that no one else would get in at this level of the pyramid. Then, like a vaudeville hypnotist asking for volunteers, the speaker selected a person from the audience to come up on the stage. He handed him a hundred-dollar bill and said he could keep it. "How does that feel?" he asked, implying that everyone who signed up for the program would have to get used to this feeling of being given money, seemingly for nothing.

The presenter assured his audience that they had, indeed, found an "opportunity too good to be true." He told us of the hundreds of possible business plans we could launch, but never specifically mentioned any one of them. By the end of the seminar, about two-thirds of the audience had signed checks for \$599 to participate. What they received was information on how to create a Web site and then use it to launch a business of their own.

Although less dramatic than a live stage show, the Internet is an easier place to launch a Ponzi. Broadcasting a message to thousands of recipients costs almost nothing, and a clever piece of e-mail can seem more personal than a television ad. Internet-style Ponzis usually consist of a message that is disseminated throughout cyberspace. Because the letters that work the best tend to get distributed more widely, Ponzis have developed according to the rules of natural selection. Today's surviving Ponzi letters utilize a wide range of influence techniques.

The subject line of the letter, like all good junk e-mail, exists only

to fool the user into opening the message. "\$50,000 in 30 Days, Guaranteed!" is a popular one. A more recent ruse is to make the letter look as though it were misdirected. The recipient line may read "Bill," and the subject line will say something like "Get back to me on this today." The entire letter might be in the form of correspondence between two fictional people. The recipient is to believe he is the lucky beneficiary of a computer glitch.

The writer of the e-mail will assume the role of a charismatic leader and will often claim to have either a credentialed history as a lawyer or businessman, or a coincidental stroke of good fortune. The results are kept vague, like "Imagine yourself on a 60-foot yacht." The letter asserts that "your luck has already changed" and that now a small amount of effort must be expended: "It won't work for you if you don't try it!"

A long, confusing series of numbers ends with a simple declaration: "All you need to do is follow the program EXACTLY AS INSTRUCTED."

The products "sold" by most of these Internet-style Ponzis are just lists of e-mail addresses that the participants can use to launch their own Ponzis. It never occurs to the victims that these are probably the very same lists that have been used hundreds of times before, mostly by other Ponzi victims.

The worst of the Ponzi schemes trade on the superstitions of their more paranoid recipients: "Dolon Fairchild received this letter and, not believing it, threw it away. Nine days later he died." Like traditional "magic" chain letters, these Ponzis augment the lure of financial reward with a supernatural punishment for noncompliance. The greedy victim who refuses to acknowledge his own desire for ill-gotten cash can now justify his decision as an act of self-preservation.

Knocking on Heaven's Door

My own brief experience with a pyramid's persuasive tug was the result of a failed relationship with a woman who was deeply involved

in a New Age cult led by a Balinese guru. I first met Janet (not her real name) at a theater workshop taught by one of the original members of the Actors Studio. After we had been dating for about two months, Janet began to tell me about another of her teachers—a very spiritual man who was even more inspiring to her than our theater maestro. Although her New Age beliefs had never been an issue, I had always wondered just why they were so important to her. So, at her encouragement, I took advantage of a free “introduction” being offered at a villa that his followers kept for him in Santa Monica.

When I arrived, I noticed that there weren’t gongs, incense, or any of the other accoutrements I imagined would fill a New Age ashram. It looked more like the home office of a successful psychiatrist. When the guru himself emerged wearing a Ralph Lauren suit and Bruno Magli loafers, I felt a bit intimidated yet oddly reassured at the same time. His style wasn’t foreign or esoteric enough to set off any alarms. He greeted me with a handshake, and said that Janet had already told him a lot about me. He was looking forward to seeing if I was capable of experiencing “the colors,” and brought me into a small room. He then closed the door and asked me to sit down and relax. He waved his hands around, then moved behind me. That’s when, to my surprise, swirls of color seemed to emanate from the air. Surely this man had something special, I thought. Either that or he had mastered a terrific magic trick. “Good,” he said, as if he had been auditioning me. “You had a great entrance. You could go very far.”

After performing free introductions on a number of other newcomers, the soft-spoken spiritual leader gave a lecture by candlelight, using concepts from pop psychology and basic Buddhism. His faithful followers—among them several prominent therapists, businesspeople, and religion professors—nodded along, entranced by his rhythmic cadence. I tried to follow his wandering logic as best as I could, and to keep my cynicism in check. He presented himself as the exclusive doorway to a new level of consciousness and peace. Although it was hard to accept that the Buddha himself had been reincarnated as an Asian pop psychologist, his ability to “create colors” had, according

to the respected clientele present, been documented by a number of established scientific institutes. If nothing else, this man seemed to possess some miraculous abilities worthy of exploration.

The guru told me I was a suitable candidate for follow-up “color cleansings,” at a cost of \$200 each. My girlfriend told me I should be honored to have been approved as a student, and encouraged me to take advantage of this unique opportunity. Only by paying for cleansings would I begin to experience their great benefit. After two or three of these, however, I learned that only after a \$2,000 “full-spectrum encounter,” in which I was to sleep overnight at the villa-ashram, would I be capable of “melting” the accumulated distortions I had developed over my twenty-six years of unclear living. Luckily, before I moved up to that level of financial commitment, I had a chance to speak to some of the people who had dropped out of the group—most of them women who had paid thousands of dollars over a period of years for what turned out to be ritualized sexual abuse performed by the guru during these overnight retreats.

One young dropout, a philosophy grad student at USC, told me that the guru had brushed his hands against her breasts during her very first cleansing. Afraid it may have simply been an accident, she said nothing about it. Cleansing after cleansing, he made further advances, until she was sure his groping was intentional. When she complained to one of the guru’s assistants, she was not believed. Instead, she was immediately brought before the guru, who, alone with the girl, convinced her it was she who slowly seduced him. Then she was brought before the entire cult to be reprimanded for lying, and she eventually recanted her accusation. After this incident, she remained a member for more than a year, rationalizing that she was responsible for temporarily corrupting her teacher’s absolute purity.

Other students welcomed his advances and looked forward to nights when they would be chosen to sleep with him. Sometimes as many as three or four women would service the guru at once. Even though most cult members had taken a vow of celibacy, the women still were encouraged to offer their bodies to their teacher so that they

could receive the "physical essence" of his energy. The intercourse was never referred to as sex but as sharing a "divine intimacy." Like a child molester preying on his own daughter's need to be loved, the guru made his victims complicit in their molestation. Very often he had sex with students who were already married, so that he could subtly blackmail these women later. In any case, the women who had sex with the guru were forced to convince themselves that they were doing something sacred, which drew them further into the cult; the alternative was just too horrible to confront.

Without revealing to her all the evidence I had gathered, I gently asked Janet if she had engaged in any kind of sexual contact with the teacher, which she vehemently denied. "He doesn't get anything at all from us," she insisted. I knew if I pressed too hard, I would lose her completely. I hoped my questions would crack her resolve and lead her to ask a few questions herself. But in a few days she told me of her plans to go on a group retreat with the guru to Hawaii, and she asked if I wanted to come along. I didn't, but neither did I want to leave her so vulnerable to this dangerous man. I felt obliged to tell her everything I knew. She seemed a little shocked—less by what I told her than by the fact that I knew so much and had gone to such pains to research her teacher's darker side. By the next morning, however, after she made a few phone calls to other cult members, she turned on me. "How dare you try to shake my faith!" she cried.

She went on the retreat and moved into the ashram shortly afterward, refusing to take any of my phone calls. I spoke with her parents, who told me they were more concerned about keeping their other daughters out of the cult (Janet's sisters had already experienced sessions) than saving the one already so far in.

Why do cult members allow themselves to be subjected to such brutality and exploitation by their superiors, and, once they reach the higher levels of the organization, why do they perpetuate such atrocities? The answer can be found by looking at other voluntary hazing practiced by less formal social hierarchies, like street gangs and fraternities. These groups have seized upon rites of passage to indoctri-

nate their members that are just as brutal and humiliating as any cult initiation. The severity of the humiliation inflicted is matched only by the resulting dedication to the group. The more intense the hazing, the more intense the loyalty to the club that dispenses it.

Newspaper headlines are filled with accounts of murders committed by young men as part of their initiation into violent street gangs. At the outset, initiates into street gangs are "beat in" by veterans. They must submit to an intense flurry of kicks and punches by the gang's members for either a specified period of time or until the gang leader has judged that the initiate has taken enough abuse. The Gangster Disciples of Portage, Wisconsin, beat a thirteen-year-old girl for six minutes after she elected to submit to a bruising rather than be "sexed in" by six fifteen-year-old boys. Unlike their urban counterparts, few of these suburban and rural gangs break laws for profit. They don't generally deal drugs for organized crime, nor do they commit armed robberies or muggings. Their most violent actions are directed against their own members and those of rival gangs.

Once the beating-in has been completed, inductees of the most violent gangs are made to perform the next rite of passage, which is to commit murder. While some gangs require the initiate to kill a member of a rival group, most prefer that the initiate pick someone at random. This distinction is important. For effective indoctrination, the requests made to the subject must not always appear to be in the authority's best interest. If a gang leader directs an initiate to kill one of the gang's enemies, the order has a practical purpose. The initiate can rationalize what he has been asked to do as beneficial to someone else. If, on the other hand, he has been asked to commit a random act of violence, the murder simply bestows authority onto the people who commanded him to do it. The intended effect is regression and transference. Moreover, the initiate knows that the sole purpose of the murder he has committed is to secure his own initiation. A human life has been spent on his membership and nothing else.

The painful hazings inflicted by college fraternities during "hell week" initiations work on the same principles. Although most frater-

nities engage in some form of community service, very few allow such charity to interfere with the senseless humiliation of their members' initiation ceremonies. A study conducted at the University of Washington revealed that only one fraternity related its hell week rituals to any socially meaningful project. The beatings, starvation, exposure to cold, sexual humiliation, and other hazing activities have no discernible purpose other than the degradation and indoctrination of new members.

I interviewed two alumni from an infamous Ivy League secret society that boasts several prominent politicians and businessmen as its members. The initiation ceremony they say they endured requires inductees to lie in a coffin and masturbate in full view of the older members. (Of course, these alumni might simply have been maintaining yet another cult tradition of exaggerating the severity of their hazing rituals.) Obviously, no purpose is served by this sort of self-degradation other than the humiliation of the participants. Submitting to such a harsh trial forces the initiate to justify the inherent value of the group he has joined. It is a retroactive reasoning, as one initiate expressed: "Once you do it, you have to believe it was worth it."

Some initiates come to embrace their hazing so much that they are willing to fight to retain their right to be humiliated. When, in reaction to a hazing death on campus, the president of the University of Southern California attempted to mandate supervision over fraternity initiation, the campus rioted. The steadfastness with which fraternities maintain their violent initiations in the face of extreme pressure to the contrary appears to prove they are a cherished social rite. But why?

Psychologist Robert Cialdini, in his book *Influence: The Psychology of Persuasion*, found an answer in a study conducted in the late 1950s. Women who were forced to "endure a severely embarrassing initiation ceremony in order to gain access to a sex discussion group convinced themselves that their new group and its discussions were extremely valuable, even though [the researchers] had previously re-

hearsed the other group members to be as 'worthless and uninteresting' as possible." Meanwhile, women who were permitted to join the group with a milder initiation found the experience to be of much less value. In another study, the higher the voltage of electric shock delivered to coeds joining a social group corresponded directly with how interesting and desirable they later perceived the group to be.

Like the long line of people standing outside in the cold as they wait to be let into an exclusive nightclub, the people who suffer through grueling initiations believe their suffering proves the worth of the organization they are joining. No pain, no gain is the underlying logic energizing the art of discipline. A painful, purposeless initiation ritual proves a member's commitment to the group.

After my own exposure to the dark world of a New Age cult came to an end, I had the opportunity to analyze why this man and his group had such an unshakable hold over my girlfriend. My anger and distress led me to investigate other cults in the hope of one day getting to the bottom of why so many seemingly intelligent people get caught up in them. I assembled a vast collection of notes and tapes on cult methodology that sat in a drawer for a long time; try as I might to get them published, no magazines were interested in my findings. They all had run too many similar stories before. Although I undertook the research as a vendetta aimed at exposing these techniques for their poisonous effects, it is painfully ironic that this work never would have seen the light of day if an interested party—in this case a business hoping to turn cult status into a source of revenue—hadn't come along ten years later to solicit the ideas.

In my very first interview with Douglas Atkin, he asked me if I knew anything about cults. He had become fascinated by "cult brands" like Apple computers and Harley-Davidson motorcycles, and he wanted to know how cults got started in the first place. If he could understand the features of real cults, perhaps he could apply the same principles to brands that wanted to achieve cult status. Using the information I had gathered about six different New Age cults in the United States, I presented Atkin's agency with a list of twenty features

common to them all. They amount to a primer in pyramid schemes, and they depend on nearly all of the coercive strategies we have examined so far, including hand-to-hand selling, atmospheric, spectacle, transference, hypnosis, and storytelling, combined into a unique and powerfully leveraged system. These are the twenty steps I presented to Douglas Atkin and the Wells BDDP advertising agency.

1. The Goal Every cult has a stated, if vague and metaphorical, goal. Because this goal must serve as the “illuminated eye” of the pyramid, it cannot be attainable. Rather, it is expressed as an abstract idea—like “enlightenment,” “aliveness,” “endless freedom,” “liberation,” or “salvation”—which the cult member will enjoy once he has “made it” to the top of the pyramid. Entering the cult means escaping from one’s problems, and the goal allows members to rephrase this escape as a positive quest toward a higher spiritual state.

2. A Charismatic Leader All cults—whether spiritual or mundane—have a charismatic figurehead. Charismatic, in this context, means more than simply personable or good-looking. Charisma really boils down to the ability to perform a hypnotic induction. The leader must be someone whose speech, manner, and energy exert inexplicable influence. While some leaders develop these skills through years of research into neuro-linguistic programming and Eriksonian techniques, most don’t understand the techniques they are using and have intuited how their gestures, vocal fluctuations, or eye contact can lead followers into a suggestible state of mind.

In religious cults, the leader attains his divine status in one of two ways. The first is by claiming to be the hand-picked successor to the last guru, or a reincarnation of a previous messiah—Buddha, Christ, or Krishna. The second is by claiming to embody an entirely new spiritual force—either to have been born sacred or to have suffered an “awakening” trauma or a sudden “new breeze” of insight. The second method allows leaders much more freedom to improvise their tenets on an as-needed basis, or to prescribe strange methodologies

by which their followers can reach the same state of meritorious grace.

3. Sacred Doctrine Most cults have a sacred text or doctrine. Often a cult will adopt an established text, like the Bible or the Koran. Others use a spontaneously revealed doctrine. These are usually “channeled” and transcribed. If the sacred text is based on a scientific or philosophical system that has been invented, the leader can simply write it himself.

4. Divine Coincidence New members must learn of the cult effortlessly, as if by grace. Though membership and advancement should be difficult, discovery must be extremely easy. New members might find a flyer on the subway, a small advertisement in a local paper, or be greeted spontaneously by a devotee on the street. Members often describe how a sacred text literally “fell” off a bookshelf in a store, or how a magazine miraculously opened to a page with an advertisement for the cult.

If the member believes he came to the cult through conscious or rational processes, then he is in a position to take responsibility and credit for his participation. Cults try to avoid this perception because a member should be separated from his sense of willpower in order to be fully indoctrinated.

5. Positive Results Through Commitment While discovery and introduction are almost always free, the newcomer is told that he will experience satisfaction only when he has made a financial or equivalent commitment. At sales meetings for another of the cults I investigated, writing a check was equated with the first step toward changing one’s life, and new members reported feeling results the moment they made this commitment. Similarly, a full “transmission” of divine energy from a guru is predicated on an act of surrender by the new devotee, usually in the form of cash.

6. Extraordinary Measures Once a new member has made his initial surrender or contribution to the cult, he is asked to do

something that contradicts his judgment. It could be as simple as bowing down to the cult leader, or paying what seems like an exorbitant fee for a workshop or weekend seminar (like \$2,000 for an overnight full-spectrum encounter). What's important is that the act goes against the new member's own internal sense of appropriateness. The member must get used to acting against his own values.

7. Member Complicity Once an extraordinary measure is taken, the member is rewarded with complicity in the greater pyramid. One member of the Santa Monica cult confessed to me that immediately following his donation of \$2,000 for a full-spectrum encounter, the leader took him for a drink in an expensive bar and then paid the tab with the cult's "charity" money! Sex is used in the same way, allowing the cult leader to make the newly committed member a partner in crime. To get out of the cult after this act of complicity, the member will have to own up to all of the cult's practices as if they were his own.

8. A Cycle of Breaking "Self" After extracting extraordinary measures and complicity, the cult leader exploits the commonly practiced spiritual discipline of self-denial and demands increasingly difficult acts of faith from his followers. Sometimes these requests seem to benefit the cult leader—members are instructed to donate huge sums of money, refuse communication with concerned family members, perform sexual favors, or contribute tremendous time and labor to the cult. Just as often, however, these requests will be completely arbitrary or even against the apparent interests of the cult leader. A member might be asked to give \$1,000 to a beggar in the street. One cult member I interviewed was instructed by his guru to quit his investment-banking job and become a waiter, even though doing so meant he had less money to donate to the cult. By interspersing real requests with these random and bizarre instructions, the cult leader can avoid the appearance of self-interest. He also can paralyze his followers' ability to second-guess his actions.

9. Confusion and Transference By alternating self-interested and random demands, the cult leader brings his followers into a state of great confusion—they aren't sure how to please him. Sometimes the leader will reward members who fail to carry out his commands, and punish those who complete them successfully. The CIA suggests using rewards and punishments in a random, illogical manner so that subjects regress into childlike dependence. Similarly, the confused cult member eventually regresses to a childlike state and transfers parental authority to the leader—which is why so many cult leaders insist they be called "Mother" or "Father."

10. Prescriptive Behavior Like any victim of induced regression and transference, once his ability to make decisions has been suspended, the cult member looks to his leader for guidance on how to behave. He longs for direction on what to think, do, and believe. Some cult leaders withhold these instructions, reducing their followers to a state of desperate panic. Others present them with long lists of prescriptions, from exercises and meditations to herbs and bathing rituals. Claire Prophet of Montana distributes computer-generated menus listing exactly what each follower should eat for every meal.

11. The Goal of Inclusion Once transference has been achieved, the elusive stated goal of the pyramid cult is replaced with the much more tangible one of establishing a relationship with the leader. The cult members become, in effect, siblings competing for their parent's approval. The result is a prolonged psychodrama that capitalizes on unresolved issues from the members' own family backgrounds. The power of reliving this dynamic cannot be underestimated. The cult leader orchestrates emotional battles, pitting members against one another as they all seek to develop a "special relationship" with him.

12. Never Expose Uncertainty to Those Lower in the Pyramid By the time a member is this far into a cult, he is required to preserve the illusion of its cohesion and perfection. Since a mem-

ber's sense of status and nearness to the leader is directly related to how many people are beneath him in the cult hierarchy, he must always make an effort to recruit more members.

A member's stature is directly related to his ability to maintain the appearance of steadfast devotion to the cult. He cannot reveal any lingering doubts about the divinity of the leader lest he lose his own place in the hierarchy to more ardent followers beneath him. Further, expressing doubt to a new member is seen as an act of heresy. Why would someone induce a crisis in a new member unless he were hoping to undermine the cult's efforts to expand? Doubts must be expressed only to a member higher in the organization, who is charged with handling the crises of underlings. In fact, a cult member's very position in the pyramid is defined by his ability to quell the doubts of those beneath him, without being thrown into doubt himself.

13. Never Expose Uncertainty to Those Higher in the Pyramid Eventually, any expression of doubt at all is deemed an offense against the cult. To spread one's misgivings to a higher member is, in effect, a challenge to that member's own resolve. Such expressions can be allowed up to a point, but ultimately the member must learn that he is the source of his own doubts and must overcome crises without spreading his confusion to others. Moving up the pyramid is a competitive game. Confessing one's misgivings to a higher member merely affirms the latter's superior status in the pyramid. If one is to move up, he must show less doubt and more commitment than those above him.

14. The Cult Precludes All Other Commitments One by one, each member's connections with the real world must be reinterpreted as base "attachments" that need to be purged. The member's original religion, job, friends, spouse, and children are less important than his relationship with the cult and its leader. The member must not gain positive reinforcement from anything or anyone outside the cult.

Family and social bonds are reinterpreted as distractions from the higher values the member is adopting. One cult member told me about a "spiritual attack" she experienced when she realized that her daughter's piano recital fell on the same night of the week as an important lecture given by her guru. She chose to attend the latter, telling herself that the crisis was an opportunity for her to demonstrate her dedication to the group over her "mundane relationships." All real-world associations, inevitably and by design, come into conflict with one's commitment to the higher goal.

15. Never Refuse a Request A member may never refuse a request made by the cult leader, or in the name of the cult. To do so is to place some other value ahead of the sanctity of the group. Most college fraternities require that new members accept any request from a fellow brother—not just during their hazing or college years, but for the rest of their lives.

16. All Requests Can Be Challenged A cult member who has made an inappropriately personal or self-interested request in the name of the cult will be challenged and punished. On the other hand, members who are in the leader's favor can get away with asking almost anything of those beneath them.

17. Never Take Action in the Cult Leader's Name The cult leader is free from all responsibility. I once watched as my girlfriend informed her fellows in the New Age cult that the leader had requested she clear the room; she was the only one who was to stay. The others protested. When the leader finally arrived, he claimed he had never made such an order—but that my girlfriend misinterpreted what he had said out of her own selfish desires. She accepted the mistake as her own, even though I tried to make her see how she had been manipulated.

As she explained it to me, to make a request in the cult leader's name is to blame the cult leader for any ill will that might result. To claim that "I divorced my wife because the leader told me to" is to

refuse responsibility for one's own actions. Although the leader may have "shown the way," a member divorces his wife or disowns his children because it's the "right thing to do." To use the leader as an excuse is just another way to express doubt.

18. Act Automatically Members must strive to act in accordance with the cult leader's wishes without thinking. The conditioning, confusion, and fear to which the members are subjected result in a set of new behaviors that take the place of what normally might be called intuition or instinct. Once achieved, this automatic behavior is a welcome relief from the constant questioning of one's own actions. Interestingly, many cult members report that from this stage of programming onward, they wake up in the mornings with no memories of their dreams.

19. Witness and Accept the Leader's Faults Once they reach the highest levels of the cult pyramid, members are privy to their leader's darkest actions. My girlfriend's cult leader actually used a battery-powered apparatus to create the illusion of colors. His closest aides know that the miracle is really sleight of hand, but they tell themselves that the leader fakes only *some* of his magic as a way to create healthy and character-building doubt in his followers. "If he did it for real every time," one young man told me, "then it would be too easy to have faith."

Members must also come to terms with the abusive behavior of their leader. After a guru beats or sodomizes a member, the witnesses conclude that the cult leader was embodying their own hostility toward the victim. Indeed, the cult leader is a martyr, helplessly acting on the impure thoughts of his closest followers, demonstrating to them their own dark natures. It is up to the inner-circle members to purge themselves of the base energies that might lead their compassionate hero—a mere vessel—to personify their evil.

20. The Cult Leader Is Perfection The final stage of cult indoctrination is to accept the leader as the perfect center of the

universe, from which all else derives. The "fully evolved" cult member thus understands all pain and suffering as resistance to the cult leader's divinity. The leader is the single point of entry for God and perfection in an otherwise imperfect universe.

Once he has achieved such a stature in his followers' minds, the leader can ask them to do anything, even to kill themselves. They already have been trained to go against their own instincts. Thwarting one's natural tendency toward self-preservation becomes a pleasurable, almost fetishistic obsession. As members look for more outrageous ways to break their own attachment to life, suicide emerges as the ultimate act of devotion.

These twenty steps to cult indoctrination are applied most dangerously, perhaps, by religious groups, but are just as prevalent in Ponzis and MLMs. Stephanie's induction to the health-products-distribution system followed the steps precisely: Her goal was to move to a private community; she discovered the publicity flyer through what she felt was an "eerie" coincidence; the company had a charismatic leader; the sacred text was the inspirational sales manual; Stephanie's initial commitment was a burdensome \$600; and her first extraordinary measure was to supplement her weekly sales total with her own purchases. As she became more fully indoctrinated, she engaged in complicity by lying about her weekly totals for the benefit of her new prospect. When transference was complete, she became completely dependent on the detailed scripts her supervisor had given her. Finally, when Stephanie knew she was in over her head, she kept the truth even from her superior and accepted that her failure was only her own fault. Some MLMs, cults, and even many established churches hoping to expand their memberships use the same basic steps to indoctrinate members, who go on to solicit new ones.

I later analyzed the attributes common to successful cult brands and found them to be strikingly similar to the attributes of genuine cults.

Cult brands are generally associated with an aspirational goal, which is often stated directly in the product's advertising. For Apple

computers, for example, the "Think Different" campaign speaks to an Apple user's desire to defy conformity (conformity being embodied by the ubiquitous Windows operating system) and to blaze his own path in the manner of the company's uniquely defiant billboard heroes—Gandhi, Muhammad Ali, and John Lennon. The personality at the center of Apple computers is its charismatic founder, Steve Jobs, whose own story of defying the prevailing industry logic and forging ahead with a garage-based computer business symbolizes the creative spirit that all Apple users value. The easy entry to Apple is its simple operating system. Most users can remember when they peered over someone's shoulder and got their first glimpse of the user-friendly interface. Those who became members of the Apple cult felt that they, unlike the majority of their peers, had the ability to recognize the special value of the brand beyond any of its specific attributes.

The members of such brand cults value the extra measures they must take to maintain the products to which they have dedicated themselves. Much of the software for Apple computers is not readily available, forcing users to find what they need in catalogues from mail-order houses. Others join "user groups" in their communities, from which they download necessary software, with extra effort and determined pride. To become known as a committed member of a consumer cult, the customer must make personal sacrifices for the sake of the brand. For Apple computers, it might mean joining online discussion groups and sharing one's knowledge of the system to users who are having trouble—in effect, serving as unpaid customer-service representatives. Extremely devoted Apple users, who call themselves MacEvangelists, volunteer to demonstrate Apple products at retail stores. They work as salespeople for free.

These "power users" are generally rewarded by the company with complicity in the brand's success. Apple was loyal to its early users and advocates, granting them free memberships in their (now-defunct) online community, as well as developer's materials, free software, and T-shirts. Further, the more people Apple users can convert

into "Mac-heads," the easier it will be to find software and compatible accessories.

As the brand grows to mainstream popularity, the inner circle of original users must be rewarded with special offers, advance samples of new products, and information about the company's future that they can share with others and use to demonstrate their status. Long-time customers, like inner-circle cult members, are privy to the company's "secrets." Marketers of Converse sneakers gave free shoes and other items to salespeople and high school athletes who they thought could generate cult appeal for the brand. The inner-circle members of the Apple cult are usually repair people or resellers themselves who have financial incentives to remain true to their brands.

Most of the people who become so closely allied with a particular product eventually come to experience disillusionment with the brand they have learned to promote. But after having expended so much effort and so publicly declaring their allegiance to the brand, they maintain at least the outward appearance of deep loyalty. Many Mac users and developers told me they were deeply distressed by Steve Jobs's decisions to make deals with Microsoft and to prevent other companies from licensing the Mac operating system to use on their own computers. But some of these same loyal users told their customers, clients, and fellow online community members that "Steve Jobs knows best," and chose to support his decisions when confronted by friends or journalists. In this way, they were honoring the last cult rule—The Cult Leader Is Perfection—and thus should never be publicly questioned.

The true inner sanctum of any cult brand is the advertising agency in which the brand is devised. Whether or not they believe in the product—or the campaign—the advertising executives adopt an air of creative know-how. They often pretend to have secret research supporting their conclusions, known only by the creative director. Conspiracy theorists, who believe that advertisers use subliminal messages, base their paranoid musings more on this insidery behavior than on any real technique.

Businesses and other institutions hoping to exploit pyramid techniques apply them more subtly than do cults or advertising agencies, who can hide behind religious fervor or marketing irony. Still, they depend on the underlying psychological appeal of pyramidal exclusivity and painful initiation.

Irrational Exuberance—the Automated Pyramid

“They will find a way to mess it up,” Steve Forbes told a CNBC interviewer toward the end of the 1998 Dow Jones run-up.¹ He had been asked whether the explosive bull market could last indefinitely, as optimistic analysts were predicting, or if an unforeseen force could turn things around for the worse. Who is the “they” to which Forbes was referring, and why would they want to find a way to mess it up?

The stock market provides businesses with a way to raise capital, and investors with a way to secure stakes in growing firms. To buy securities on one of the world’s many stock exchanges is to buy shares of ownership in any of the thousands of businesses listed there. Although shares are initially offered directly by the companies themselves, they soon trade in an open market between individuals and investment firms, who bet on the shares’ future values. The real value of a stock—its “fundamentals”—is based on the projected earnings of the company and the amount of cash the company will pay out to its shareholders in the form of dividends.

The market value of a stock is something else entirely. In spite of its utilitarian purpose of raising and distributing capital, the stock market also functions—and the most cynical anticapitalists would argue, functions primarily—as a pyramid.

Respected investors and experts at the top of the pyramid buy the issues they want at the lowest price possible. Usually they will pick a stock that has gone out of favor for one reason or another. Their own large purchases bump up the price of the stock a couple of points. Then they issue reports or go on television and make buy recommendations on that same stock, based on the recent turnaround in

the price. As investors scramble to match the moves of their favorite analysts, the recommended stock invariably shoots up, increasing the value of the expert’s portfolio and adding to his credibility. Once interest has reached a peak and the number of new buyers has reached the saturation point, the original buyers sell their stock to the last round of patsies—the lowest level of the pyramid, usually composed of smaller, individual investors—who are left holding the stock as everyone else sells. Then the price of the stock drops accordingly. With devalued stock in hand, the last investors can find no one to buy it at a price anywhere near what they paid. Then the experts issue sell recommendations, buy in again, and the whole process starts all over.

This entire cycle can take place during a single trading session. “Market makers,” midlevel investors who hold large numbers of shares for trading, spread rumors over the Internet about smallcap (not widely held) stocks in order to knock their prices down even a fraction of a point. They buy on the dip and then, as people become aware that the rumor is false, sell at a slightly higher price. An uptick of as little as $\frac{1}{4}$ point on 10,000 shares yields \$2,500. Doing this every day, a small-time player can make \$500,000 a year off other people’s panic and ignorance. Although these practices are illegal, there are far too many stocks and market makers for regulatory agencies to follow every one of them.

Usually, however, the pyramid scheme takes place over several weeks or months and is orchestrated by an influential analyst or mutual-fund manager from a respected brokerage house. For example, in late 1995 the Securities and Exchange Commission (SEC) investigated Jeffrey Vinik, the manager of what was at the time the largest U.S. stock mutual fund, the \$53 billion Fidelity Magellan, for manipulating the market. In his statements on television, Mr. Vinik said he believed that high-technology stocks would be high performers, and that Micron Electronics stock was “still relatively cheap.” At the same time, however, Vinik was selling off millions of shares of hi-tech stocks, including a majority of his fund’s stake in Micron. The

tactic was obvious: Keep investors buying the stock long enough for him to dump it himself.

Attorneys for the plaintiffs argued in the *New York Law Journal* (January 4, 1996) that a fund manager like Vinik, with so much money and influence at his disposal, can turn the motions of the market to his advantage: "They have the ability; that's the key . . . [The fund manager] has tremendous power, huge positions in millions of shares of stock and a variety of market sectors. Thus, what they say will have a tremendous impact . . . and they have the ability to manipulate the market."²

People gain this ability through their access not only to funds but to media. It's the fund manager's apparent expertise that fools the many people lower than him on the pyramid. Clever ads for Internet-based discount brokerage houses, where individuals are empowered to make trades through their laptop computers, draw new blood and new money into the game every day. The influx of rookies, confused by market gyrations, complicated tax calculations, and earnings data, transfer authority onto the pundits of CNBC and CNNFN. Investors can tune in at 5:00 A.M. each morning to glean the latest tips and handicaps from their new authority figures, under the illusion that they can beat one another to the trading block.

Once people are committed, as with any pyramid, faith is key. During the bull market, people who spoke bearishly were criticized for trying to hurt the economy by breaking the resolve of the faithful. Naysayers were ridiculed on television as pessimistic killjoys who didn't understand the fundamental principles of the ever-expanding economy. The faithful, on the other hand, were cheered by experts and newscasters alike—just as Stephanie was cheered on by her fellow distributors. When the bull market looked to be topping off in 1997, the normally mild-mannered *Wall Street Week* host Louis Rukeyser assumed the role of a preacher, openly congratulating viewers who kept "the faith."³

This faith was buoyed by a new breed of financial experts—the "new economists"—who backed up their bullish rhetoric with a set

of enhanced theories that pointed to technology as the source of the pyramid's potential for eternal growth. If *Forbes* was the capitalist's tool, then *Wired* was the technocapitalist's, arguing that the introduction of computers and networking could effectively automate returns on investment, infinitely.

One of the principles the new economists advanced, called "network externalities," demonstrated how, unlike in prior eras, the more pervasive a technology, the more valuable it will become.⁴ In the traditional economy, diamonds are valuable because of their scarcity. With new technologies, just the opposite is true. For example, in a world with only one fax machine, fax machines would be worthless. The more common a technology is, the more valuable and necessary it becomes. But this "the more the merrier" philosophy is also at the heart of any good MLM: The value of a Mary Kay distributorship is directly proportional to the number of downline distributors. Likewise, consumers may get on board a cult brand for one reason, and then hold on despite very rational reasons for jumping ship. The more sacrifices people make to maintain their commitment to a certain brand or technology, the more committed they become. The law of networked externalities begs the question of whether the proliferation of all this technology is a result of consumer demand or market necessity. Who ultimately benefits? Those of us who raise the cash to buy and use the fax machines, the people who make them, or those who invest in their stocks?

Like multilevel marketers, the new economists advise that we push through our doubt and forge ahead. *Wired* assured its readers that a "Long Boom" of economic growth was ahead—but they were just as quick to warn that "all along the way the chorus of naysayers will insist it simply can't be done. We'll need some hefty doses of indefatigable optimism. We'll need an optimistic vision of what the future can be."⁵ Sometimes this indefatigable optimism will need to transcend common sense as well.

Realizing that making a pyramid work indefinitely would require a steady influx of new buyers, the Long Boomers pointed to Asia and

the need for "open systems," which allow for the entrance of new markets into the scheme. Foreign governments must quit their whining about economic or cultural imperialism and open their doors to free trade. As *Wired* put it: "In a nutshell, the key formula for the coming age is this: Open, good. Closed, bad. Tattoo it on your forehead." They meant this initiation ritual figuratively, of course, but the herd mentality it encourages is crucial for the scheme to continue.

Entrance into a pyramid requires that all comers adopt the same primary yet elusive goal—in this case the technocapitalist vision of infinite economic prosperity for all through network externalities. If we surrender everything to the goal of economic expansion and technological development, we will generate global prosperity. As long as everyone buys in, everyone one will benefit from the economic expansion they, themselves, are fueling. But critics worry that the eye atop this Long Boom pyramid may not prove to be as universal as its proponents suggest.

Baltimore City Paper writer Joab Jackson wondered aloud:

Equating completely free markets with politically open societies is deceptive. While most agree that politically open societies (such as democracies) are preferable to closed ones (such as Communist regimes and military dictatorships), the superiority of a totally unregulated free market is far from uncontested. For instance, George Soros argued . . . that open markets and open societies are anathema because the former reduce every value held by a culture to its monetary worth.⁶

In other words, as the pyramid requires more economic sustenance, more and more of our ideas and activities become grist for this particular mill. As in any cult, our existing values must be replaced by the priorities of the pyramid—which is why, like cult leaders who force their followers to surrender their earthly ties, the technocapitalists call for less government and less publicly sponsored

civic activity. Instead of taxing our every word and deed, they bid on them. Moreover, they hope to use the same technologies that they're selling to automate the process by which our personal values are systematically replaced with market incentives.

Critics are labeled pessimists or Luddites, and blamed for holding back the good and necessary evolution of humanity into the digital age. What we don't realize, however, is that our interpretation of what it means to progress might have been formulated for us by those at the top of the pyramid, who stand to profit from our mindless participation.

As in any pyramid scheme, the need to subscribe newcomers outweighs whatever benefits the products or system might offer. Many MLMs sell distributorships more than cosmetics. Stockbrokers sell hype over fundamentals. Cult members seek new recruits to raise their own positions in the hierarchy. Mac users try to convert their friends in order to increase the value and universal compatibility of their own machines. And techno-utopian economists sell a financial rationale for why expansionist economics can go on forever.

In all these cases, the power of networking—social, economic, and technological—is exploited by people who offer little more than the promise of complicity in the scheme itself. The elusive eye atop the pyramid remains as elusive as ever.

Virtual Marketing

The larger question, of course, is whether persuasive technology is a good idea at all—especially when talking about turning a machine as soulless as a computer into what is essentially a propaganda engine.

—Denise Caruso, *The New York Times*

We sell audience, not content.

—Jonathan Sacks, general manager of The Hub,
America Online

* → I really believed the Internet could put an end to coercion.

This was back in 1988, when I was still getting laughed at for suggesting that someday nearly everyone would be using e-mail on a daily basis. My first book on cyberspace was canceled in 1992 because the publisher felt that the Internet would be a passing fad—“like CB radio,” an editor explained. Two years later, the book was finally released, but even then the Internet was considered a relatively minor countercultural phenomenon—just some weirdos in San Francisco playing around with computers because they couldn’t make friends.

What I knew for sure back then was that the Internet would somehow irrevocably change the way we relate to our media, and to one

another. Early signs showed that the change would be immensely positive. People would finally have a medium for communicating freely with one another, instead of merely absorbing the messages of advertisers. At least I was right about the first part.

Early adopters of the Internet, like myself, attempted desperately to gain credibility for what we saw as a revolutionary technology, which meant welcoming, even pitching ourselves to, big business. To be backed by an investment banker—or, in my case, to be hired as a “new media” consultant to a *Fortune* 500 company—proved that we were truly onto something. Such gestures amounted to an acknowledgment from all those folks who had once ridiculed our little Internet society that we were the ones holding the keys to the future.

I used to laugh when the executives to whom I consulted compared the Internet to television. TV is a one-way medium, I told them, while the Internet is two-way—or “one-to-many,” as pundits like to say. I remember a consultation I did at Sony, where the VP who took me to lunch kept referring to the Internet as “the next great broadcast technology.” I explained to him that what we were dealing with was a community-based medium—people exchanging ideas and making new friends—but he just smiled and ate his sushi. I smugly concluded that big businesses hoping to master the Net didn’t stand a chance. They would invest their dollars in building infrastructures that they would never be able to dominate. What had happened to TV just couldn’t happen to the Internet.

We both were wrong. TV wasn’t the right comparison—but mail and the telephone were. Although the Internet would not provide businesses the means to broadcast their advertising-sponsored entertainment to millions of people all at once, it would allow them to communicate to millions of people, one at a time. It did not extend the reach of broadcast advertising, but it would serve as an inestimably powerful new weapon for direct marketing.

Although most current users missed out on the good old days of the Internet, back in the late 1980s online interaction was as much about sending as receiving. The primitive hardware and slow net-

works in use at the time dictated that the Internet was limited to text-only transmissions. Users would send e-mail, join in live chat sessions, or participate in asynchronous discussions (exchanges that take place over long periods of time) on bulletin boards and USENET groups. The few of us engaging in this new mode of communication felt lucky, and even sensed that the Internet would bring us a kind of liberation.

One of the reasons the early Internet spurred these utopian visions was that, like ham radio had done in the 1930s, it offered amateurs the opportunity to disseminate their ideas globally, except that now one needed to learn only a few modem string commands instead of Morse code. In any case, the Internet was less about the information being shared and more about contact. It didn't matter whether we were discussing the global economy or *Star Trek*; it was the means of discussion itself that felt so novel. Networked together through wires and computers, the Internet community—and it really felt like a community—was a living cultural experiment.

The intensity of this sensation provoked proclamations as outlandish and naive as the best psychedelics-inspired rantings of the 1960s. Even Timothy Leary jumped onto the cyberculture bandwagon early, proclaiming that the Internet would transform society more profoundly than LSD had. To some, like cyber pioneer and Grateful Dead lyricist John Barlow, it seemed as if the human race were hardwiring its members together into a single, global brain. He and others waxed on about the Internet as if it were the realization of the Gaia Hypothesis—the notion that all living things are part of one big organism. Many believed that our fledgling communications infrastructure would one day bring about global communication and cooperation on an unimaginable scale. As my first book, *Cyberia*, came out in 1994, I began speaking to universities and other groups about my starry visions of this brave new world of online interaction. Even if these dreams depicted Internet-enhanced society as a tad more fantastic than what it ultimately would look like, they indicated the underlying experience essential to our newfound inter-

connectivity: We did not feel we were interacting with data, but with one another.

The Internet seemed so “sexy” not because of the pornography that happened to be available online, but because people and their ideas could coningle and mutate. A scientist sharing his new research could be challenged and provoked, and then engage in immediate dialogue with his challengers. A philosopher posing a new theory would be forced to defend it against criticism coming from Hawaii or Helsinki. Nothing was safe, and nothing was sacred—except, perhaps, the premise that everyone shared an equal opportunity to give voice to his or her opinions.

As the Internet grew in popularity, and more and more users discovered how absorbing and rewarding it could be, media conglomerates began to panic at the way interactive channels and constant feedback were eroding their monopoly over the mediaspace. By the mid-1990s, the Internet already had eaten away more than 10 percent of the time its users previously spent watching television, and the damage was increasing by the month.

Like covered wagons circling in defense against the onslaught of an untamed, indigenous people, media companies banded together for protection. Viacom bought Blockbuster and Paramount, which in turn bought Simon & Schuster; Disney bought ABC, which had already bought Capital Cities; Murdoch's News Corp. bought Fox; General Electric bought NBC; Time Warner bought CNN; and Westinghouse bought CBS. Once consolidated, these companies were braced for battle.

The Battle for Cyberspace

The war to retake the media, signaled by the creation of these corporate behemoths, manifested itself in the trenches as a step-by-step undoing of the processes that had liberated the media in the first place. The effects of the keyboard, the joystick, and the remote control had to be reversed.

While cyber optimists like me were out proclaiming the digital renaissance, other futurists with far better business credentials were busy recontextualizing it for the consumption of Wall Street. As skilled as they were at hyping interactive technology, they still had some tough questions to answer before anyone would invest in their visions. How would anybody, other than the phone companies, make a profit off people merely communicating with one another? Television had commercials, and movies had an admission price. People interacting online were not buying anything, nor were they in the captive or anxious frame of mind that would render them easy targets. They were having fun with one another.

This posed a serious challenge to those who wished to make money online. They could either hope that the anticommerical ethic of the early Internet would fade as more "mainstream" audiences found their way online, or else enact a public-relations campaign designed to speed up that conversion. The slow but steady process by which the Internet was surrendered to commercial use falls somewhere between a real conspiracy and an inevitable, natural shift. The key players certainly knew one another, and often developed their campaigns jointly. But they were merely extending the already awesome power of the market into a new arena. If market forces brought down the Soviet Union and the Berlin Wall, they could surely break through the resistance of a few Internet users.

Their first job was to gain both public acceptance and financial support for the appropriation of cyberspace. They had to convince investors that there was a way to make money online, while showing Netizens that business could make the Internet safer, cheaper, and more fully featured. Who were "they," exactly? In some cases, they were young computer programmers looking for ways to turn their formidable talents into rewarding careers. In other cases, they were well-recognized but underpaid futurists, social theorists, and economics philosophers looking to finally cash in on the many ways they had foreseen the digital age. The rest were marketing gurus who had

already used television, the telephone, and direct mail with much success, and sought to extend their reach.

Ironically, perhaps, it was my faith in the liberating powers of cyberspace that made me one of the last people to take such efforts seriously, and to reckon with the Internet's coercive potential. I saw the computer keyboard and mouse as our best weapons in the effort to turn around the mind-numbing impact of traditional media. Just as the remote control had deconstructed the television image and the joystick demystified it, the keyboard and mouse spawned a new generation of do-it-yourself media tacticians. That's why, even as my opinions were being sought by corporations hoping to exploit these technologies for their own ends, I was incapable of seeing where their efforts would lead us.

In the early nineties, I attended several meetings at HarperCollins (the book company that published *Cyberia*), in which some of the executives running the company's new multimedia division wanted to know how to leverage their vast backlist to gain a foothold on the Internet. Rupert Murdoch's News Corp., which owned HarperCollins, already had an online service called Delphi. Surely there was a way to "synergize" these two subsidiaries, they thought. The question was simply how to go about it. Like most of the New York companies looking to exploit the Internet, HarperCollins and Delphi understood that the main thing they could offer consumers was content. "San Francisco may own the interface," I remember one executive telling me, "but New York owns the content." As long as content meant copywritten texts, of course, he was right. If HarperCollins could turn the Internet into a distribution channel for its massive storehouse of text, games, and other copywritten materials, it could cash in.

After a year of publishing books in CD-ROM format, however, HarperCollins's executives realized that these computer products were no match for the thrill of live engagement with other human beings on the Net, and, by 1996, had reduced their multimedia di-

vision to a token, administrative presence. Countless other companies followed suit. Something had to be done.

Although businesses had failed in their efforts to capitalize on the initial surge in Internet use, the race was on to find a way to make money online. Many different companies, working independently, arrived at a similar strategy. The first step was to reverse the do-it-yourself attitude that the computer keyboard had provoked, and restore the supremacy of commercial content over social contact. The trick would be to change the perception of the Internet as a communications medium to a broadcast medium, which meant convincing users that our interactions with one another were less important than the data we could download and the things we could purchase with our new equipment. Accordingly, the work of futurists like Alvin Toffler and Marshall McLuhan was mined for models and concepts that could reframe our understanding of what was happening to us. That's how Information Age became the label to describe the communications breakthrough. Previously, the users themselves had been the content of the Internet. Now, it would be "information."

In 1995, Nicholas Negroponte, the founder of the corporate-sponsored Media Lab at MIT and a major investor in *Wired* magazine, drew a faulty but calculated distinction between online and real-world interaction. He said that in the physical world, we exchange atoms, but that in the online world, we exchange bits—meaning units of information. Negroponte saw us entering an information age, chiefly characterized by the fact that we now would exchange units of data rather than physical objects.

The problem with reducing online interaction to an exchange of bits, and the interactive age to an information age, is that it allows cyberspace to be quantified and, ultimately, commodified. The fact is that the social and emotional substance of an online interaction cannot be described in terms of bits of information. As far as the nomenclature of these cyber theorists was concerned, a social dimension to online transmissions did not exist. The Internet was not something a person engaged with; it was a set of information that could

be accessed. And anything that can be accessed can be given a price tag.

The second stage of the transformation was the remystification of the media, which had been demystified by the advent of interactive devices like the joystick and the remote control. *Wired* used busy graphics and wrote in a buzzword-laden style, stoking newcomers' fears that the Internet was technically complex and conceptually daunting. Without proper instruction, users would surely get lost out there. Meanwhile, more mainstream publications like *Time* magazine, themselves threatened by competition from the many news services sprouting up online, ran frightening cover stories about "cyberporn." *The New York Times* reported that innocent people were jeopardizing their health by taking advice from online holistic practitioners, while drive-time radio fed us stories about dangerous computer viruses—items lifted directly from the press releases written by the software companies selling us protection from these evils.

Once the Internet was seen as a danger zone best traveled with the help of experts, it wasn't long before a mediating filter known as World Wide Web became the preferred navigational tool. Unlike bulletin boards or chat rooms, the Web is—for the most part—a read-only medium. It is flat and opaque. You can't see through it to the activities of others. You don't socialize with anyone when you visit a Web site; you read text and look at pictures. This is not interactivity. Like a fake decibel meter at a basketball game where the crowd is led to believe its cheers are actually moving the needle, there's nothing truly participatory about it. Although anyone can publish his ideas on his own Web site—the Web did represent a tremendous leap for self-publishing—the interface is not all that conducive to conversation. But only by compromising its communicative function could the Web's developers turn the Internet into a shopping mall. The sole interactive outlet that remained for most users was the back channel of private e-mail.

Further aiding the effort to remystify new media, designers made the programs necessary to navigate the Web more complex than ear-

lier tools. The original Internet was built and navigated by researchers and university students using "shareware"—software that was distributed and exchanged for free. These simple programs worked on the most primitive computers, and they functioned in a transparently straightforward fashion. Their no-frills designs and freely published code helped users understand how they were put together and allowed anyone to participate in their development and offer enhancements. The original Internet was a "shareware universe," expanded and maintained chiefly by its own participants.

By 1995, Netscape had become a for-profit company, and the "browser wars" were under way. An ethic of free-market competition replaced the era of freewheeling cooperation. As if to rewrite history, many Internet experts and journalists developed a mythology that the Internet was developed not by university researchers but by the United States military. A widely circulated article by cyberpunk author and Global Business Network member Bruce Sterling implied that the Internet was just an extension of the Defense Department's effort to maintain a communications infrastructure in the event of a nuclear war. Although the true history of the Internet, and the military's rather indirect contribution, were later recounted in Katie Hafner and Matthew Lyon's 1997 book *Where Wizards Stay Up Late*, the damage had been done. The Internet would forever be associated with the Cold War arms race, and its communitarian roots could be discounted more easily. Anyone who wrote articles disagreeing with the folklore of a military-built Internet or the virtues of a competitive marketplace was quickly labeled a "leftist."

As profit-seeking software companies took over where shareware developers left off, programs became correspondingly less efficient and less accessible. The code for software was no longer routinely released to the public for us to modify or improve. Even if it had been, these new programs were much too convoluted for the average user to understand. We were once again at the mercy of the companies from whom we bought our equipment and software. Newer versions of software required newer versions of operating systems,

which in turn required newer and more powerful computers and increases in RAM (memory). People who wanted to use the web were initiated into an endless cycle of upgrades. In a campaign of planned obsolescence that made the 1970s automotive industry's schemes look like child's play, computer manufacturers and software companies conspired to force more and more purchases. Imagine if automobile companies controlled the designs not only of vehicles but of the roads. By changing the kinds of surfaces we drive on, they could force us to buy new kinds of tires, and then new kinds of cars on which those tires fit. Similarly, Microsoft can use proprietary code to develop Internet sites that require new kinds of browsers, browsers that require new kinds of operating systems, and operating systems that require enhanced hardware.


The dominance of the World Wide Web also gave traditional entertainment companies, salespeople, and advertisers an Internet they could at last understand. From now on, the Internet would be treated like the broadcast media they had already mastered. The entertainment industry began to invest heavily in online video and music services in the hope of one day being able to charge people money for receiving such goods via the Internet. Salespeople understood that Web sites gave them a way to put their entire catalogs of merchandise online, and that secure credit-card transactions would allow customers to purchase whatever they wanted without leaving their homes. Marketers were delighted by the development of a more tractable media-space in which to peddle their wares. They bought space on the most heavily trafficked Web sites for slick "banner" ads—colorful patches begging to be clicked on, diverting Internet users to commercial Web sites.

The third way marketers co-opted the interactive mediaspace was through the manipulation of shortening attention spans. Although online real estate is essentially infinite, the willingness of human beings to sift through it in real time is not. Reviving a term coined by social scientist Herbert Simon in 1971, the new economists announced that we had entered an "attention economy," where the only

limiting factor on the business community's ability to earn money online was the number of "eyeball-hours" they could wrest from an Internet user. New methods of attention control—from graphical interfaces to Internet portals—were researched and implemented, targeting the people who had grown used to the freedom of the mouse and remote control. Meanwhile, all this focus on attention spans and resistant youth led to a flurry of news reports about attention deficit disorder, which in turn prompted worried parents to seek medications like Ritalin for their children so that they could compete effectively in the complex and highly accelerated marketplace of the twenty-first century.

The Tactical Database

Early in the summer of 1998, I was invited to join a few other writers, online enthusiasts, and legal activists in the Park Slope, Brooklyn, apartment of *Data Smog* author David Shenk to discuss what had happened to the Internet. It seemed to us that the promise of this interactive mediaspace was fast fading as the concerns of business outweighed those of the people who stood to benefit from its existence.

 The result of this and several other such meetings was a document we published online and in *The Nation* called "Technorealism." The two-page proclamation called attention to the fact that the Internet is a public space and that the public therefore has the right to decide how it should be used—in schools, in communities, and in the commercial sector. We felt that most commentary and debate about cyberspace was being dominated by those who saw market forces as the only valid method of defining online culture, and we sought to stake out a new middle ground. We believed it was possible, even necessary, to support the mindful development of cyberculture beyond the priorities set by business interests, which had so far seemed to wreck so many other kinds of human interaction. And we meant to do so

without resorting to the fearful, neo-Luddite rhetoric so often heard on the six o'clock news.

The rather moderate document we generated was met with immediate ridicule and disdain. Michael Kinsley, the former *New Republic* editor who was now in Microsoft's employ as editor of their online publishing venture, *Slate*, publicly dismissed the technorealist effort as a self-serving Gen-X whine, but also admitted freely that he had never even bothered to read it. *Wired News* and the *New York Times* interviewed pro-business stalwarts like Esther Dyson for their reactions, and went on to mock the technorealists for our naïveté. Some looked for agendas beneath our words. Were we just trying to promote our own writing careers through a new kind of publicity stunt? Others thought we were simply killjoys or closet Marxists.

Perhaps we had already lost the war. In spite of the fact that over a thousand people had added their electronic signatures to the online document within a week of its being posted, the overwhelming sentiment in the mainstream media was that any attempt to challenge the businesses that, they believed, had paid for the technological infrastructure was futile and misguided. Libertarians and progressives alike had come to believe that cyberspace was no place to enact public policy; it was either a place to do business or one to avoid altogether.

How did the Internet simultaneously come to represent a gold mine of capitalist opportunity and a threat to the American way? Why are the newspaper headlines proclaiming the unlimited earning potential of new online business ventures matched only by equally outrageous claims from cyber cynics about the degrading effects of cyberporn?

The answer lies in the Internet's incredible potential as a means for commerce—a potential that's inevitably come to be both liberating and frightening. It's a medium that on the one hand allows people to exchange ideas and information—and even develop bonds that carry over into the real world—on an unprecedented scale, but on the other hand gives demographic researchers the ability to mon-

for our actions as never before, down to the individual keystroke. Because this activity is occurring on a computer, it can be analyzed automatically and interpolated into the vast storehouses of data previously collected by demographic specialists. All these demographers needed was a tactical weapon with which to navigate the Internet and draw those keystrokes out of us, and they found it in e-mail.

Like an answering machine that's always on, an e-mail account is always ready to receive correspondence—whether you are online or not. My e-mail privileges on Interport, my access provider, mean merely that I have paid for a mailbox on one of their giant, constantly running computers. I also have the right to dial into that big computer from my home machine, and use it to access other computers and networks on the Internet. These computers, or “servers,” hold all the World Wide Web pages, USENET groups, discussion boards, e-mail messages, and other data I might want to access.

Unfortunately, I have no easy way of determining which messages are being sent to me by friends, and which are from companies trying to sell me things. Since all the messages go directly to Interport's computer, I'm not even aware when an advertisement has been stored on my behalf. I won't find out what's been sent to me until I log on to the Internet and ask for my mail. Then, all the messages being stored for me are transferred to my computer, and I get to open them, one at a time.

As anyone who has used an Internet account for a while will tell you, the majority of messages circulating online are the electronic equivalent of junk mail, or what has become known as “spam.” Spam has become so pervasive that it has changed the character of our Internet activity. Worse, it has wreaked havoc on the functionality of the Internet itself.

Part of the problem is that the Internet is still so slow that it takes several minutes to download one's mail—minutes that cost money. People who have neglected to check their mail for several days or weeks come to loathe the thought of going back online; they know they will have to sit and wait while dozens of unsolicited offers are

downloaded to their machines. Then, they will have to sift through those messages to determine if there's any real mail mixed in among the junk. Those whose e-mail accounts have remained relatively uncluttered so far most likely haven't engaged in much online activity. But, like anyone who has used just one mail-order catalog and soon found his mailbox filled with them can attest, it takes very little for the online marketers to pick up your scent.

Of course, virtual coercion was not born with the computer or the Internet, but with the realization by advertising pioneer Claude Hopkins in 1923 that catalogs and mail solicitation comprise a unique branch of marketing. He called it “scientific advertising,” named for the laborious process by which direct-mail practitioners analyze the responses to their mass mailings and then recalibrate their appeals based on past results. Direct-mail campaigns are not generally arrived at through inspiration but through calculation.

Honing their craft in this scientific manner since the 1920s, these nerds of the marketing industry have assimilated every new development in statistics, demography, and, ultimately, computer programming into their campaigns. With increasing sophistication, direct-mail practitioners test their solicitations, analyze results, and target their audiences. As a result, direct mail has grown to account for more than 68 percent of all magazine subscriptions, and 25 percent of all charitable contributions.

Before computers, direct-mail marketing wasn't much more sophisticated than any other mass medium in which marketers are forced to treat their entire audience as a single customer. The same letter or catalogue was sent to every prospect, so the techniques that gained the widest currency were ones that appealed to relatively universal emotional triggers. Unlike a human salesman, who can wait until he has made eye contact before introducing himself, the direct-mail marketer has no ability to gauge our feedback until he counts up the total number of responses. He has no way of interacting with us until we send back a response. His ploys, then, are more like those of a trapper than of a hunter. He cannot track us down; he must

simply bait his traps and wait for us to notice their existence. Whatever bait worked last time, he'll use again the next.

Beginning in the 1970s, however, direct-mail solicitors teamed up with demographics researchers and consumer-database companies to specifically target the people they wanted to reach. Unlike magazine publishers whose sweepstakes offers use traditional techniques—like fake checks or free gifts—designed to coerce almost any recipient, modern direct-mail specialists have been empowered to create campaigns that are customized to a particular audience. Sometimes this audience is as small as one person.

As early as the 1920s, mail-order businesses began keeping paper-based lists of their customers and selling them to other direct marketers in noncompetitive businesses. These crude mailing lists were tallied by hand and usually contained little more about the prospect than his address and whether or not he had ever purchased anything. When these lists were transferred to computers, they could be combined with other lists and subjected to more statistical analyses. Today, there are companies whose sole purpose is to compile, analyze, and cross-reference data collected by the census bureau, telephone companies, credit bureaus, and retail businesses. Many then exchange their findings with other such companies.

The PRIZM research firm, for example, developed its system of "market segmentation" in 1974. Using what the demographics industry calls "cluster analysis," PRIZM classifies every American neighborhood into forty basic lifestyle segments, or clusters. They then use statistical analysis to look for "links" between customer characteristics and buying behavior. As PRIZM's promotional material explains, their system offers "a definitive battery of consumer data to fine-tune the PRIZM Clusters for behavioral discrimination."¹

In processing data from the 1980 U.S. census, PRIZM took every variable in the database (ethnicity, housing, social rank, urbanization) and used computer-generated feedback loops to analyze and compare them to other data recorded elsewhere (new-car sales, magazine subscriptions, real estate transactions, and direct-mail responses). From

this data, they were able to determine the linkages between a particular demographic cluster and its members' likelihoods of buying a car, house, or magazine subscription—as well as what brands and what types of marketing they were likely to respond to. PRIZM makes it clear that their system "explains, predicts, and targets consumer behavior."

Other firms, like Donnelley Marketing Information Services, obtain student rosters, voter registrations, and lists of children's book buyers, and also send questionnaires to 45 million households. From this data, the firm compiles its widely used Donnelley Quality Index, known as the DQI². This database contains individual listings for tens of millions of consumer households. If you bought this book, your family profile is probably in there.

Countless other companies with whom we do business regularly supply our purchasing behavior to these master lists in exchange for other sets of information. Our credit-card purchases, as well as our responses to the offers sent along with our monthly bills, are all used to predict our future behavior. Many such offers, particularly those for free life-insurance policies and credit-card loss-protection services, exist solely for the information they provide marketing companies when we fill out the requisite questionnaire. Other offers are designed to tell which "hot buttons"—marketing scenarios or psychological appeals—we respond to most readily. Once the credit-card company has determined that a particular household has responded to an advertisement for a free credit card with a higher interest rate, say, instead of one with a higher annual fee and a lower interest rate, it can share this information with a telephone company, which will pitch a long-distance offer accordingly.

As a result, today's direct-mail training manual looks more like a math textbook than like a primer on marketing. Aspiring direct marketers learn statistical techniques—regression analysis, the linear probability model, discriminant analysis, and segmentation modeling—long before they are taught how to write a single line of a direct-mail letter.

Francine Edelman is one of the leading practitioners of the new, database-heavy style of direct marketing—probably because she takes a practical, nonjudgmental approach to her work and has adjusted adeptly to the changes that computers have brought to her industry. “When I first got into the direct end of the business,” she tells me from her office in New York’s SoHo district, “it was a lot more tactical: Get an offer out, and get it out to everybody. Throw it up against the wall and see what sticks. And over the years it has evolved and become very sophisticated and a lot more strategic, because you really have to get down very deep into your customer base and understand their psyche. What are the hot buttons that are going to make them respond?”

Although it’s fascinating to come up with theories explaining why a particular hot button causes a group of individuals to respond the way they do, direct marketers like Edelman care less about explaining causes than listening to the effects. It’s enough to track the correlation between the style of an appeal and its effectiveness in producing a response. Such an ethic is what allows Edelman’s firm, Rapp Collins, to claim it can offer “one-to-one marketing on a mass scale.” Their access to databases and correlative analysis gives them the tools to craft direct-mail appeals customized for every individual who receives them.

Explaining how this analysis would translate into a pitch for a phone company, Edelman spells out the customized approach: “We would write, ‘Dear Doug: We know you currently have caller ID, call waiting deluxe, and three-way calling, and we have a great plan for you. For one low monthly rate, you can get your local service, all these services, plus up to twenty more.’” By tailoring the pitch to the individual customer profile, Edelman says, “you are able to deliver relevant offers to the right people.”

Such extreme personalization of direct mail didn’t always work. Edelman confessed that “when we first started getting into all of this customization and segmentation, and being very specific with people, there was a fear that it would come across as being too Big Brotherish:

‘We know all this about you.’” Edelman says that today, most of us have grown accustomed to the fact that our purchases, our income levels, and even our telephone-calling patterns are now part of the marketer’s database.

When marketers began applying direct-mail techniques to telephone solicitation, consumers responded with even more fear and resistance. Unlike direct mail, telephone solicitations demand our immediate attention, whether or not we are in any condition to effectively parry the telemarketer’s coercive strikes. By the 1980s, most Americans were already regarding the telephone as an enemy—especially between the hours of 5:00 and 7:00 P.M., when telemarketers know we are most likely to be at home eating dinner.

In an effort to reclaim the power of the telephone, telemarketers initiated the same two-prong strategy that Internet marketers would use ten years later. First, they exploited the advantages of databases, automation, and tracking to create scripts that target each prospect with unparalleled specificity. Second, they embarked on a public-relations campaign to make us less resistant to their use of the telephone system as a marketing tool.

Like hand-to-hand coercion, telemarketing allows the caller to gauge our moment-to-moment reactions to his pitch. Telemarketers extensively test their sales scripts: Every time we reject one of their pleas, they record our response and then measure the effectiveness of one of several different retorts that have been scripted ahead of time. In this manner, they can offer rebuttals targeted to almost every objection imaginable.

Project Sunrise Winback, a telemarketing campaign developed by Rapp Collins to help BellSouth win back customers who had switched to other local carriers, used a branching script that automated this process. The scripts for Project Sunrise Winback varied depending on the region and demographic being targeted. In most cases, the caller began with a simple greeting, followed by, “In reviewing our records, it has come to our attention that you have decided to try another local toll-service carrier. Is this correct?” If the

respondent answered yes, then the marketer attempted to identify the nature of the prospect's dissatisfaction with BellSouth: "May I ask what was the primary reason that prompted you to switch companies?"

The customer's response to this question was broken down into eight possible categories, each with its own follow-up script: (1) lower rates; (2) better service; (3) additional services; (4) reward programs; (5) use long distance for discounts on local toll service; (6) other; (7) related or socially connected with competitor; (8) ten cents per minute.

People who answered "better service," for example, were told, "It is interesting that you mentioned service, because Bell-South believes in and strives to provide the best service in Kentucky . . ." Understanding that people who value customer service also tend to value a company's local affiliation, the scriptwriters were sure to include a reference to the state where the prospect lived. Those who answered "long-distance discounts," however, were given a no-nonsense spiel: "Ma'am, Bell-South gives you everyday fair prices. That way the savings go in your pocket and not to discounts on products you may not want or need anyway."

The scripts for such telemarketing campaigns go on for dozens of pages, branching out into ever more specific and meticulously researched responses. Eventually, we either allow ourselves to be talked into accepting the telemarketer's pitch, or we hang up the phone. In the latter case, the precise path we took through the script is put into our personal profile in the company database, so that new countermeasures may be devised and incorporated into the next script we are subjected to.

Our growing annoyance with these scripted calls has led the corporations dependent on telemarketing to create television commercials designed to change our perception of the technique. Countless advertisements with friendly-faced telemarketers wearing hi-tech headgear and speaking confidentially with grateful consumers fill the

airwaves. Joanna Kalliches, a creative director at Rapp Collins, reveals the underlying agenda of such campaigns.

When MCI launched their Friends & Family program, they were a small operation, and they were going to rely solely on outbound telemarketing. To predispose you to talk to these people on the phone, they launched a series of commercials that featured their MCI telemarketers, who looked like buddies, basically. It was a group of guys kidding around with each other, with the headsets on, calling each other by name, talking about this new program. Now all that advertising was doing was putting a face to a voice, so when they called people cold to sell them MCI, people were like, "Oh, are you Charlie? Are you Bob?" They used psychology and the mind-set of the people they were calling to say, "We are just like you, we are not thin, not models, not overly handsome — we are just everyday people."

Most important, the campaign was aimed at shrouding a mechanized, computer-generated, and psychographically tuned script in the cloak of simulated humanity.

The Electronic Squeegee Men

As an interactive environment, a World Wide Web site can be more carefully scripted than a telemarketing campaign. Each click of the mouse brings the prospect to a new set of pitches and "advertorial" designed to herd him toward the "buy" button. In real time, a Web site can adjust itself to the recorded propensities of an individual visitor based on his e-mail address, prior visits, and previous behaviors. It is a self-customizing sales environment.

Likewise, e-mail gives direct marketers almost all the advantages of junk mail without the high costs of postage and paper. Spam is crafted to elicit a maximum response, then blasted out to literally millions of people at once. In this way, Internet marketers have

largely recapitulated the arms race in which direct marketers like Rapp Collins have been engaged.

Their first challenge, like any direct-mail marketer's, was to get people to open and read the advertising messages at all. Luckily, most e-mail programs display the name of the message's sender and a brief "subject" line, indicating the message's content. For a time, then, most junk mail was pretty easy to identify and discard without ever being opened.

Advertisers quickly responded by imitating the appearance of real mail. Like direct marketers who disguise their envelopes as important correspondence, many spam advertisers now use names like Heather or System Administrator as a return address, and a subject line that implies a history of correspondence—"One more thing," or "Urgent news about your account."

The e-mail arms race began in earnest when Internet mail programs and online services offered their users the option of creating lists of people from whom they would like to receive mail and automatically discarding messages from anyone else. The problem with this strategy was that it became impossible for you to discriminate between unwanted messages from advertisers and a message from your niece in Akron who had just gotten an account on America Online and whose name hadn't yet been added to your list. With this shield in place, you certainly couldn't meet anyone new.

In a more advanced strategy, Internet service providers began helping their subscribers fight back with filtering programs designed specifically to recognize and delete junk mail by identifying the return address. America Online developed one of the better ones and was so successful at filtering offenders that an Internet marketing firm called Cyber Promotions actually sued the company for infringement of their First Amendment rights. A U.S. district judge wisely concluded that AOL, a private business, is allowed to block whatever it wishes on behalf of its members. These programs work by filtering all mail from servers known to be thoroughfares for spam.

Crafty spammers developed countermeasures for this defense, too.

To mask their original addresses—and thus circumvent filtration programs—they have hacked their way into the Internet's protocol for passing mail from server to server. They use a "third-party host"—meaning basically any non-spam related service provider—as a relay for their mail, and pass undetected through the filter. It is the very openness of the Internet's e-mail system that makes it ripe for such abuse.

Implementing yet another countermeasure in this escalating electronic war, most service providers have reengineered their systems and closed themselves off to all relayed mail. Now they only send out mail that originates from within their own system. But this additional checkpoint—like a military blockade on a highway known to be used by terrorists—prevents normal users from relaying messages, too. Before service providers began denying third-party relays, I was able to access my e-mail from any node in the world. If I logged in on a friend's computer in Spain, for example, a few simple keystrokes allowed me to send or receive e-mail through my home account in New York. Today, if I want to send e-mail from a location outside my home area, I must make a long-distance call and dial directly into my own network. These changes are very much like those implemented by the U.S. Postal Service in the wake of the Unabomber's mailed explosives. Packages weighing more than a pound no longer may be placed in mailboxes but must be brought all the way to a post office, where security cameras photograph every patron.

These third-party blockades affect me, of course, only because I don't happen to be a subscriber to one of the two or three largest Internet access providers in the world, such as America Online or IBM, who have the resources to offer dial-in access from hundreds of different cities. (Either that, or use one of the advertising-supported mail services offered on the World Wide Web.) The final result of the arms race in cyberspace is that customers wanting freedom and flexibility of use must abandon their allegiances to local companies and subscribe through multinational corporations. The Internet itself no longer can provide a truly global connection. Instead, we must

depend increasingly on private corporations and their own international computer networks to meet our communications needs.

The more we feel the need to be protected in cyberspace, the more leverage large companies will have in influencing our behavior. As we surrender our browsers and mail programs to ever more advanced forms of filtration, we become more dependent on service providers who have made deals with large, respected conglomerates. As the Internet becomes swamped with messages from companies we've never heard of, and then "enhanced" with digital locks, verifiable e-mail addresses, and other security measures, we find ourselves edging toward trusted brand names and institutions. The more dangerous the online world looks, the more we gravitate toward the familiar, and the more those already trusted businesses are able to monopolize cyberspace.

In 1991, for example, the Lotus corporation developed a CD-ROM called MarketPlace, a database of personal information for about 120 million people in more than 30 million households, which was compiled by Equifax, a leading credit-reporting agency. The product, which was to sell for \$695, was aimed at small businesses and individuals who can't afford the fees for tremendous databases owned by companies like PRIZM and Donnelley. MarketPlace was conceived as a retail product, and so Lotus openly publicized it. Internet users and consumer-advocacy groups launched a countercampaign aimed at fighting a product they saw as intrusive and a violation of privacy.

After receiving more than 30,000 written, telephoned, and e-mailed complaints, Lotus decided to scrap the project, and consumer advocates celebrated their victory. In reality, all they succeeded in doing was allowing wealthy *Fortune* 500 companies to maintain their lock on demographic research. Small businesses, nonprofit organizations, and individuals were the only ones shut out, while for these larger companies it meant business as usual.

In cases like this, well-meaning advocates struggle to regulate how companies use the information we've given them voluntarily. They do almost nothing to curtail the use of information that we don't

even know we are providing. Our activities online and the software we use to browse through the World Wide Web leave a trail of information about us everywhere we go. Some sites can even procure information about our behavior long after we've left them.

Internet advertisers have reacted to our constant griping with a new policy of rewarding individuals for their voluntary attention to spam and online advertising. Seth Godin, the founder of a leading Internet direct-marketing firm, Yoyodyne, dubbed this innovation "permission marketing." The new technique works, in Godin's words, "to turn strangers into friends, and friends into customers." The idea is to elicit prospects' permission to market to them, either by offering a discount, by giving them a gift, or simply by promising them courtesy and attention. When the technique works, the target doesn't feel put upon. Once a dialogue is initiated, the prospect is slowly drawn into the sales pitch. As Godin puts it in his book *Permission Marketing*, "The idea is to have a mutually beneficial dialogue, and the more you tell people about what to expect, the greater the anticipation you'll be able to create. That's important as you work to leverage it."²

Some marketing companies, like one called Cybergold, pay users twenty-five cents for opening e-mail advertisements, and between fifty cents and a dollar for visiting a Web site to read promotional material or play a game designed to advocate its clients' products. Firms from telephone companies to brokerage houses, desperate for a way to market on the Internet without looking sleazy, now use these pay-the-customer advertising services. As one brokerage house public relations manager explained to me at an Internet industry luncheon, "It provides us with tightly defined target markets of willing recipients at a significantly lower cost than direct mail." And, in theory, a significantly lower hostility rate.

Another marketing company, Eyegive, pays a charity of your choice if you agree to receive and peruse large advertising messages on your Internet browser's "start" page. You fill out a number of forms indicating your personal preferences and demographic information, and they automatically send you advertisements every time you log

on to the Internet. For every ad you read, a small donation is made to the charity you've selected. The company's press releases claim that participating sponsors will benefit from the "halo effect" associated with cause-related marketing "because their messages are presented in a positive context." But this sort of voluntary submission to advertising messages is more like paying a squeegee man a dollar after he's washed your window. We are paying for the privilege of not getting mugged, and end up telling ourselves that we've kept a criminal off the streets.

Mice in a Maze: Pacing and Leading Online

Although a lot of thinking goes into the designs of the Internet's more coercive utilities, once they are actually implemented they don't require any thought at all. Marketers can sit back while their programs take care of everything. If flashing a red banner makes us click on a promotion, our response will be noted and the red banner will be used again. The research, analysis, and implementation of the Web's influence techniques are absolutely automated. The psychologist's pacing and leading is replaced by the machine's input and output. What works is repeated; what doesn't work is altered until it does work. The keys to influencing human behavior are tested on a trial-and-error basis. With tens of millions of people online making countless mouse clicks every day, such techniques are quickly achieving a nearly surgical precision.

The banner ad has evolved into its present form through just this sort of automated analysis. Banner-advertising companies constantly test new methods of getting us to "click through" their rectangular swatches of color to the Web site for the company or product being sold. A higher click-through rate means a successful new technique. Ads with animation, for example, have been shown to increase the user-response rate by 25 percent.³ Tracking technology allows banner-ad companies to customize the advertisements each person sees. A Web site can detect the city or server through which a user is ac-

cessing the Internet, as well as his e-mail address. This information is transmitted to the Web server by our browsers. Small, invisible markers planted by marketers onto our own hard drives can transmit much more information about us, too.

DoubleClick, the industry leader in online banner advertising, has developed an advanced set of detection devices, which allows the company to offer advertising customized to an individual computer user. As their promotional literature explains, "DoubleClick allows you to target specific industry codes by content affinity, browser, system type, geography, and time of day. By taking advantage of the Web's ability to deliver targeted ad messages, you can create stronger, more personal relationships with your customers." When they were trying to win Toyota's online advertising business, DoubleClick launched a banner campaign that directly targeted the automaker's employees. Whenever a Toyota worker accessed a Web site in DoubleClick's network of domains, the banner ad was immediately customized to welcome this member of the Toyota family. DoubleClick won the automaker's business. Although the technology for putting an individual user's name within a banner ad on the Web exists today, most of us are not yet conditioned to respond favorably to such a highly personalized approach.

Many Internet users have found ways to cope with the banner ad. Shareware sites offer software that effectively filters banner ads without compromising other Web content. Web surfers have also grown familiar with the locations and shapes of most banner ads, making it easier for them to ignore all but the most intrusive and distracting compositions. In response, the most advanced Internet marketers have abandoned the billboard approach to online marketing and instead have resorted to turning our own Web browsers into tools of surveillance.

When you visit a Web site, the people running that site often have the opportunity to capture and store your e-mail address. They can also determine exactly which pages you look at, how long you look at them, and which buttons, links, or pictures you click on. When I

used the Web to buy a plane ticket for a talk I was giving in Australia back in 1997, I wasn't surprised when I received spam from two different companies offering tour and hotel packages at my destination. As of this writing, lawyers and consumer advocates are debating whether SABRE, an online ticketing network, should be free to sell information about its customers to other companies. According to the Federal Privacy Act of 1974, they do. Only the government is restricted from collecting and transferring personal data. Business is specifically exempted.

Some Web sites go one step further and install tiny files called "cookies" directly onto our computers, which can be used to identify us whenever we access a particular page. In fact, a cookie is capable of recording everything we do at a Web site, so that when we return, a profile of our previous actions and reactions comes along with us. Therefore a Web site can adapt itself to appeal to our established patterns of behavior. It amounts to an automated and involuntary form of the customer survey.

A group of hackers called Cult of the Dead Cow has created viruses that demonstrate how cookies can be used to deliver *continuous* supplies of information about us over the Internet. Once installed, such a cookie can search our computers' hard drives and monitor our keystrokes, even when we are not connected to the Internet. As soon as we log back on to the Internet, the cookie relays all this information back to its programmer, invisibly.

Most Web browsers now give users the option of removing or refusing cookies, but unfortunately are unable to distinguish between helpful and hurtful cookies automatically. To refuse them all would be to disable some extremely useful functions of Internet sites. A cookie can create a list of our financial investments, for example, so that every time we log on to a stock-market site we can view a personalized chart with instant quotes. An airline-reservations site can use a cookie to store our seating preferences or dietary restrictions. A bulletin-board site can keep track of which conversations we have participated in, and where we left them off. Utilized ethically, cookies

are a powerful enhancement to the Internet's functionality. Although it's technically possible to refuse some cookies and accept others, they are used so commonly that we would be forced to evaluate the merits of individual cookies every time we explore a new link.

Much of the information that cookies gather and transmit about us is ultimately bought and sold, and this has become a big business. The online service from which we purchase travel tickets might have a relationship with, say, another company that sells books. If we visit the book site after buying a ticket to Maui, we will be welcomed with a list of books about traveling in Hawaii. Both companies, working in concert, can access the same cookie. And if while attempting to purchase one of those books our credit card reaches its limit, we'll receive e-mail from another company offering to restore our credit rating, and so on. The relationships between these companies is often undisclosed, as the legality of such information transfers has yet to be established.

Industry spokespeople and the magazines in which they advertise argue that the collection and marketing of our personal data will lead to a more customized experience of the Internet. When data about our personal preferences is bought and sold, the logic goes, then more companies will direct us to what we like. If every site you visit already knows you are a forty-year-old woman with an income between \$60,000 and \$80,000 a year, you will not be bothered with ads directed to fourteen-year-old boys. If your profile indicates you like chocolate, water sports, and classic cars, and also shows you do not respond to junk mail but do tend to buy products online after reading articles about them, commercial sites that have access to this information will present you with articles about the products that are of interest to you. It's as if the Internet has the power to customize itself to your desires. A consumer's paradise.

But an Internet run by commercial interests means more than just customized banner ads and spam. It is a world more contained and controllable than a theme park, where the techniques of influence can be embedded in every frame and button. Microsoft has an entire

department dedicated to "Decision Theory and Adaptive Systems"—the study of how human beings relate to data and interfaces. Although much of the department's work is geared toward creating more user-friendly interfaces, my contacts at the company claim the much-shrouded division's true purpose is to determine the decision points in online behavior and how to manipulate them effectively.

The field of pacing and leading through computers has been dubbed "captology" by B. J. Fogg, a Sun Microsystems researcher who studies the effects of interfaces on human behavior. Like a travel map provided by the AAA, complete with instructions on where to stop for food and accommodations, the interfaces and software we use can direct our actions and even our purchasing decisions. The display on GTE's Airfone screen—nestled into the headrest of the seat in front of you on the plane—flashes messages suggesting you check your voice mail or call home. Theoretically, a cellular-phone display screen could be programmed to do the same thing—a technique that could be augmented by the phone company's database of your most frequent calls.

A screensaver program available online for certain Hewlett-Packard color printers encourages the purchase of more HP products. As technology critic Denise Caruso reported in her *New York Times* column,

The virtual pet for the computer desktop encourages users to make multiple original copies on the printer instead of duplicating the original printout on a color copier. This, in turn, keeps them buying more of Hewlett's color inks. . . . The larger question, of course, is whether persuasive technology is a good idea at all—especially when talking about turning a machine as soulless as a computer into what is essentially a propaganda engine.⁴

Today, we don't even have to venture onto a computer to be drawn into closed systems of electronic coercion. A bestselling book called *The One to One Future* instructs marketers how to customize direct marketing in order to create the same kinds of consumption loops.

For example, in the one-to-one future that the authors envision, all of our retail purchases will be recorded in a series of personal data-banks. A "diet data bank" would use the UPC bar codes scanned at the checkout line to record our supermarket purchases. Diet-conscious customers could be identified through their patterns of consumption, and even given their own portable scanners. With these devices in hand, they could stroll through the aisles, scan the UPC bar codes on different packages, and read a computerized display of the products' nutritional content. Of course, the store would also accumulate a complete record of every product that the customer evaluated, in what order, for how long, and whether he chose to buy it.

This designer consumption would amount to a nearly hermetic feedback loop between each consumer and his marketers—a form of pacing and leading where the customer's taste is mirrored and then slowly led toward progressively more extreme manifestations of itself. It is a recipe for technologically induced obsessive-compulsive behavior, as our desires are repeatedly amplified and then fed back to us. The one-to-one future differs from the marketing we're subjected to today only in its speed and specificity.

Perhaps this process is easier to comprehend when it happens in reverse. Shopping channels on cable television feature hosts whose dialogues and presentations may appear bizarre to unaccustomed viewers. Actually, their odd, mechanical behavior is shaped moment-to-moment by the rate of telephone purchases. As anyone who has watched one of these channels knows, the number of items sold is continuously tallied in a small box in one corner of the screen—partly to add a sense of urgency to the sales pitch, but mostly, since the number is displayed on a monitor in the studio, so the host making the pitch can determine how his tone, language, and style of delivery are influencing the number of sales. If speaking faster makes the number increase more rapidly, he will maintain his accelerated rate of speech, as long as it keeps working. In this way, the host

becomes a kind of automaton, stuck in a feedback loop where his only goal is to make that number increase.

The MovieFone Syndrome

Like the host on a shopping channel, the people turning media into an electronic marketplace aren't fully conscious of what they're doing. By using the Internet to automate their business models, they have combined the force of the market with the power of the computer to amplify the blind effects of each. Commercial media seems to have taken on a life of its own, dedicated to selling more goods to more and more people in less and less time. Although human beings set the whole process in motion, it's as if once they built the engine, they abandoned the throttle and all the other controls to the machine itself. It has been running on automatic ever since.

As the average consumer becomes a cog in this media machine, he finds himself succumbing to the pressures of the inevitable network externalities that emerge. Our slow acceptance of a commercial Internet was just such a process.

Call it the MovieFone syndrome. At first, the telephone ticket service seemed like a terrific convenience. It was novel and fun. Instead of waiting on long lines at the box office, we could find out show schedules and secure our seats ahead of time, all from a touch-tone phone for just a few dollars per ticket. Once a critical mass of moviegoers signed on to this technology, however, refusing to use the service and pay the extra charge meant the strong possibility that our movie selections might be sold out. Anyone who couldn't find a way to get to the theater well before show time was gently forced to buy the tickets through the service, whatever the cost. Now some telephone ticket services allow callers to reserve the seats they will sit in, effectively creating a new class of moviegoer. Those who wish to have good seats—or, in some cases, any seats at all—must pay the additional charge. What began as a convenience quickly became a ne-

cessity—and a way to bring the price of a movie ticket above ten dollars.

The MovieFone syndrome demonstrates the darker side of network externalities—the economic principle that shows how a technology's value increases with its wide acceptance. Something that begins as a novelty, like a telephone ticket service or a version of an Internet browser or even a kind of direct-marketing technique, soon becomes so widely accepted that those who don't partake begin to lose their ability to enjoy, to engage in, and to discriminate between the things society has to offer. People who don't learn to use the money machine at the bank are penalized with a reduced number of live tellers and longer lines. People who don't opt for the expense of cable television miss their local sports teams' broadcasts. And similarly, those who don't participate in the world of online commerce may be risking financial and cultural obsolescence.

Take Microsoft's online commercial strategy, sidewalk.com. Ostensibly a guide to restaurants, movies, and other attractions in America's major cities, the online service is designed to become a "point of purchase" for these forms of entertainment. Users click through friendly databases of information until they find the restaurant they want to go to, and then make their reservations online. In some cases, users will pay a small service charge, while in others the restaurant or business may pay Microsoft directly for the publicity and exposure to new customers.

Since Microsoft makes the dominant Web browsing software, many of the features of their Sidewalk site take advantage of their own proprietary software, or of membership in their proprietary online service. As more users take advantage of the convenience of the service, the law of network externalities will come into effect, making the service—as well as the software necessary for accessing it—more valuable. Of course, the software will eventually need to be upgraded, as will the computers to run that software. Consumers will spend more time and energy paying for new equipment and software, then

learning how to operate it, just so that they can participate in the same sorts of activities they did before.

And the people who can't afford all this? They'll either be left out of the loop completely or choose to take advantage of the many free and discount online services currently being offered. Of course, these free Internet packages require that the user sit through commercials and promotions. The poor pay for their access by submitting to more marketing. Those better off, meanwhile, pay cash for the privilege of commercial-free commerce.

Once Microsoft begins to offer electronic forms of currency and credit—projects on which the company is currently working—the cycle will be complete. We are dependent on the software, the machines, and the monetary scheme in order to participate in our culture, and the company providing it to us takes a profit at each level. Because Microsoft and its competitors are private companies, accountable to no one (unless they are found to have broken laws), the consumers have no recourse. Although, in theory, we can “vote with our dollars,” we risk isolation or worse. Buying computers with alternative, incompatible operating systems cuts us off from the network. Unless we jump off together, in large enough numbers, our protests hurt no one but ourselves.

What began as an egalitarian set of channels quickly became a direct feeding tube for advertisements and a self-contained environment for automated commerce. In an attempt to limit the abuse of the networks by con artists and relentless marketers, Internet service providers implemented new technical protocols that restricted the open functioning of the Internet, which ultimately sent Netizens to the closed communities of large commercial providers with their own business agendas. Mainstream media outlets, surviving on the revenue from hi-tech advertisers and their own parent corporations' new-media subsidiaries, lead the public relations effort by spinning this disaster as a Long Boom for big business. After all, the global economy itself, banking on the future prosperity of expanding hi-tech markets, is depending on it. Like well-trained propagandists, they warn

of the dangers of noncompliance, the horrors that await those who refuse protection, and the glorious future for all who get with the program.

The current direction of Internet technology promises a further calcification of its interactive abilities. Amped-up processing speed and modem baud rates do nothing more for communication than speed things up. They do, however, allow for the development of an increasingly TV-like Internet, making the Sony executive's dream of the Web as a broadcast medium a reality. As we buy bigger computers and faster modems, we simply expedite the arrival of set-top computers and interactive television.

The only obstacle I've seen to the implementation of Web-enhanced TV—known as “convergence media”—is the cable-television industry's fear that once we have Internet access on our televisions, we might choose to tune in to noncommercial Web sites or, worse, interact with other users instead of watching the major networks' programming. When I consulted to a subsidiary of TCI about developing content for their @Home broadband cable network—a fully interactive set of TV channels through which viewers can play games and make purchases—the executives' chief concern was how to steer viewers to their own content and away from everyone else's.

It was the prospect that the Internet would end up being just another theater of operations for the media wars that provoked my colleagues and me to publish the Technorealism document. Most of us had been using the Internet for years but had found we just weren't enjoying it anymore. Nowhere could we find people championing the technology without also pushing what had become the party line of corporate capitalism. Our aim was to correct the many myths dominating discussions of new media, without giving up on the Internet's still-unrealized promise as a tool for communication. Perhaps a set of policies could be developed that returned the expansion and use of these networks to public or even civic control. When my friend who writes about technology for *Time* magazine found out I had

signed on to the Technorealism document, he was aghast. "I reserve judgment," he said in our first phone conversation after the document's publication, "but I think you're crazy to put your name on that thing."

Still, no matter how dark things have seemed, I can't help but be optimistic about where this evolution of virtual coercion may ultimately take us. Perhaps the thousands of signatures on the document are an indication that I'm not alone in my disillusionment about how these technologies are being used, and how little control we seem to have over them.

And, of course, I never would have thought to write about the techniques of coercion in the first place had I not witnessed them being practiced by a machine. I don't know if I ever would have come to grips with my own participation in their development if I hadn't seen them applied so aggressively in the electronic marketplace. Like watching a time-elapsed scene from Godfrey Reggio's hypnotic documentary *Koyaanisqatsi*, where the daily motions of a chaotic city suddenly make rhythmic sense, experiencing the warp-drive cycles of computer-automated coercion provides a new kind of perspective on a very old art.

In the worst case, by pacing and leading ourselves into abject despair, we may force ourselves to find remedies more profound than Prozac. We may choose to take the time to distinguish between what we're told and what we really want. We might even find a way to think for ourselves.

POSTSCRIPT

Buyer's Remorse

By the time she finally dropped out of her health-products distribution network, Stephanie had brought her family into serious debt, and she was committed to getting them out. As a telephone customer-support operator for a computer retailer, she now earns about 20 percent more per week than she spends in additional care for her younger two children. Her job has proved anything but rewarding. In spite of the friendly materials she received from the human resources department, she has found her work environment extremely constricting.

Her superiors randomly monitor the telephone calls she answers, and the time she dedicates to each one is logged by computer. Every call on which she spends more than two minutes earns her a negative mark. Each time she offers to send a repairman or exchange a part under warranty, she receives the equivalent of two negative marks. She has been provided with scripts to read that she believes were designed to make the unhappy customer assume he has broken the computer himself, or violated his warranty in some way. If she goes "off script," however, she is reprimanded.

Stephanie got terribly depressed. She was diagnosed with work-related anxiety and given a prescription for the drug Inderal—a blood pressure medication that is also used for performance anxiety because it steadies the racing heart rate and trembling hands of the nervous actor or musician. Although the drug did nothing for her depression, her anxious performance on the phones has improved.

Stephanie's home life has deteriorated, too. She used to bring her family to a Unitarian church on Sunday, which she found very rewarding. Now, because Sunday is the only day both she and her husband have off, they go to a warehouse shopping "club" instead. Stephanie, guilty about how little time she spends with her children, compensates by letting them pull items off the shelves for themselves, figuring she has enough overtime pay coming to fit the extra toys and candy into her budget. Meanwhile, she finds herself buying prepared foods at higher prices than she paid for raw foods at the grocery store. Still, she is grateful for the convenience.

Stephanie and her husband have considered working fewer hours, but watching the violence on the local news and *NYPD Blue* keeps them both aspiring to the day they can afford a small house in one of the private neighborhoods springing up outside Houston. Their exhaustion at the end of their day—more than their fear of crime—keeps them watching the TV rather than going out with neighbors.

I consider Stephanie a friend. Before she left Los Angeles and moved to Texas, she taught me more about theater history than I had learned in three years at graduate school. She is an extremely bright woman. But every few months, when I speak to her on the phone, I'm saddened by what I hear. Her voice is flat, and her aspirations are few. She speaks in clichés, and doesn't offer much of a defense when I try to challenge the decisions she has made. It now seems to me that Stephanie, like so many other victims of today's coercive tactics, no longer realizes that she is actively pursuing the goals presented to her by influence professionals.

I lost touch with Mort Spivas about a year ago, after he joined a spiritual group in New Mexico. The last time we spoke, he told me that he realized his engagement with the magnet company, though lucrative, was just another version of the same old heartless salesmanship that had led to his earlier breakdown. By dedicating himself to a fully awakened master with "deep insights" and "unquestionable integrity," Spivas hoped he would finally purge himself of his desire to profit at others' expense. When I questioned his teacher's stance

on sex (abstinence) and engagement in popular culture (to be avoided at all costs), Mort politely told me that it would be best for us not to talk again until he felt more secure in his new life.

Douglas Atkin left Wells BDDP to become a partner at a smaller, boutique agency that values his artistic vision. There, he devises campaigns he hopes will entertain and even enlighten audiences, rather than just sell them products and services they don't need. He is continuing his research into cults and chaos math, and working hard to make his clients understand the value of such seemingly esoteric endeavors. I have continued consulting to Atkin but can't help questioning the application of my counsel.

What part am I playing in the coercive cycle? It's hard for me, or for any of us, to tell. Stephanie leads computer customers to believe that they have broken their machines—and feels so guilty about it that she needs to be drugged. But all she wants is to erase the debt caused by having fallen prey to a multilevel marketing system. Mort sincerely wants to make amends to himself and God for the years of psychological tricks he played on his customers. Can he possibly accomplish these goals by spending his savings to live in a Santa Fe ashram and his time attempting to secure new members? Douglas Atkin genuinely hopes to raise the level of television media. Can he ever successfully transform the advertising budgets of major corporations into media campaigns that make people think for themselves? Even if he does, how long will those corporations pay for it?

Just as I was finishing this book, I went out to San Francisco to participate on a panel about kids and media, a fund-raiser for a new museum. As long as I was in the Bay Area, I figured I'd take advantage of an open invitation to address the staff of Cheskin Research, one of the world's leading market-research firms.

Although located in a bland Redwood Shores corporate park, the atmosphere at Cheskin is playful, open-minded, and sincere. This is the kind of place where young interns are allowed to spend an afternoon sharing their feelings about the color yellow—and where that discussion will be earnestly applied to a research study. At Cheskin's

helm is Davis Masten, a stylish, mid-forties entrepreneur who had worked on Atari's original game consoles and Microsoft's interface and marketing strategies.

I spoke to about fifty researchers assembled in a large triangular conference room, sharing what I know about the ways people relate to marketing and new media, and peppering my talk with suggestions about how to create less coercive campaigns. I encouraged them to examine whether the products they were charged with marketing had any redeeming social values, and to highlight those qualities in their strategies. I explained how marketing that depends on the audience's insecurity or low self-esteem will tend to have diminishing returns as the targets learn to resent the people making them feel so terrible.

Afterward, Davis and I hopped into his black BMW sports car and headed for his Redwood Hills home to meet his wife, who is a scientist, and two of her colleagues whom I had long admired. *This will be a great night*, I thought as we raced with the top down toward the beautiful sunset.

I was awestruck by the landscape through which we drove: mile after mile of lush estates, each more exquisitely appointed than the last.

"Who lives in these places?" I asked, wondering what these people could have possibly done to acquire such an opulent lifestyle.

"Palo Alto computer executives," Davis shouted over the revving engine. "A lot of 49'ers," he added, referring to the San Francisco football team.

I couldn't help thinking how nice such a lifestyle must be. I imagined living in one of these houses with my future family, sending my kids to the best private schools, and owning a sports car like Masten's. How many marketing consults would I have to do to get this wealthy? Could I get a job at Cheskin Research? What could I say to Davis that would make him consider me?

Here I was, finishing a book on the devastating social cost of coercive strategies, yet I was ready to sell my soul in order to acquire property that probably wouldn't do much to add any real value to my experience of life. Nevertheless, I felt inferior—like a professional

failure—and longed to have the kind of life that Masten had created for himself by perpetuating the very consumption-based value system that was making me feel so worthless to begin with.

And Davis is a terrific guy. He's as progressive and well-principled as the best of us. If he's earning a bit of extra money, so what? It gives him the ability to shield his family from the perils and uncertainty of modern life. He has worked hard for his security and peace of mind. I wanted some of that, too.

Why did I want it? If I had anyone to blame, it wasn't Masten or his neighbors but a society that has become completely obsessed with consumption, and my own readiness to participate in its endless churn. These are the only spoils of the coercive arms race: So many of our corporate and personal resources have been surrendered to the battle that it seems the only way to avoid coercion is to join in the arms race ourselves.

As a result, our new religion is to become more plugged-in, in whatever way possible, to the way the world works. The purpose of life is to buy and sell things, or even ideas. But like any compulsive behavior, our buying and selling merely spurs the need to buy and sell more. There's always a better house, computer, or school district, if only we can make enough money to move to that next level. Just as the trailer-park resident aspires to a bigger TV, the SoHo aesthete aspires to enter the finest art gallery with the authority, and purse, of a true sophisticate. We are what we buy, and we can always buy better. And the more we buy, the more we fund the development of coercive techniques that compel us to buy still more.

Likewise, there's always a more lucrative job, a bigger office, a higher title, or a position of greater authority, if only we can make enough sales, please enough clients, or win enough converts to advance. Just as the Mary Kay distributor strives to sign on more underlings so that she can make it to the next level of her company, the McDonald's marketing consultant struggles to invent new stadium promotions that, if successful, will earn him a promotion or a raise.

The true outcome of the arms race is that it makes the coercer

and coercion indistinguishable. We are all coercers, and we are all coerced. Ultimately, there is no "they." The corporate executive who demands more effective advertising from Atkin is only responding to the shareholders of his company, many of whom comprise the very audience to which Atkin's ads will be directed. It's as if we have surrendered to a set of systems that coerce us as society. As a result, we are suffering a collective confusion: a culture-wide inability to make choices in a rational way.

Coercion is much more debilitating than persuasion or even influence. Persuasion is simply an attempt to steer someone's thinking by using logic. Influence is the act of applying readily discernible pressure: I want you to do this; I have power over you, so do it. Coercion seeks to stymie our rational processes in order to make us act against—or, at the very least, without—our better judgment. Once immersed in a coercive system, we act without conscious control. We act automatically, from a place that has little to do with reason.

What's wrong with acting from the gut? Nothing, if it really is our gut. Under normal circumstances, the intuition and emotions are as good at weighing the pros and cons of a decision as the intellect. But in a coercive environment, our gut is just another access panel to our control knobs. We respond to emotional cues devised by the agents of consumption. We react on a visceral level—the way I did to the beautiful homes of Redwood Hills—from a place of fear and insecurity.

This easily provoked confusion, coupled with our weary sense of paranoia, merely compels us to buy and sell more, by any means necessary, in the hope of finally alleviating our despair. And our ruthless commerce is no longer limited to products but now includes lifestyles, political candidates, morality, and even religions. The further our coercive environment paralyzes our judgment, the more we depend on the metrics established for us by other people and institutions to gauge our progress. Everywhere we look—from the media to politics to the world of finance—we encounter systems devised to suspend our common sense and confirm our greatest fear: that we need to do more in order to just be.

Our best minds struggle to develop philosophies that can somehow frame this accelerating frenzy as an extension of democracy. Besides being mathematically suspect, the Long Boom new economic theories deserve a cultural critique as well. Even if they are correct and enhanced open markets can bring hi-tech products to everyone in the world who wants them, since when have we decided that the supreme and inalienable human right is the mindless production and consumption these devices stimulate? Will this be America's legacy?

The real effect of the law of network externalities is that it establishes the priorities by which we live. It does not enhance the freedom of the individual at all. Rather, once enough people have bought into a certain (often subtly oppressive) system, the rest of us must buy in as well or risk losing our connections to everyone else and our access to the activities we value. Network externalities set the terms by which our highly networked society defines participation and success.

And how can this participation, and the incremental successes with which it rewards us, yield any lasting satisfaction? It can't, because the systems in which we are participating are designed merely to stimulate more of the same. We can't be allowed any satisfaction, because feeling good about ourselves and our relationships with one another thwarts the operating principles of the coercive cycle. We feel the need to participate in it only when we are keeping up with the Joneses—not when we are enjoying their company. Real friendships quiet the aspirational jitters that lead us to reach for our Visa cards at the slightest prompting.

The only way out is to accept the fact that we all are to blame for our collective predicament. This cult of consumption requires our complicity. We affect a posture of satisfaction in order to fool one another and ourselves that we have achieved some measure of detachment from the game. Secretly, we pray that we will find the true peace we are looking for when we have moved up just one more level toward the top. We ache to find a plateau with sure footing.

This ache—this sense of constant misgiving—may just be our best hope for escape. Although it is the key to the coercer's art—the very

self-doubt that he mines in order to provoke our compliance—it is a voice that emanates from within ourselves, not from some external cultural imperative. “They” do not own that voice—we do. And listening to it offers us the best indication of whether we are moving toward or away from a more enriching experience of life. We shouldn’t seek to quiet it with mindless acquiescence to the first external command we hear; we should use it.

Rather than suppress the sense of hopeless desperation this voice evokes, we should amplify it. It is responsible for our pangs of conscience—those moments of clarity, of “buyer’s remorse,” when we realize that we are on an endless treadmill. That weekend of depression that Spivas endured after coercing the old couple from the Bronx to buy a bed beyond their means was, perhaps, the most clearheaded two days of his life. The day Stephanie turned to a health professional to combat her depression was prompted by the same healthy remorse that led my group of Internet enthusiasts to write the technorealism document, Hank to reject his Promise Keepers oath, Howard Rubenstein to adopt a public-relations strategy based on truth, and a stadium filled with Jets fans to boo the McDonald’s representatives off the field.

We all have such moments of remorse—both as coercers and as the coerced. The sense of panic we feel when we get lost in the shopping mall can just as easily be a cue to pause as it is a trigger to act. So, too, can the pang of guilt about pressuring a customer to make a purchase serve as an opportunity to relent. It’s precisely during these moments—when we’re thrown off balance—that we need to stay still. They are the moments when we are most vulnerable to coercion, yet also when we are most prepared to make a change that will arrest the self-defeating cycle in which we are trapped. We can always come back and buy that TV tomorrow. We have the prerogative to stop, to think, and to disengage.

By no means does this mindfulness preclude full participation in the best that our society has to offer. Nor is it any excuse to retreat to the hills and adopt a fortress mentality of home schooling and survivalist isolation. For as long as there are people willing to find meaningful ways to

relate, there will be opportunities to do so. New forms of social gatherings—from raves to Internet discussion groups—are emerging every day, each of which offers the chance to enact meaningful change.

Around the world, I find more and more people willing to take the often difficult steps necessary to reclaiming the society we surrendered to the arms race. Information-technology specialists are forming collectives to develop computer operating systems with “open code” that can be augmented by anyone who has a mind to do so. Sports fans are abandoning the oppressive atmosphere of corporate-sponsored spectacle for the genuine excitement of local, high school, and minor league games.

Activist groups like Adbusters sponsor “buy nothing” days, while progressive churches launch charity campaigns and soup kitchens in an effort to divorce commerce from the spirit of holiday giving. Young people fed up with the cost and exclusivity of nightclubs and concerts are turning to smaller, private gatherings in one another’s homes, or, when public officials permit, to free festivals. Church and temple socials and evening classes are burgeoning as singles look for mates based on their spiritual outlooks rather than their professional affiliations.

▷ Media-literacy resources are popping up on the Internet and as part of public-school curriculums, designed to educate children about the manipulative power of advertisements and commercial programming. Independent political parties and unaffiliated candidates are fast gaining ground on their Republican and Democratic counterparts, winning enough votes in local contests to earn lines on ballots and sway elections on issues of genuine importance to their supporters.

Each of these initiatives is spurred on by the very same voice questioning the purchases we make, the deception we practice, and the sacrifices we endure to remain in the coercion game. For just as easily as that voice can compel us to act against our better nature, so, too, can it inspire us to build the kinds of structures that make positive impacts on society at large.

There is no “they” who can reverse this process without our consent and participation. For without our complicity, they are powerless. Without us, they don’t exist.

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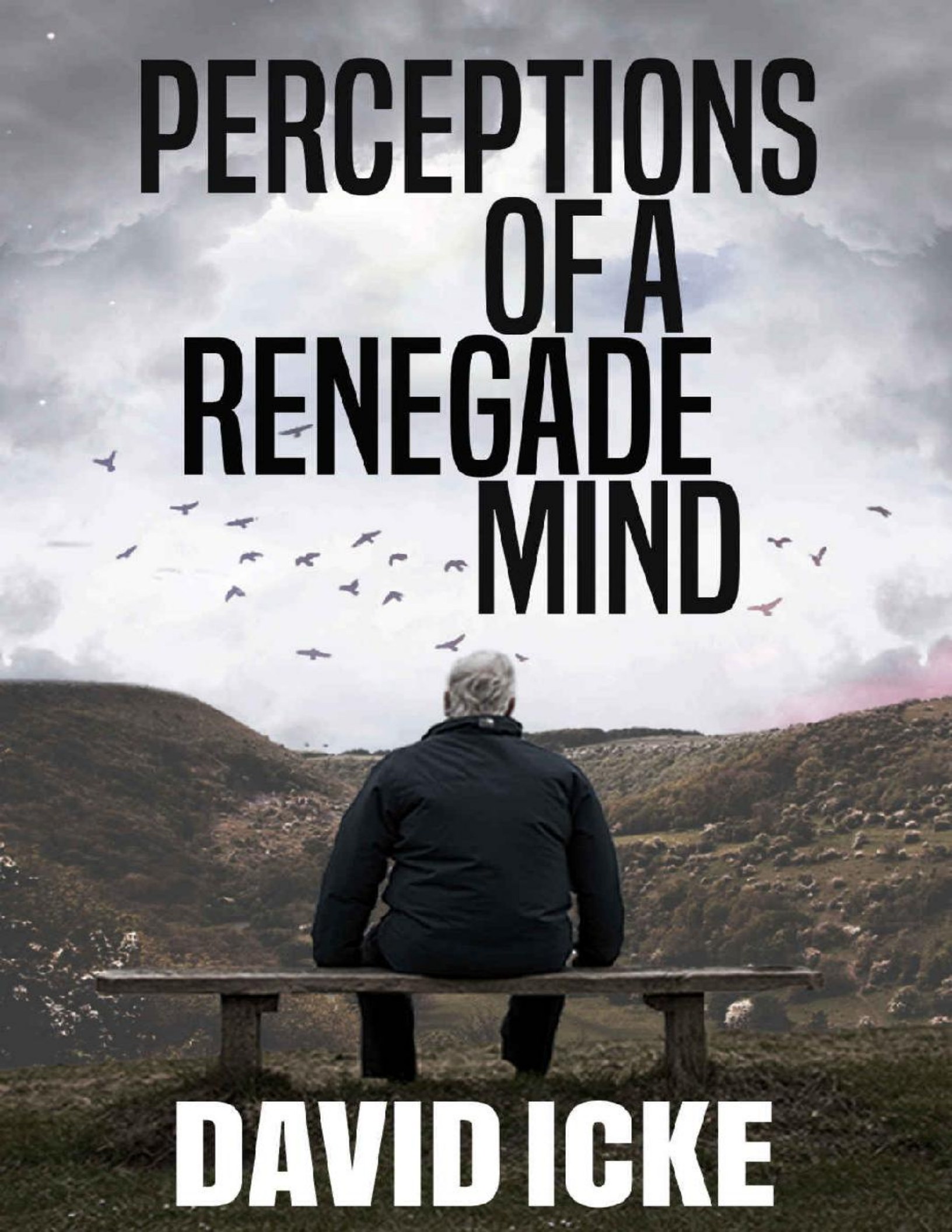
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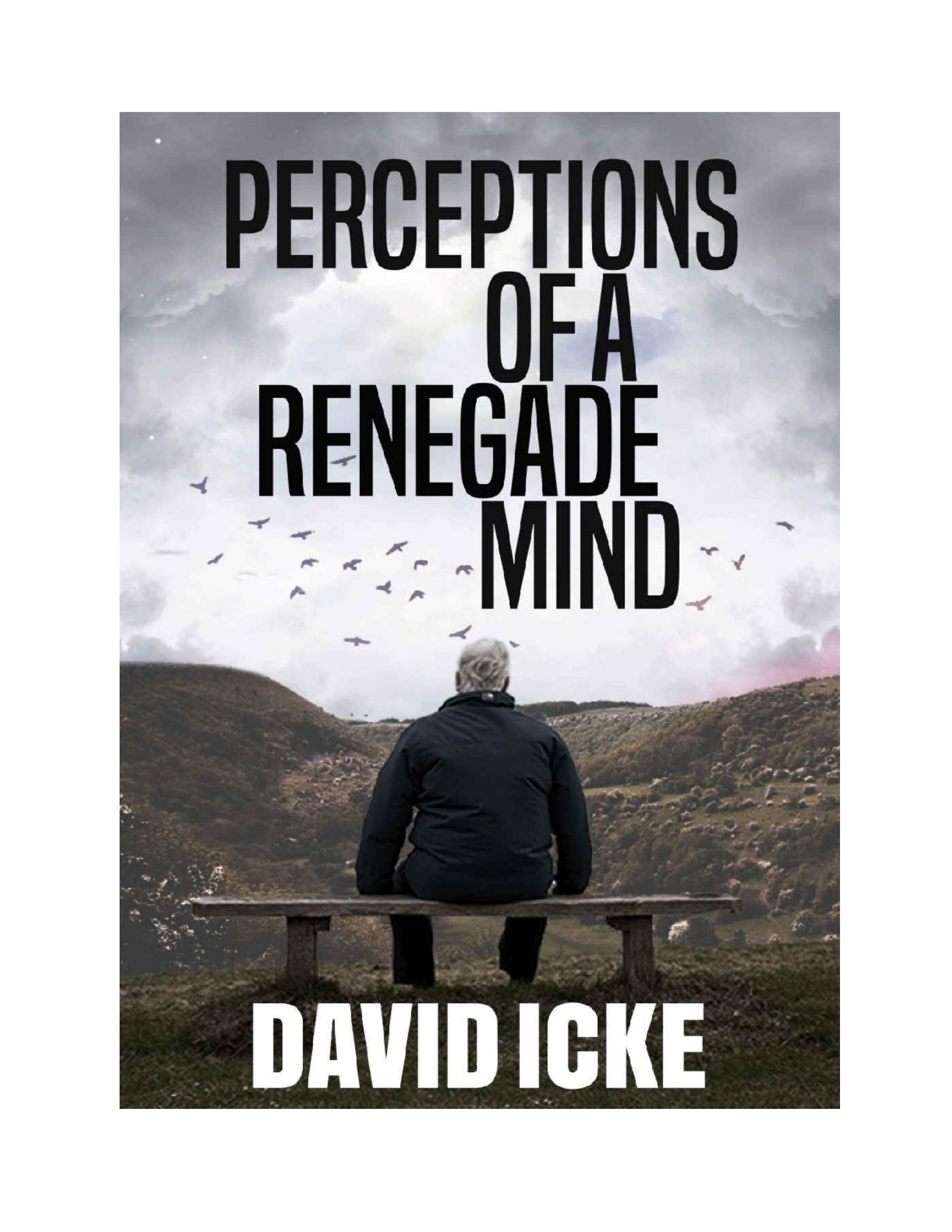
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A man with grey hair, wearing a dark jacket, is seen from behind, sitting on a wooden bench. He is looking out over a valley with rolling hills and a large flock of birds flying in the sky. The sky is filled with white and grey clouds, and the hills are covered in green and brown vegetation. The overall mood is contemplative and serene.

PERCEPTIONS OF A RENEGADE MIND

DAVID ICKE

A person with grey hair, wearing a dark jacket, is seen from behind, sitting on a wooden bench. They are looking out over a vast, hilly landscape with green and brown vegetation. The sky is filled with many birds in flight, and there are some clouds. The overall mood is contemplative and serene.

PERCEPTIONS OF A RENEGADE MIND

DAVID ICKE

**PERCEPTIONS
OF A
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A flock of small, dark birds is scattered around the bottom half of the title text, appearing to fly in various directions.

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Renegade:

Adjective

'Having rejected tradition: Unconventional.'

Merriam-Webster Dictionary

Acquiescence to tyranny is the death of the spirit

You may be 38 years old, as I happen to be. And one day, some great opportunity stands before you and calls you to stand up for some great principle, some great issue, some great cause. And you refuse to do it because you are afraid ... You refuse to do it because you want to live longer ... You're afraid that you will lose your job, or you are afraid that you will be criticised or that you will lose your popularity, or you're afraid that somebody will stab you, or shoot at you or bomb your house; so you refuse to take the stand.

Well, you may go on and live until you are 90, but you're just as dead at 38 as you would be at 90. And the cessation of breathing in your life is but the belated announcement of an earlier death of the spirit.

Martin Luther King

**How the few control the many and always have – the many do
whatever they're told**

'Forward, the Light Brigade!'
Was there a man dismayed?
Not though the soldier knew
Someone had blundered.
Theirs not to make reply,
Theirs not to reason why,
Theirs but to do and die.
Into the valley of Death
Rode the six hundred.

Cannon to right of them,
Cannon to left of them,
Cannon in front of them
Volleyed and thundered;
Stormed at with shot and shell,
Boldly they rode and well,
Into the jaws of Death,
Into the mouth of hell
Rode the six hundred

Alfred Lord Tennyson (1809-1892)

The mist is lifting slowly
I can see the way ahead
And I've left behind the empty streets
That once inspired my life
And the strength of the emotion
Is like thunder in the air
'Cos the promise that we made each other
Haunts me to the end

The secret of your beauty
And the mystery of your soul
I've been searching for in everyone I meet
And the times I've been mistaken
It's impossible to say
And the grass is growing
Underneath our feet

The words that I remember
From my childhood still are true
That there's none so blind
As those who will not see
And to those who lack the courage
And say it's dangerous to try
Well they just don't know
That love eternal will not be denied

I know you're out there somewhere
Somewhere, somewhere
I know you're out there somewhere

Somewhere you can hear my voice
I know I'll find you somehow
Somehow, somehow
I know I'll find you somehow
And somehow I'll return again to you

The Moody Blues

Are you a gutless wonder - or a Renegade Mind?

Monuments put from pen to paper,
Turns me into a gutless wonder,
And if you tolerate this,
Then your children will be next.
Gravity keeps my head down,
Or is it maybe shame ...

Manic Street Preachers

Rise like lions after slumber
In unvanquishable number.
Shake your chains to earth like dew
Which in sleep have fallen on you.
Ye are many – they are few.

Percy Shelley

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CHAPTER ONE

I'm thinking' – Oh, but *are* you?

Think for yourself and let others enjoy the privilege of doing so too
Voltaire

French-born philosopher, mathematician and scientist René Descartes became famous for his statement in Latin in the 17th century which translates into English as: 'I think, therefore I am.'

On the face of it that is true. Thought reflects perception and perception leads to both behaviour and self-identity. In that sense 'we' are what we think. But who or what is doing the thinking and is thinking the only route to perception? Clearly, as we shall see, 'we' are not always the source of 'our' perception, indeed with regard to humanity as a whole this is rarely the case; and thinking is far from the only means of perception. Thought is the village idiot compared with other expressions of consciousness that we all have the potential to access and tap into. This has to be true when we *are* those other expressions of consciousness which are infinite in nature. We have forgotten this, or, more to the point, been manipulated to forget.

These are not just the esoteric musings of the navel. The whole foundation of human control and oppression is control of perception. Once perception is hijacked then so is behaviour which is dictated by perception. Collective perception becomes collective behaviour and collective behaviour is what we call human society. Perception is all and those behind human control know that which is

why perception is the target 24/7 of the psychopathic manipulators that I call the Global Cult. They know that if they dictate perception they will dictate behaviour and collectively dictate the nature of human society. They are further aware that perception is formed from information received and if they control the circulation of information they will to a vast extent direct human behaviour. Censorship of information and opinion has become globally Nazi-like in recent years and never more blatantly than since the illusory 'virus pandemic' was triggered out of China in 2019 and across the world in 2020. Why have billions submitted to house arrest and accepted fascistic societies in a way they would have never believed possible? Those controlling the information spewing from government, mainstream media and Silicon Valley (all controlled by the same Global Cult networks) told them they were in danger from a 'deadly virus' and only by submitting to house arrest and conceding their most basic of freedoms could they and their families be protected. This monumental and provable lie became the *perception* of the billions and therefore the *behaviour* of the billions. In those few words you have the whole structure and modus operandi of human control. Fear is a perception – False Emotion Appearing Real – and fear is the currency of control. In short ... get them by the balls (or give them the impression that you have) and their hearts and minds will follow. Nothing grips the dangly bits and freezes the rear-end more comprehensively than fear.

World number 1

There are two 'worlds' in what appears to be one 'world' and the prime difference between them is knowledge. First we have the mass of human society in which the population is maintained in coldly-calculated ignorance through control of information and the 'education' (indoctrination) system. That's all you really need to control to enslave billions in a perceptual delusion in which what are perceived to be *their* thoughts and opinions are ever-repeated mantras that the system has been downloading all their lives through 'education', media, science, medicine, politics and academia

in which the personnel and advocates are themselves overwhelmingly the perceptual products of the same repetition. Teachers and academics in general are processed by the same programming machine as everyone else, but unlike the great majority they never leave the 'education' program. It gripped them as students and continues to grip them as programmers of subsequent generations of students. The programmed become the programmers – the programmed programmers. The same can largely be said for scientists, doctors and politicians and not least because as the American writer Upton Sinclair said: 'It is difficult to get a man to understand something when his salary depends upon his not understanding it.' If your career and income depend on thinking the way the system demands then you will – bar a few free-minded exceptions – concede your mind to the Perceptual Mainframe that I call the Postage Stamp Consensus. This is a tiny band of perceived knowledge and possibility 'taught' (downloaded) in the schools and universities, pounded out by the mainstream media and on which all government policy is founded. Try thinking, and especially speaking and acting, outside of the 'box' of consensus and see what that does for your career in the Mainstream Everything which bullies, harasses, intimidates and ridicules the population into compliance. Here we have the simple structure which enslaves most of humanity in a perceptual prison cell for an entire lifetime and I'll go deeper into this process shortly. Most of what humanity is taught as fact is nothing more than programmed belief. American science fiction author Frank Herbert was right when he said: 'Belief can be manipulated. Only knowledge is dangerous.' In the 'Covid' age belief is promoted and knowledge is censored. It was always so, but never to the extreme of today.

World number 2

A 'number 2' is slang for 'doing a poo' and how appropriate that is when this other 'world' is doing just that on humanity every minute of every day. World number 2 is a global network of secret societies and semi-secret groups dictating the direction of society via

governments, corporations and authorities of every kind. I have spent more than 30 years uncovering and exposing this network that I call the Global Cult and knowing its agenda is what has made my books so accurate in predicting current and past events. Secret societies are secret for a reason. They want to keep their hoarded knowledge to themselves and their chosen initiates and to hide it from the population which they seek through ignorance to control and subdue. The whole foundation of the division between World 1 and World 2 is *knowledge*. What number 1 knows number 2 must not. Knowledge they have worked so hard to keep secret includes (a) the agenda to enslave humanity in a centrally-controlled global dictatorship, and (b) the nature of reality and life itself. The latter (b) must be suppressed to allow the former (a) to prevail as I shall be explaining. The way the Cult manipulates and interacts with the population can be likened to a spider's web. The 'spider' sits at the centre in the shadows and imposes its will through the web with each strand represented in World number 2 by a secret society, satanic or semi-secret group, and in World number 1 – the world of the seen – by governments, agencies of government, law enforcement, corporations, the banking system, media conglomerates and Silicon Valley (Fig 1 overleaf). The spider and the web connect and coordinate all these organisations to pursue the same global outcome while the population sees them as individual entities working randomly and independently. At the level of the web governments *are* the banking system *are* the corporations *are* the media *are* Silicon Valley *are* the World Health Organization working from their inner cores as one unit. Apparently unconnected countries, corporations, institutions, organisations and people are on the *same team* pursuing the same global outcome. Strands in the web immediately around the spider are the most secretive and exclusive secret societies and their membership is emphatically restricted to the Cult inner-circle emerging through the generations from particular bloodlines for reasons I will come to. At the core of the core you would get them in a single room. That's how many people are dictating the direction of human society and its transformation

through the 'Covid' hoax and other means. As the web expands out from the spider we meet the secret societies that many people will be aware of – the Freemasons, Knights Templar, Knights of Malta, Opus Dei, the inner sanctum of the Jesuit Order, and such like. Note how many are connected to the Church of Rome and there is a reason for that. The Roman Church was established as a revamp, a rebranding, of the relocated 'Church' of Babylon and the Cult imposing global tyranny today can be tracked back to Babylon and Sumer in what is now Iraq.



Figure 1: The global web through which the few control the many. (Image Neil Hague.)

Inner levels of the web operate in the unseen away from the public eye and then we have what I call the cusp organisations located at the point where the hidden meets the seen. They include a series of satellite organisations answering to a secret society founded in London in the late 19th century called the Round Table and among them are the Royal Institute of International Affairs (UK, founded in 1920); Council on Foreign Relations (US, 1921); Bilderberg Group (worldwide, 1954); Trilateral Commission (US/worldwide, 1972); and the Club of Rome (worldwide, 1968) which was created to exploit environmental concerns to justify the centralisation of global power to 'save the planet'. The Club of Rome instigated with others the human-caused climate change hoax which has led to all the 'green

new deals' demanding that very centralisation of control. Cusp organisations, which include endless 'think tanks' all over the world, are designed to coordinate a single global policy between political and business leaders, intelligence personnel, media organisations and anyone who can influence the direction of policy in their own sphere of operation. Major players and regular attenders will know what is happening – or some of it – while others come and go and are kept overwhelmingly in the dark about the big picture. I refer to these cusp groupings as semi-secret in that they can be publicly identified, but what goes on at the inner-core is kept very much 'in house' even from most of their members and participants through a fiercely-imposed system of compartmentalisation. Only let them know what they need to know to serve your interests and no more. The structure of secret societies serves as a perfect example of this principle. Most Freemasons never get higher than the bottom three levels of 'degree' (degree of knowledge) when there are 33 official degrees of the Scottish Rite. Initiates only qualify for the next higher 'compartment' or degree if those at that level choose to allow them. Knowledge can be carefully assigned only to those considered 'safe'. I went to my local Freemason's lodge a few years ago when they were having an 'open day' to show how cuddly they were and when I chatted to some of them I was astonished at how little the rank and file knew even about the most ubiquitous symbols they use. The mushroom technique – keep them in the dark and feed them bullshit – applies to most people in the web as well as the population as a whole. Sub-divisions of the web mirror in theme and structure transnational corporations which have a headquarters somewhere in the world dictating to all their subsidiaries in different countries. Subsidiaries operate in their methodology and branding to the same centrally-dictated plan and policy in pursuit of particular ends. The Cult web functions in the same way. Each country has its own web as a subsidiary of the global one. They consist of networks of secret societies, semi-secret groups and bloodline families and their job is to impose the will of the spider and the global web in their particular country. Subsidiary networks control and manipulate the national political system, finance, corporations, media, medicine, etc. to

ensure that they follow the globally-dictated Cult agenda. These networks were the means through which the 'Covid' hoax could be played out with almost every country responding in the same way.

The 'Yessir' pyramid

Compartmentalisation is the key to understanding how a tiny few can dictate the lives of billions when combined with a top-down sequence of imposition and acquiescence. The inner core of the Cult sits at the peak of the pyramidal hierarchy of human society (Fig 2 overleaf). It imposes its will – its agenda for the world – on the level immediately below which acquiesces to that imposition. This level then imposes the Cult will on the level below them which acquiesces and imposes on the next level. Very quickly we meet levels in the hierarchy that have no idea there even is a Cult, but the sequence of imposition and acquiescence continues down the pyramid in just the same way. 'I don't know why we are doing this but the order came from "on-high" and so we better just do it.' Alfred Lord Tennyson said of the cannon fodder levels in his poem *The Charge of the Light Brigade*: 'Theirs not to reason why; theirs but to do and die.' The next line says that 'into the valley of death rode the six hundred' and they died because they obeyed without question what their perceived 'superiors' told them to do. In the same way the population capitulated to 'Covid'. The whole hierarchical pyramid functions like this to allow the very few to direct the enormous many.

Eventually imposition-acquiescence-imposition-acquiescence comes down to the mass of the population at the foot of the pyramid. If they acquiesce to those levels of the hierarchy imposing on them (governments/law enforcement/doctors/media) a circuit is completed between the population and the handful of super-psychopaths in the Cult inner core at the top of the pyramid. Without a circuit-breaking refusal to obey, the sequence of imposition and acquiescence allows a staggeringly few people to impose their will upon the entirety of humankind. We are looking at the very sequence that has subjugated billions since the start of 2020. Our freedom has not been taken from us. Humanity has given it

away. Fascists do not impose fascism because there are not enough of them. Fascism is imposed by the population acquiescing to fascism. Put another way allowing their perceptions to be programmed to the extent that leads to the population giving their freedom away by giving their perceptions – their mind – away. If this circuit is not broken by humanity ceasing to cooperate with their own enslavement then nothing can change. For that to happen people have to critically think and see through the lies and window dressing and then summon the backbone to act upon what they see. The Cult spends its days working to stop either happening and its methodology is systematic and highly detailed, but it can be overcome and that is what this book is all about.

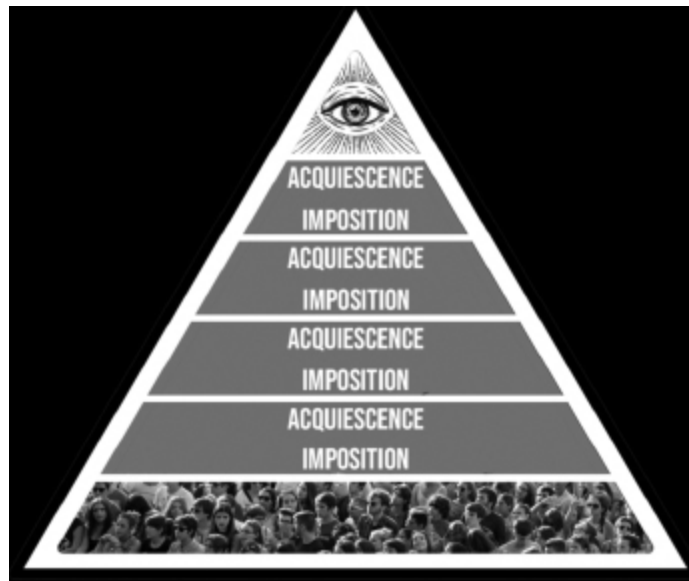


Figure 2: The simple sequence of imposition and compliance that allows a handful of people at the peak of the pyramid to dictate the lives of billions.

The Life Program

Okay, back to world number 1 or the world of the ‘masses’. Observe the process of what we call ‘life’ and it is a perceptual download from cradle to grave. The Cult has created a global structure in which perception can be programmed and the program continually topped-up with what appears to be constant confirmation that the program is indeed true reality. The important word here is ‘appears’.

This is the structure, the fly-trap, the Postage Stamp Consensus or Perceptual Mainframe, which represents that incredibly narrow band of perceived possibility delivered by the 'education' system, mainstream media, science and medicine. From the earliest age the download begins with parents who have themselves succumbed to the very programming their children are about to go through. Most parents don't do this out of malevolence and mostly it is quite the opposite. They do what they believe is best for their children and that is what the program has told them is best. Within three or four years comes the major transition from parental programming to full-blown state (Cult) programming in school, college and university where perceptually-programmed teachers and academics pass on their programming to the next generations. Teachers who resist are soon marginalised and their careers ended while children who resist are called a problem child for whom Ritalin may need to be prescribed. A few years after entering the 'world' children are under the control of authority figures representing the state telling them when they have to be there, when they can leave and when they can speak, eat, even go to the toilet. This is calculated preparation for a lifetime of obeying authority in all its forms. Reflex-action fear of authority is instilled by authority from the start. Children soon learn the carrot and stick consequences of obeying or defying authority which is underpinned daily for the rest of their life. Fortunately I daydreamed through this crap and never obeyed authority simply because it told me to. This approach to my alleged 'betters' continues to this day. There can be consequences of pursuing open-minded freedom in a world of closed-minded conformity. I spent a lot of time in school corridors after being ejected from the classroom for not taking some of it seriously and now I spend a lot of time being ejected from Facebook, YouTube and Twitter. But I can tell you that being true to yourself and not compromising your self-respect is far more exhilarating than bowing to authority for authority's sake. You don't have to be a sheep to the shepherd (authority) and the sheep dog (fear of not obeying authority).

The perceptual download continues throughout the formative years in school, college and university while script-reading 'teachers', 'academics' 'scientists', 'doctors' and 'journalists' insist that ongoing generations must be as programmed as they are. Accept the program or you will not pass your 'exams' which confirm your 'degree' of programming. It is tragic to think that many parents pressure their offspring to work hard at school to download the program and qualify for the next stage at college and university. The late, great, American comedian George Carlin said: 'Here's a bumper sticker I'd like to see: We are proud parents of a child who has resisted his teachers' attempts to break his spirit and bend him to the will of his corporate masters.' Well, the best of luck finding many of those, George. Then comes the moment to leave the formal programming years in academia and enter the 'adult' world of work. There you meet others in your chosen or prescribed arena who went through the same Postage Stamp Consensus program before you did. There is therefore overwhelming agreement between almost everyone on the basic foundations of Postage Stamp reality and the rejection, even contempt, of the few who have a mind of their own and are prepared to use it. This has two major effects. Firstly, the consensus confirms to the programmed that their download is really how things are. I mean, everyone knows that, right? Secondly, the arrogance and ignorance of Postage Stamp adherents ensure that anyone questioning the program will have unpleasant consequences for seeking their own truth and not picking their perceptions from the shelf marked: 'Things you must believe without question and if you don't you're a dangerous lunatic conspiracy theorist and a harebrained nutter'.

Every government, agency and corporation is founded on the same Postage Stamp prison cell and you can see why so many people believe the same thing while calling it their own 'opinion'. Fusion of governments and corporations in pursuit of the same agenda was the definition of fascism described by Italian dictator Benito Mussolini. The pressure to conform to perceptual norms downloaded for a lifetime is incessant and infiltrates society right

down to family groups that become censors and condemners of their own 'black sheep' for not, ironically, being sheep. We have seen an explosion of that in the 'Covid' era. Cult-owned global media unleashes its propaganda all day every day in support of the Postage Stamp and targets with abuse and ridicule anyone in the public eye who won't bend their mind to the will of the tyranny. Any response to this is denied (certainly in my case). They don't want to give a platform to expose official lies. Cult-owned-and-created Internet giants like Facebook, Google, YouTube and Twitter delete you for having an unapproved opinion. Facebook boasts that its AI censors delete 97-percent of 'hate speech' before anyone even reports it. Much of that 'hate speech' will simply be an opinion that Facebook and its masters don't want people to see. Such perceptual oppression is widely known as fascism. Even Facebook executive Benny Thomas, a 'CEO Global Planning Lead', said in comments secretly recorded by investigative journalism operation Project Veritas that Facebook is 'too powerful' and should be broken up:

I mean, no king in history has been the ruler of two billion people, but Mark Zuckerberg is ... And he's 36. That's too much for a 36-year-old ... You should not have power over two billion people. I just think that's wrong.

Thomas said Facebook-owned platforms like Instagram, Oculus, and WhatsApp needed to be separate companies. 'It's too much power when they're all one together'. That's the way the Cult likes it, however. We have an executive of a Cult organisation in Benny Thomas that doesn't know there is a Cult such is the compartmentalisation. Thomas said that Facebook and Google 'are no longer companies, they're countries'. Actually they are more powerful than countries on the basis that if you control information you control perception and control human society.

I love my oppressor

Another expression of this psychological trickery is for those who realise they are being pressured into compliance to eventually

convince themselves to believe the official narratives to protect their self-respect from accepting the truth that they have succumbed to meek and subservient compliance. Such people become some of the most vehement defenders of the system. You can see them everywhere screaming abuse at those who prefer to think for themselves and by doing so reminding the compliers of their own capitulation to conformity. 'You are talking dangerous nonsense you Covidiot!!' Are you trying to convince me or yourself? It is a potent form of Stockholm syndrome which is defined as: 'A psychological condition that occurs when a victim of abuse identifies and attaches, or bonds, positively with their abuser.' An example is hostages bonding and even 'falling in love' with their kidnappers. The syndrome has been observed in domestic violence, abused children, concentration camp inmates, prisoners of war and many and various Satanic cults. These are some traits of Stockholm syndrome listed at goodtherapy.org:

- Positive regard towards perpetrators of abuse or captor [see 'Covid'].
- Failure to cooperate with police and other government authorities when it comes to holding perpetrators of abuse or kidnapping accountable [or in the case of 'Covid' cooperating with the police to enforce and defend their captors' demands].
- Little or no effort to escape [see 'Covid'].
- Belief in the goodness of the perpetrators or kidnappers [see 'Covid'].
- Appeasement of captors. This is a manipulative strategy for maintaining one's safety. As victims get rewarded – perhaps with less abuse or even with life itself – their appeasing behaviours are reinforced [see 'Covid'].
- Learned helplessness. This can be akin to 'if you can't beat 'em, join 'em'. As the victims fail to escape the abuse or captivity, they may start giving up and soon realize it's just easier for everyone if they acquiesce all their power to their captors [see 'Covid'].

- Feelings of pity toward the abusers, believing they are actually victims themselves. Because of this, victims may go on a crusade or mission to 'save' [protect] their abuser [see the venom unleashed on those challenging the official 'Covid' narrative].
- Unwillingness to learn to detach from their perpetrators and heal. In essence, victims may tend to be less loyal to themselves than to their abuser [*definitely* see 'Covid'].

Ponder on those traits and compare them with the behaviour of great swathes of the global population who have defended governments and authorities which have spent every minute destroying their lives and livelihoods and those of their children and grandchildren since early 2020 with fascistic lockdowns, house arrest and employment deletion to 'protect' them from a 'deadly virus' that their abusers' perceptually created to bring about this very outcome. We are looking at mass Stockholm syndrome. All those that agree to concede their freedom will believe those perceptions are originating in their own independent 'mind' when in fact by conceding their reality to Stockholm syndrome they have by definition conceded any independence of mind. Listen to the 'opinions' of the acquiescing masses in this 'Covid' era and what gushes forth is the repetition of the official version of everything delivered unprocessed, unfiltered and unquestioned. The whole programming dynamic works this way. I must be free because I'm told that I am and so I think that I am.

You can see what I mean with the chapter theme of 'I'm thinking – Oh, but *are* you?' The great majority are not thinking, let alone for themselves. They are repeating what authority has told them to believe which allows them to be controlled. Weaving through this mentality is the fear that the 'conspiracy theorists' are right and this again explains the often hysterical abuse that ensues when you dare to contest the official narrative of anything. Denial is the mechanism of hiding from yourself what you don't want to be true. Telling people what they want to hear is easy, but it's an infinitely greater challenge to tell them what they would rather not be happening.

One is akin to pushing against an open door while the other is met with vehement resistance no matter what the scale of evidence. I don't want it to be true so I'll convince myself that it's not. Examples are everywhere from the denial that a partner is cheating despite all the signs to the reflex-action rejection of any idea that world events in which country after country act in exactly the same way are centrally coordinated. To accept the latter is to accept that a force of unspeakable evil is working to destroy your life and the lives of your children with nothing too horrific to achieve that end. Who the heck wants that to be true? But if we don't face reality the end is duly achieved and the consequences are far worse and ongoing than breaking through the walls of denial today with the courage to make a stand against tyranny.

Connect the dots – but how?

A crucial aspect of perceptual programming is to portray a world in which everything is random and almost nothing is connected to anything else. Randomness cannot be coordinated by its very nature and once you perceive events as random the idea they could be connected is waved away as the rantings of the tinfoil-hat brigade. You can't plan and coordinate random you idiot! No, you can't, but you can hide the coldly-calculated and long-planned behind the *illusion* of randomness. A foundation manifestation of the Renegade Mind is to scan reality for patterns that connect the apparently random and turn pixels and dots into pictures. This is the way I work and have done so for more than 30 years. You look for similarities in people, modus operandi and desired outcomes and slowly, then ever quicker, the picture forms. For instance: There would seem to be no connection between the 'Covid pandemic' hoax and the human-caused global-warming hoax and yet they are masks (appropriately) on the same face seeking the same outcome. Those pushing the global warming myth through the Club of Rome and other Cult agencies are driving the lies about 'Covid' – Bill Gates is an obvious one, but they are endless. Why would the same people be involved in both when they are clearly not connected? Oh, but they

are. Common themes with personnel are matched by common goals. The 'solutions' to both 'problems' are centralisation of global power to impose the will of the few on the many to 'save' humanity from 'Covid' and save the planet from an 'existential threat' (we need 'zero Covid' and 'zero carbon emissions'). These, in turn, connect with the 'dot' of globalisation which was coined to describe the centralisation of global power in every area of life through incessant political and corporate expansion, trading blocks and superstates like the European Union. If you are the few and you want to control the many you have to centralise power and decision-making. The more you centralise power the more power the few at the centre will have over the many; and the more that power is centralised the more power those at the centre have to centralise even quicker. The momentum of centralisation gets faster and faster which is exactly the process we have witnessed. In this way the hoaxed 'pandemic' and the fakery of human-caused global warming serve the interests of globalisation and the seizure of global power in the hands of the Cult inner-circle which is behind 'Covid', 'climate change' and globalisation. At this point random 'dots' become a clear and obvious picture or pattern.

Klaus Schwab, the classic Bond villain who founded the Cult's Gates-funded World Economic Forum, published a book in 2020, *The Great Reset*, in which he used the 'problem' of 'Covid' to justify a total transformation of human society to 'save' humanity from 'climate change'. Schwab said: 'The pandemic represents a rare but narrow window of opportunity to reflect, reimagine, and reset our world.' What he didn't mention is that the Cult he serves is behind both hoaxes as I show in my book *The Answer*. He and the Cult don't have to reimagine the world. They know precisely what they want and that's why they destroyed human society with 'Covid' to 'build back better' in their grand design. Their job is not to imagine, but to get humanity to imagine and agree with their plans while believing it's all random. It must be pure coincidence that 'The Great Reset' has long been the Cult's code name for the global imposition of fascism and replaced previous code-names of the 'New World

Order' used by Cult frontmen like Father George Bush and the 'New Order of the Ages' which emerged from Freemasonry and much older secret societies. New Order of the Ages appears on the reverse of the Great Seal of the United States as 'Novus ordo seclorum' underneath the Cult symbol used since way back of the pyramid and all seeing-eye (Fig 3). The pyramid is the hierarchy of human control headed by the illuminated eye that symbolises the force behind the Cult which I will expose in later chapters. The term 'Annuet Coeptis' translates as 'He favours our undertaking'. We are told the 'He' is the Christian god, but 'He' is not as I will be explaining.



Figure 3: The all-seeing eye of the Cult 'god' on the Freemason-designed Great Seal of the United States and also on the dollar bill.

Having you on

Two major Cult techniques of perceptual manipulation that relate to all this are what I have called since the 1990s Problem-Reaction-Solution (PRS) and the Totalitarian Tiptoe (TT). They can be uncovered by the inquiring mind with a simple question: Who benefits? The answer usually identifies the perpetrators of a given action or happening through the concept of 'he who most benefits from a crime is the one most likely to have committed it'. The Latin 'Cue bono?' – Who benefits? – is widely attributed to the Roman orator and statesman Marcus Tullius Cicero. No wonder it goes back so far when the concept has been relevant to human behaviour since

history was recorded. Problem-Reaction-Solution is the technique used to manipulate us every day by covertly creating a problem (or the illusion of one) and offering the solution to the problem (or the illusion of one). In the first phase you create the problem and blame someone or something else for why it has happened. This may relate to a financial collapse, terrorist attack, war, global warming or pandemic, anything in fact that will allow you to impose the 'solution' to change society in the way you desire at that time. The 'problem' doesn't have to be real. PRS is manipulation of perception and all you need is the population to believe the problem is real. Human-caused global warming and the 'Covid pandemic' only have to be *perceived* to be real for the population to accept the 'solutions' of authority. I refer to this technique as NO-Problem-Reaction-Solution. Billions did not meekly accept house arrest from early 2020 because there was a real deadly 'Covid pandemic' but because they perceived – believed – that to be the case. The antidote to Problem-Reaction-Solution is to ask who benefits from the proposed solution. Invariably it will be anyone who wants to justify more control through deletion of freedom and centralisation of power and decision-making.

The two world wars were Problem-Reaction-Solutions that transformed and realigned global society. Both were manipulated into being by the Cult as I have detailed in books since the mid-1990s. They dramatically centralised global power, especially World War Two, which led to the United Nations and other global bodies thanks to the overt and covert manipulations of the Rockefeller family and other Cult bloodlines like the Rothschilds. The UN is a stalking horse for full-blown world government that I will come to shortly. The land on which the UN building stands in New York was donated by the Rockefellers and the same Cult family was behind Big Pharma scalpel and drug 'medicine' and the creation of the World Health Organization as part of the UN. They have been stalwarts of the eugenics movement and funded Hitler's race-purity expert' Ernst Rudin. The human-caused global warming hoax has been orchestrated by the Club of Rome through the UN which is

manufacturing both the 'problem' through its Intergovernmental Panel on Climate Change and imposing the 'solution' through its Agenda 21 and Agenda 2030 which demand the total centralisation of global power to 'save the world' from a climate hoax the United Nations is itself perpetrating. What a small world the Cult can be seen to be particularly among the inner circles. The bedfellow of Problem-Reaction-Solution is the Totalitarian Tiptoe which became the Totalitarian Sprint in 2020. The technique is fashioned to hide the carefully-coordinated behind the cover of apparently random events. You start the sequence at 'A' and you know you are heading for 'Z'. You don't want people to know that and each step on the journey is presented as a random happening while all the steps strung together lead in the same direction. The speed may have quickened dramatically in recent times, but you can still see the incremental approach of the Tiptoe in the case of 'Covid' as each new imposition takes us deeper into fascism. Tell people they have to do this or that to get back to 'normal', then this and this and this. With each new demand adding to the ones that went before the population's freedom is deleted until it disappears. The spider wraps its web around the flies more comprehensively with each new diktat. I'll highlight this in more detail when I get to the 'Covid' hoax and how it has been pulled off. Another prime example of the Totalitarian Tiptoe is how the Cult-created European Union went from a 'free-trade zone' to a centralised bureaucratic dictatorship through the Tiptoe of incremental centralisation of power until nations became mere administrative units for Cult-owned dark suits in Brussels.

The antidote to ignorance is knowledge which the Cult seeks vehemently to deny us, but despite the systematic censorship to that end the Renegade Mind can overcome this by vociferously seeking out the facts no matter the impediments put in the way. There is also a method of thinking and perceiving – *knowing* – that doesn't even need names, dates, place-type facts to identify the patterns that reveal the story. I'll get to that in the final chapter. All you need to know about the manipulation of human society and to what end is still out there – *at the time of writing* – in the form of books, videos

and websites for those that really want to breach the walls of programmed perception. To access this knowledge requires the abandonment of the mainstream media as a source of information in the awareness that this is owned and controlled by the Cult and therefore promotes mass perceptions that suit the Cult. Mainstream media lies all day, every day. That is its function and very reason for being. Where it does tell the truth, here and there, is only because the truth and the Cult agenda very occasionally coincide. If you look for fact and insight to the BBC, CNN and virtually all the rest of them you are asking to be conned and perceptually programmed.

Know the outcome and you'll see the journey

Events seem random when you have no idea where the world is being taken. Once you do the random becomes the carefully planned. Know the outcome and you'll see the journey is a phrase I have been using for a long time to give context to daily happenings that appear unconnected. Does a problem, or illusion of a problem, trigger a proposed 'solution' that further drives society in the direction of the outcome? Invariably the answer will be yes and the random – *abracadabra* – becomes the clearly coordinated. So what is this outcome that unlocks the door to a massively expanded understanding of daily events? I will summarise its major aspects – the fine detail is in my other books – and those new to this information will see that the world they thought they were living in is a very different place. The foundation of the Cult agenda is the incessant centralisation of power and all such centralisation is ultimately in pursuit of Cult control on a global level. I have described for a long time the planned world structure of top-down dictatorship as the Hunger Games Society. The term obviously comes from the movie series which portrayed a world in which a few living in military-protected hi-tech luxury were the overlords of a population condemned to abject poverty in isolated 'sectors' that were not allowed to interact. 'Covid' lockdowns and travel bans anyone? The 'Hunger Games' pyramid of structural control has the inner circle of the Cult at the top with pretty much the entire

population at the bottom under their control through dependency for survival on the Cult. The whole structure is planned to be protected and enforced by a military-police state (Fig 4).

Here you have the reason for the global lockdowns of the fake pandemic to coldly destroy independent incomes and livelihoods and make everyone dependent on the 'state' (the Cult that controls the 'states'). I have warned in my books for many years about the plan to introduce a 'guaranteed income' – a barely survivable pittance – designed to impose dependency when employment was destroyed by AI technology and now even more comprehensively at great speed by the 'Covid' scam. Once the pandemic was played and lockdown consequences began to delete independent income the authorities began to talk right on cue about the need for a guaranteed income and a 'Great Reset'. Guaranteed income will be presented as benevolent governments seeking to help a desperate people – desperate as a direct result of actions of the same governments. The truth is that such payments are a trap. You will only get them if you do exactly what the authorities demand including mass vaccination (genetic manipulation). We have seen this theme already in Australia where those dependent on government benefits have them reduced if parents don't agree to have their children vaccinated according to an insane health-destroying government-dictated schedule. Calculated economic collapse applies to governments as well as people. The Cult wants rid of countries through the creation of a world state with countries broken up into regions ruled by a world government and super states like the European Union. Countries must be bankrupted, too, to this end and it's being achieved by the trillions in 'rescue packages' and furlough payments, trillions in lost taxation, and money-no-object spending on 'Covid' including constant all-medium advertising (programming) which has made the media dependent on government for much of its income. The day of reckoning is coming – as planned – for government spending and given that it has been made possible by printing money and not by production/taxation there is inflation on the way that has the

potential to wipe out monetary value. In that case there will be no need for the Cult to steal your money. It just won't be worth anything (see the German Weimar Republic before the Nazis took over). Many have been okay with lockdowns while getting a percentage of their income from so-called furlough payments without having to work. Those payments are dependent, however, on people having at least a theoretical job with a business considered non-essential and ordered to close. As these business go under because they are closed by lockdown after lockdown the furlough stops and it will for everyone eventually. Then what? The 'then what?' is precisely the idea.



Figure 4: The Hunger Games Society structure I have long warned was planned and now the 'Covid' hoax has made it possible. This is the real reason for lockdowns.

Hired hands

Between the Hunger Games Cult elite and the dependent population is planned to be a vicious military-police state (a fusion of the two into one force). This has been in the making for a long time with police looking ever more like the military and carrying weapons to match. The pandemic scam has seen this process accelerate so fast as

lockdown house arrest is brutally enforced by carefully recruited fascist minds and gormless system-servers. The police and military are planned to merge into a centrally-directed world army in a global structure headed by a world government which wouldn't be elected even by the election fixes now in place. The world army is not planned even to be human and instead wars would be fought, primarily against the population, using robot technology controlled by artificial intelligence. I have been warning about this for decades and now militaries around the world are being transformed by this very AI technology. The global regime that I describe is a particular form of fascism known as a technocracy in which decisions are not made by clueless and co-opted politicians but by unelected technocrats – scientists, engineers, technologists and bureaucrats. Cult-owned-and-controlled Silicon Valley giants are examples of technocracy and they already have far more power to direct world events than governments. They are with their censorship *selecting* governments. I know that some are calling the 'Great Reset' a Marxist communist takeover, but fascism and Marxism are different labels for the same tyranny. Tell those who lived in fascist Germany and Stalinist Russia that there was a difference in the way their freedom was deleted and their lives controlled. I could call it a fascist technocracy or a Marxist technocracy and they would be equally accurate. The Hunger Games society with its world government structure would oversee a world army, world central bank and single world cashless currency imposing its will on a microchipped population (Fig 5). Scan its different elements and see how the illusory pandemic is forcing society in this very direction at great speed. Leaders of 23 countries and the World Health Organization (WHO) backed the idea in March, 2021, of a global treaty for 'international cooperation' in 'health emergencies' and nations should 'come together as a global community for peaceful cooperation that extends beyond this crisis'. Cut the Orwellian bullshit and this means another step towards global government. The plan includes a cashless digital money system that I first warned about in 1993. Right at the start of 'Covid' the deeply corrupt Tedros

Adhanom Ghebreyesus, the crooked and merely gofer 'head' of the World Health Organization, said it was possible to catch the 'virus' by touching cash and it was better to use cashless means. The claim was ridiculous nonsense and like the whole 'Covid' mind-trick it was nothing to do with 'health' and everything to do with pushing every aspect of the Cult agenda. As a result of the Tedros lie the use of cash has plummeted. The Cult script involves a single world digital currency that would eventually be technologically embedded in the body. China is a massive global centre for the Cult and if you watch what is happening there you will know what is planned for everywhere. The Chinese government is developing a digital currency which would allow fines to be deducted immediately via AI for anyone caught on camera breaking its fantastic list of laws and the money is going to be programmable with an expiry date to ensure that no one can accrue wealth except the Cult and its operatives.



Figure 5: The structure of global control the Cult has been working towards for so long and this has been enormously advanced by the 'Covid' illusion.

Serfdom is so smart

The Cult plan is far wider, extreme, and more comprehensive than even most conspiracy researchers appreciate and I will come to the true depths of deceit and control in the chapters 'Who controls the

Cult?’ and ‘Escaping Wetiko’. Even the world that we know is crazy enough. We are being deluged with ever more sophisticated and controlling technology under the heading of ‘smart’. We have smart televisions, smart meters, smart cards, smart cars, smart driving, smart roads, smart pills, smart patches, smart watches, smart skin, smart borders, smart pavements, smart streets, smart cities, smart communities, smart environments, smart growth, smart planet ... smart *everything* around us. Smart technologies and methods of operation are designed to interlock to create a global Smart Grid connecting the entirety of human society including human minds to create a centrally-dictated ‘hive’ mind. ‘Smart cities’ is code for densely-occupied megacities of total surveillance and control through AI. Ever more destructive frequency communication systems like 5G have been rolled out without any official testing for health and psychological effects (colossal). 5G/6G/7G systems are needed to run the Smart Grid and each one becomes more destructive of body and mind. Deleting independent income is crucial to forcing people into these AI-policed prisons by ending private property ownership (except for the Cult elite). The Cult’s Great Reset now openly foresees a global society in which no one will own any possessions and everything will be rented while the Cult would own literally everything under the guise of government and corporations. The aim has been to use the lockdowns to destroy sources of income on a mass scale and when the people are destitute and in unrepayable amounts of debt (problem) Cult assets come forward with the pledge to write-off debt in return for handing over all property and possessions (solution). Everything – literally everything including people – would be connected to the Internet via AI. I was warning years ago about the coming Internet of Things (IoT) in which all devices and technology from your car to your fridge would be plugged into the Internet and controlled by AI. Now we are already there with much more to come. The next stage is the Internet of Everything (IoE) which is planned to include the connection of AI to the human brain and body to replace the human mind with a centrally-controlled AI mind. Instead of perceptions

being manipulated through control of information and censorship those perceptions would come direct from the Cult through AI. What do you think? You think whatever AI decides that you think. In human terms there would be no individual 'think' any longer. Too incredible? The ravings of a lunatic? Not at all. Cult-owned crazies in Silicon Valley have been telling us the plan for years without explaining the real motivation and calculated implications. These include Google executive and 'futurist' Ray Kurzweil who highlights the year 2030 for when this would be underway. He said:

Our thinking ... will be a hybrid of biological and non-biological thinking ... humans will be able to extend their limitations and 'think in the cloud' ... We're going to put gateways to the cloud in our brains ... We're going to gradually merge and enhance ourselves ... In my view, that's the nature of being human – we transcend our limitations.

As the technology becomes vastly superior to what we are then the small proportion that is still human gets smaller and smaller and smaller until it's just utterly negligible.

The sales-pitch of Kurzweil and Cult-owned Silicon Valley is that this would make us 'super-human' when the real aim is to make us post-human and no longer 'human' in the sense that we have come to know. The entire global population would be connected to AI and become the centrally-controlled 'hive-mind' of externally-delivered perceptions. The Smart Grid being installed to impose the Cult's will on the world is being constructed to allow particular locations – even one location – to control the whole global system. From these prime control centres, which absolutely include China and Israel, anything connected to the Internet would be switched on or off and manipulated at will. Energy systems could be cut, communication via the Internet taken down, computer-controlled driverless autonomous vehicles driven off the road, medical devices switched off, the potential is limitless given how much AI and Internet connections now run human society. We have seen nothing yet if we allow this to continue. Autonomous vehicle makers are working with law enforcement to produce cars designed to automatically pull over if they detect a police or emergency vehicle flashing from up to 100 feet away. At a police stop the car would be unlocked and the

window rolled down automatically. Vehicles would only take you where the computer (the state) allowed. The end of petrol vehicles and speed limiters on all new cars in the UK and EU from 2022 are steps leading to electric computerised transport over which ultimately you have no control. The picture is far bigger even than the Cult global network or web and that will become clear when I get to the nature of the 'spider'. There is a connection between all these happenings and the instigation of DNA-manipulating 'vaccines' (which aren't 'vaccines') justified by the 'Covid' hoax. That connection is the unfolding plan to transform the human body from a biological to a synthetic biological state and this is why synthetic biology is such a fast-emerging discipline of mainstream science. 'Covid vaccines' are infusing self-replicating synthetic genetic material into the cells to cumulatively take us on the Totalitarian Tiptoe from Human 1.0 to the synthetic biological Human 2.0 which will be physically and perceptually attached to the Smart Grid to one hundred percent control every thought, perception and deed. Humanity needs to wake up and *fast*.

This is the barest explanation of where the 'outcome' is planned to go but it's enough to see the journey happening all around us. Those new to this information will already see 'Covid' in a whole new context. I will add much more detail as we go along, but for the minutiae evidence see my mega-works, *The Answer*, *The Trigger* and *Everything You Need to Know But Have Never Been Told*.

Now – how does a Renegade Mind see the 'world'?

CHAPTER TWO

Renegade Perception

It is one thing to be clever and another to be wise

George R.R. Martin

A simple definition of the difference between a programmed mind and a Renegade Mind would be that one sees only dots while the other connects them to see the picture. Reading reality with accuracy requires the observer to (a) know the planned outcome and (b) realise that everything, but *everything*, is connected.

The entirety of infinite reality is connected – that’s its very nature – and with human society an expression of infinite reality the same must apply. Simple cause and effect is a connection. The effect is triggered by the cause and the effect then becomes the cause of another effect. Nothing happens in isolation because it *can’t*. Life in whatever reality is simple choice and consequence. We make choices and these lead to consequences. If we don’t like the consequences we can make different choices and get different consequences which lead to other choices and consequences. The choice and the consequence are not only connected they are indivisible. You can’t have one without the other as an old song goes. A few cannot control the world unless those being controlled allow that to happen – cause and effect, choice and consequence. Control – who has it and who doesn’t – is a two-way process, a symbiotic relationship, involving the controller and controlled. ‘They took my freedom away!!’ Well, yes, but you also gave it to them. Humanity is

subjected to mass control because humanity has acquiesced to that control. This is all cause and effect and literally a case of give and take. In the same way world events of every kind are connected and the Cult works incessantly to sell the illusion of the random and coincidental to maintain the essential (to them) perception of dots that hide the picture. Renegade Minds know this and constantly scan the world for patterns of connection. This is absolutely pivotal in understanding the happenings in the world and without that perspective clarity is impossible. First you know the planned outcome and then you identify the steps on the journey – the day-by-day apparently random which, when connected in relation to the outcome, no longer appear as individual events, but as the proverbial *chain* of events leading in the same direction. I'll give you some examples:

Political puppet show

We are told to believe that politics is 'adversarial' in that different parties with different beliefs engage in an endless tussle for power. There may have been some truth in that up to a point – and only a point – but today divisions between 'different' parties are rhetorical not ideological. Even the rhetorical is fusing into one-speak as the parties eject any remaining free thinkers while others succumb to the ever-gathering intimidation of anyone with the 'wrong' opinion. The Cult is not a new phenomenon and can be traced back thousands of years as my books have documented. Its intergenerational initiatives have been manipulating events with increasing effect the more that global power has been centralised. In ancient times the Cult secured control through the system of monarchy in which 'special' bloodlines (of which more later) demanded the right to rule as kings and queens simply by birthright and by vanquishing others who claimed the same birthright. There came a time, however, when people had matured enough to see the unfairness of such tyranny and demanded a say in who governed them. Note the word – *governed* them. Not served them – *governed* them, hence government defined as 'the political direction and control exercised over the

actions of the members, citizens, or inhabitants of communities, societies, and states; direction of the affairs of a state, community, etc.' Governments exercise control over rather than serve just like the monarchies before them. Bizarrely there are still countries like the United Kingdom which are ruled by a monarch *and* a government that officially answers to the monarch. The UK head of state and that of Commonwealth countries such as Canada, Australia and New Zealand is 'selected' by who in a *single family* had unprotected sex with whom and in what order. Pinch me it can't be true. Ouch! Shit, it is. The demise of monarchies in most countries offered a potential vacuum in which some form of free and fair society could arise and the Cult had that base covered. Monarchies had served its interests but they couldn't continue in the face of such widespread opposition and, anyway, replacing a 'royal' dictatorship that people could see with a dictatorship 'of the people' hiding behind the concept of 'democracy' presented far greater manipulative possibilities and ways of hiding coordinated tyranny behind the illusion of 'freedom'.

Democracy is quite wrongly defined as government selected by the population. This is not the case at all. It is government selected by *some* of the population (and then only in theory). This 'some' doesn't even have to be the majority as we have seen so often in first-past-the-post elections in which the so-called majority party wins fewer votes than the 'losing' parties combined. Democracy can give total power to a party in government from a minority of the votes cast. It's a sleight of hand to sell tyranny as freedom. Seventy-four million Trump-supporting Americans didn't vote for the 'Democratic' Party of Joe Biden in the distinctly dodgy election in 2020 and yet far from acknowledging the wishes and feelings of that great percentage of American society the Cult-owned Biden government set out from day one to destroy them and their right to a voice and opinion. Empty shell Biden and his Cult handlers said they were doing this to 'protect democracy'. Such is the level of lunacy and sickness to which politics has descended. Connect the dots and relate them to the desired outcome – a world government run by self-appointed technocrats and no longer even elected

politicians. While operating through its political agents in government the Cult is at the same time encouraging public disdain for politicians by putting idiots and incompetents in theoretical power on the road to deleting them. The idea is to instil a public reaction that says of the technocrats: 'Well, they couldn't do any worse than the pathetic politicians.' It's all about controlling perception and Renegade Minds can see through that while programmed minds cannot when they are ignorant of both the planned outcome and the manipulation techniques employed to secure that end. This knowledge can be learned, however, and fast if people choose to get informed.

Politics may at first sight appear very difficult to control from a central point. I mean look at the 'different' parties and how would you be able to oversee them all and their constituent parts? In truth, it's very straightforward because of their structure. We are back to the pyramid of imposition and acquiescence. Organisations are structured in the same way as the system as a whole. Political parties are not open forums of free expression. They are hierarchies. I was a national spokesman for the British Green Party which claimed to be a different kind of politics in which influence and power was devolved; but I can tell you from direct experience – and it's far worse now – that Green parties are run as hierarchies like all the others however much they may try to hide that fact or kid themselves that it's not true. A very few at the top of all political parties are directing policy and personnel. They decide if you are elevated in the party or serve as a government minister and to do that you have to be a yes man or woman. Look at all the maverick political thinkers who never ascended the greasy pole. If you want to progress within the party or reach 'high-office' you need to fall into line and conform. Exceptions to this are rare indeed. Should you want to run for parliament or Congress you have to persuade the local or state level of the party to select you and for that you need to play the game as dictated by the hierarchy. If you secure election and wish to progress within the greater structure you need to go on conforming to what is acceptable to those running the hierarchy

from the peak of the pyramid. Political parties are perceptual gulags and the very fact that there are party 'Whips' appointed to 'whip' politicians into voting the way the hierarchy demands exposes the ridiculous idea that politicians are elected to serve the people they are supposed to represent. Cult operatives and manipulation has long seized control of major parties that have any chance of forming a government and at least most of those that haven't. A new party forms and the Cult goes to work to infiltrate and direct. This has reached such a level today that you see video compilations of 'leaders' of all parties whether Democrats, Republicans, Conservative, Labour and Green parroting the same Cult mantra of 'Build Back Better' and the 'Great Reset' which are straight off the Cult song-sheet to describe the transformation of global society in response to the Cult-instigated hoaxes of the 'Covid pandemic' and human-caused 'climate change'. To see Caroline Lucas, the Green Party MP that I knew when I was in the party in the 1980s, speaking in support of plans proposed by Cult operative Klaus Schwab representing the billionaire global elite is a real head-shaker.

Many parties – one master

The party system is another mind-trick and was instigated to change the nature of the dictatorship by swapping 'royalty' for dark suits that people believed – though now ever less so – represented their interests. Understanding this trick is to realise that a single force (the Cult) controls all parties either directly in terms of the major ones or through manipulation of perception and ideology with others. You don't need to manipulate Green parties to demand your transformation of society in the name of 'climate change' when they are obsessed with the lie that this is essential to 'save the planet'. You just give them a platform and away they go serving your interests while believing they are being environmentally virtuous. America's political structure is a perfect blueprint for how the two or multi-party system is really a one-party state. The Republican Party is controlled from one step back in the shadows by a group made up of billionaires and their gofers known as neoconservatives or Neocons.

I have exposed them in fine detail in my books and they were the driving force behind the policies of the imbecilic presidency of Boy George Bush which included 9/11 (see *The Trigger* for a comprehensive demolition of the official story), the subsequent 'war on terror' (war of terror) and the invasions of Afghanistan and Iraq. The latter was a No-Problem-Reaction-Solution based on claims by Cult operatives, including Bush and British Prime Minister Tony Blair, about Saddam Hussein's 'weapons of mass destruction' which did not exist as war criminals Bush and Blair well knew.

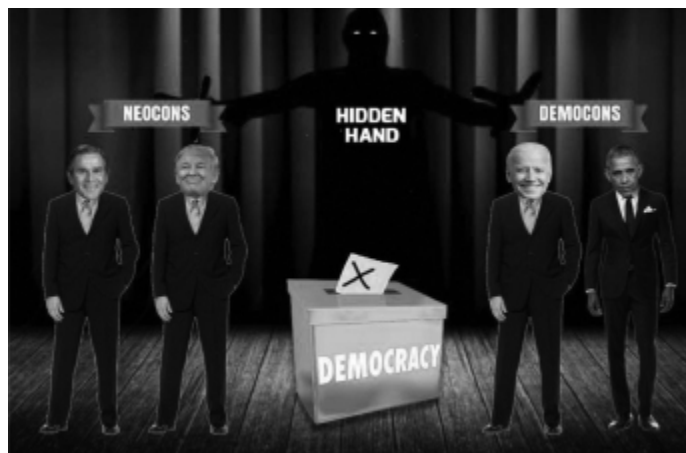


Figure 6: Different front people, different parties – same control system.

The Democratic Party has its own 'Neocon' group controlling from the background which I call the 'Democons' and here's the penny-drop – the Neocons and Democons answer to the same masters one step further back into the shadows (Fig 6). At that level of the Cult the Republican and Democrat parties are controlled by the same people and no matter which is in power the Cult is in power. This is how it works in almost every country and certainly in Britain with Conservative, Labour, Liberal Democrat and Green parties now all on the same page whatever the rhetoric may be in their feeble attempts to appear different. Neocons operated at the time of Bush through a think tank called The Project for the New American Century which in September, 2000, published a document entitled *Rebuilding America's Defenses: Strategies, Forces, and Resources*

For a New Century demanding that America fight ‘multiple, simultaneous major theatre wars’ as a ‘core mission’ to force regime-change in countries including Iraq, Libya and Syria. Neocons arranged for Bush (‘Republican’) and Blair (‘Labour Party’) to front-up the invasion of Iraq and when they departed the Democons orchestrated the targeting of Libya and Syria through Barack Obama (‘Democrat’) and British Prime Minister David Cameron (‘Conservative Party’). We have ‘different’ parties and ‘different’ people, but the same unfolding script. The more the Cult has seized the reigns of parties and personnel the more their policies have transparently pursued the same agenda to the point where the fascist ‘Covid’ impositions of the Conservative junta of Jackboot Johnson in Britain were opposed by the Labour Party because they were not fascist enough. The Labour Party is likened to the US Democrats while the Conservative Party is akin to a British version of the Republicans and on both sides of the Atlantic they all speak the same language and support the direction demanded by the Cult although some more enthusiastically than others. It’s a similar story in country after country because it’s all centrally controlled. Oh, but what about Trump? I’ll come to him shortly. Political ‘choice’ in the ‘party’ system goes like this: You vote for Party A and they get into government. You don’t like what they do so next time you vote for Party B and they get into government. You don’t like what they do when it’s pretty much the same as Party A and why wouldn’t that be with both controlled by the same force? Given that only two, sometimes three, parties have any chance of forming a government to get rid of Party B that you don’t like you have to vote again for Party A which ... you don’t like. This, ladies and gentlemen, is what they call ‘democracy’ which we are told – wrongly – is a term interchangeable with ‘freedom’.

The cult of cults

At this point I need to introduce a major expression of the Global Cult known as Sabbatian-Frankism. Sabbatian is also spelt as Sabbatean. I will summarise here. I have published major exposés

and detailed background in other works. Sabbatian-Frankism combines the names of two frauds posing as 'Jewish' men, Sabbatai Zevi (1626-1676), a rabbi, black magician and occultist who proclaimed he was the Jewish messiah; and Jacob Frank (1726-1791), the Polish 'Jew', black magician and occultist who said he was the reincarnation of 'messiah' Zevi and biblical patriarch Jacob. They worked across two centuries to establish the Sabbatian-Frankist cult that plays a major, indeed central, role in the manipulation of human society by the Global Cult which has its origins much further back in history than Sabbatai Zevi. I should emphasise two points here in response to the shrill voices that will scream 'anti-Semitism': (1) Sabbatian-Frankists are NOT Jewish and only pose as such to hide their cult behind a Jewish façade; and (2) my information about this cult has come from Jewish sources who have long realised that their society and community has been infiltrated and taken over by interloper Sabbatian-Frankists. Infiltration has been the foundation technique of Sabbatian-Frankism from its official origin in the 17th century. Zevi's Sabbatian sect attracted a massive following described as the biggest messianic movement in Jewish history, spreading as far as Africa and Asia, and he promised a return for the Jews to the 'Promised Land' of Israel. Sabbatianism was not Judaism but an inversion of everything that mainstream Judaism stood for. So much so that this sinister cult would have a feast day when Judaism had a fast day and whatever was forbidden in Judaism the Sabbatians were encouraged and even commanded to do. This included incest and what would be today called Satanism. Members were forbidden to marry outside the sect and there was a system of keeping their children ignorant of what they were part of until they were old enough to be trusted not to unknowingly reveal anything to outsiders. The same system is employed to this day by the Global Cult in general which Sabbatian-Frankism has enormously influenced and now largely controls.

Zevi and his Sabbatians suffered a setback with the intervention by the Sultan of the Islamic Ottoman Empire in the Middle East and what is now the Republic of Turkey where Zevi was located. The

Sultan gave him the choice of proving his 'divinity', converting to Islam or facing torture and death. Funnily enough Zevi chose to convert or at least appear to. Some of his supporters were disillusioned and drifted away, but many did not with 300 families also converting – only in theory – to Islam. They continued behind this Islamic smokescreen to follow the goals, rules and rituals of Sabbatianism and became known as 'crypto-Jews' or the 'Dönme' which means 'to turn'. This is rather ironic because they didn't 'turn' and instead hid behind a fake Islamic persona. The process of appearing to be one thing while being very much another would become the calling card of Sabbatianism especially after Zevi's death and the arrival of the Satanist Jacob Frank in the 18th century when the cult became Sabbatian-Frankism and plumbed still new depths of depravity and infiltration which included – still includes – human sacrifice and sex with children. Wherever Sabbatians go paedophilia and Satanism follow and is it really a surprise that Hollywood is so infested with child abuse and Satanism when it was established by Sabbatian-Frankists and is still controlled by them? Hollywood has been one of the prime vehicles for global perceptual programming and manipulation. How many believe the version of 'history' portrayed in movies when it is a travesty and inversion (again) of the truth? Rabbi Marvin Antelman describes Frankism in his book, *To Eliminate the Opiate*, as 'a movement of complete evil' while Jewish professor Gershom Scholem said of Frank in *The Messianic Idea in Judaism*: 'In all his actions [he was] a truly corrupt and degenerate individual ... one of the most frightening phenomena in the whole of Jewish history.' Frank was excommunicated by traditional rabbis, as was Zevi, but Frank was undeterred and enjoyed vital support from the House of Rothschild, the infamous banking dynasty whose inner-core are Sabbatian-Frankists and not Jews. Infiltration of the Roman Church and Vatican was instigated by Frank with many Dönme 'turning' again to convert to Roman Catholicism with a view to hijacking the reins of power. This was the ever-repeating modus operandi and continues to be so. Pose as an advocate of the religion, culture or country that you want to control and then

manipulate your people into the positions of authority and influence largely as advisers, administrators and Svengalis for those that appear to be in power. They did this with Judaism, Christianity (Christian Zionism is part of this), Islam and other religions and nations until Sabbatian-Frankism spanned the world as it does today.

Sabbatian Saudis and the terror network

One expression of the Sabbatian-Frankist Dönme within Islam is the ruling family of Saudi Arabia, the House of Saud, through which came the vile distortion of Islam known as Wahhabism. This is the violent creed followed by terrorist groups like Al-Qaeda and ISIS or Islamic State. Wahhabism is the hand-chopping, head-chopping 'religion' of Saudi Arabia which is used to keep the people in a constant state of fear so the interloper House of Saud can continue to rule. Al-Qaeda and Islamic State were lavishly funded by the House of Saud while being created and directed by the Sabbatian-Frankist network in the United States that operates through the Pentagon, CIA and the government in general of whichever 'party'. The front man for the establishment of Wahhabism in the middle of the 18th century was a Sabbatian-Frankist 'crypto-Jew' posing as Islamic called Muhammad ibn Abd al-Wahhab. His daughter would marry the son of Muhammad bin Saud who established the first Saudi state before his death in 1765 with support from the British Empire. Bin Saud's successors would establish modern Saudi Arabia in league with the British and Americans in 1932 which allowed them to seize control of Islam's major shrines in Mecca and Medina. They have dictated the direction of Sunni Islam ever since while Iran is the major centre of the Shiite version and here we have the source of at least the public conflict between them. The Sabbatian network has used its Wahhabi extremists to carry out Problem-Reaction-Solution terrorist attacks in the name of 'Al-Qaeda' and 'Islamic State' to justify a devastating 'war on terror', ever-increasing surveillance of the population and to terrify people into compliance. Another insight of the Renegade Mind is the streetwise understanding that

just because a country, location or people are attacked doesn't mean that those apparently representing that country, location or people are not behind the attackers. Often they are *orchestrating* the attacks because of the societal changes that can be then justified in the name of 'saving the population from terrorists'.

I show in great detail in *The Trigger* how Sabbatian-Frankists were the real perpetrators of 9/11 and not '19 Arab hijackers' who were blamed for what happened. Observe what was justified in the name of 9/11 alone in terms of Middle East invasions, mass surveillance and control that fulfilled the demands of the Project for the New American Century document published by the Sabbatian Neocons. What appear to be enemies are on the deep inside players on the same Sabbatian team. Israel and Arab 'royal' dictatorships are all ruled by Sabbatians and the recent peace agreements between Israel and Saudi Arabia, the United Arab Emirates (UAE) and others are only making formal what has always been the case behind the scenes. Palestinians who have been subjected to grotesque tyranny since Israel was bombed and terrorised into existence in 1948 have never stood a chance. Sabbatian-Frankists have controlled Israel (so the constant theme of violence and war which Sabbatians love) and they have controlled the Arab countries that Palestinians have looked to for real support that never comes. 'Royal families' of the Arab world in Saudi Arabia, Bahrain, UAE, etc., are all Sabbatians with allegiance to the aims of the cult and not what is best for their Arabic populations. They have stolen the oil and financial resources from their people by false claims to be 'royal dynasties' with a genetic right to rule and by employing vicious militaries to impose their will.

Satanic 'illumination'

The Satanist Jacob Frank formed an alliance in 1773 with two other Sabbatians, Mayer Amschel Rothschild (1744-1812), founder of the Rothschild banking dynasty, and Jesuit-educated fraudulent Jew, Adam Weishaupt, and this led to the formation of the Bavarian Illuminati, firstly under another name, in 1776. The Illuminati would

be the manipulating force behind the French Revolution (1789-1799) and was also involved in the American Revolution (1775-1783) before and after the Illuminati's official creation. Weishaupt would later become (in public) a Protestant Christian in archetypal Sabbatian style. I read that his name can be decoded as Adam-Weishaupt or 'the first man to lead those who know'. He wasn't a leader in the sense that he was a subordinate, but he did lead those below him in a crusade of transforming human society that still continues today. The theme was confirmed as early as 1785 when a horseman courier called Lanz was reported to be struck by lightning and extensive Illuminati documents were found in his saddlebags. They made the link to Weishaupt and detailed the plan for world takeover. Current events with 'Covid' fascism have been in the making for a very long time. Jacob Frank was jailed for 13 years by the Catholic Inquisition after his arrest in 1760 and on his release he headed for Frankfurt, Germany, home city and headquarters of the House of Rothschild where the alliance was struck with Mayer Amschel Rothschild and Weishaupt. Rothschild arranged for Frank to be given the title of Baron and he became a wealthy nobleman with a big following of Jews in Germany, the Austro-Hungarian Empire and other European countries. Most of them would have believed he was on their side.

The name 'Illuminati' came from the Zohar which is a body of works in the Jewish mystical 'bible' called the Kabbalah. 'Zohar' is the foundation of Sabbatian-Frankist belief and in Hebrew 'Zohar' means 'splendour', 'radiance', 'illuminated', and so we have 'Illuminati'. They claim to be the 'Illuminated Ones' from their knowledge systematically hidden from the human population and passed on through generations of carefully-chosen initiates in the global secret society network or Cult. Hidden knowledge includes an awareness of the Cult agenda for the world and the nature of our collective reality that I will explore later. Cult 'illumination' is symbolised by the torch held by the Statue of Liberty which was gifted to New York by French Freemasons in Paris who knew exactly what it represents. 'Liberty' symbolises the goddess worshipped in

Babylon as Queen Semiramis or Ishtar. The significance of this will become clear. Notice again the ubiquitous theme of inversion with the Statue of 'Liberty' really symbolising mass control (Fig 7). A mirror-image statute stands on an island in the River Seine in Paris from where New York Liberty originated (Fig 8). A large replica of the Liberty flame stands on top of the Pont de l'Alma tunnel in Paris where Princess Diana died in a Cult ritual described in *The Biggest Secret*. Lucifer 'the light bringer' is related to all this (and much more as we'll see) and 'Lucifer' is a central figure in Sabbatian-Frankism and its associated Satanism. Sabbatians reject the Jewish Torah, or Pentateuch, the 'five books of Moses' in the Old Testament known as Genesis, Exodus, Leviticus, Numbers, and Deuteronomy which are claimed by Judaism and Christianity to have been dictated by 'God' to Moses on Mount Sinai. Sabbatians say these do not apply to them and they seek to replace them with the Zohar to absorb Judaism and its followers into their inversion which is an expression of a much greater global inversion. They want to delete all religions and force humanity to worship a one-world religion – Sabbatian Satanism that also includes worship of the Earth goddess. Satanic themes are being more and more introduced into mainstream society and while Christianity is currently the foremost target for destruction the others are planned to follow.



Figure 7: The Cult goddess of Babylon disguised as the Statue of Liberty holding the flame of Lucifer the 'light bringer'.



Figure 8: Liberty's mirror image in Paris where the New York version originated.

Marx brothers

Rabbi Marvin Antelman connects the Illuminati to the Jacobins in *To Eliminate the Opiate* and Jacobins were the force behind the French Revolution. He links both to the Bund der Gerechten, or League of the Just, which was the network that inflicted communism/Marxism on the world. Antelman wrote:

The original inner circle of the Bund der Gerechten consisted of born Catholics, Protestants and Jews [Sabbatian-Frankist infiltrators], and those representatives of respective subdivisions formulated schemes for the ultimate destruction of their faiths. The heretical Catholics laid plans which they felt would take a century or more for the ultimate destruction of the church; the apostate Jews for the ultimate destruction of the Jewish religion.

Sabbatian-created communism connects into this anti-religion agenda in that communism does not allow for the free practice of religion. The Sabbatian 'Bund' became the International Communist Party and Communist League and in 1848 'Marxism' was born with the Communist Manifesto of Sabbatian assets Karl Marx and Friedrich Engels. It is absolutely no coincidence that Marxism, just a different name for fascist and other centrally-controlled tyrannies, is being imposed worldwide as a result of the 'Covid' hoax and nor that Marxist/fascist China was the place where the hoax originated. The reason for this will become very clear in the chapter 'Covid: The calculated catastrophe'. The so-called 'Woke' mentality has hijacked

traditional beliefs of the political left and replaced them with far-right make-believe 'social justice' better known as Marxism. Woke will, however, be swallowed by its own perceived 'revolution' which is really the work of billionaires and billionaire corporations feigning being 'Woke'. Marxism is being touted by Wokers as a replacement for 'capitalism' when we don't have 'capitalism'. We have cartelism in which the market is stitched up by the very Cult billionaires and corporations bankrolling Woke. Billionaires love Marxism which keeps the people in servitude while they control from the top. Terminally naïve Wokers think they are 'changing the world' when it's the Cult that is doing the changing and when they have played their vital part and become surplus to requirements they, too, will be targeted. The Illuminati-Jacobins were behind the period known as 'The Terror' in the French Revolution in 1793 and 1794 when Jacobin Maximillian de Robespierre and his Orwellian 'Committee of Public Safety' killed 17,000 'enemies of the Revolution' who had once been 'friends of the Revolution'. Karl Marx (1818-1883), whose Sabbatian creed of Marxism has cost the lives of at least 100 million people, is a hero once again to Wokers who have been systematically kept ignorant of real history by their 'education' programming. As a result they now promote a Sabbatian 'Marxist' abomination destined at some point to consume them. Rabbi Antelman, who spent decades researching the Sabbatian plot, said of the League of the Just and Karl Marx:

Contrary to popular opinion Karl Marx did not originate the Communist Manifesto. He was paid for his services by the League of the Just, which was known in its country of origin, Germany, as the Bund der Geächteten.

Antelman said the text attributed to Marx was the work of other people and Marx 'was only repeating what others already said'. Marx was 'a hired hack – lackey of the wealthy Illuminists'. Marx famously said that religion was the 'opium of the people' (part of the Sabbatian plan to demonise religion) and Antelman called his books, *To Eliminate the Opiate*. Marx was born Jewish, but his family converted to Christianity (Sabbatian modus operandi) and he

attacked Jews, not least in his book, *A World Without Jews*. In doing so he supported the Sabbatian plan to destroy traditional Jewishness and Judaism which we are clearly seeing today with the vindictive targeting of orthodox Jews by the Sabbatian government of Israel over 'Covid' laws. I don't follow any religion and it has done much damage to the world over centuries and acted as a perceptual straightjacket. Renegade Minds, however, are always asking *why* something is being done. It doesn't matter if they agree or disagree with what is happening – *why* is it happening is the question. The 'why?' can be answered with regard to religion in that religions create interacting communities of believers when the Cult wants to dismantle all discourse, unity and interaction (see 'Covid' lockdowns) and the ultimate goal is to delete all religions for a one-world religion of Cult Satanism worshipping their 'god' of which more later. We see the same 'why?' with gun control in America. I don't have guns and don't want them, but why is the Cult seeking to disarm the population at the same time that law enforcement agencies are armed to their molars and why has every tyrant in history sought to disarm people before launching the final takeover? They include Hitler, Stalin, Pol Pot and Mao who followed confiscation with violent seizing of power. You know it's a Cult agenda by the people who immediately race to the microphones to exploit dead people in multiple shootings. Ultra-Zionist Cult lackey Senator Chuck Schumer was straight on the case after ten people were killed in Boulder, Colorado in March, 2121. Simple rule ... if Schumer wants it the Cult wants it and the same with his ultra-Zionist mate the wild-eyed Senator Adam Schiff. At the same time they were calling for the disarmament of Americans, many of whom live a long way from a police response, Schumer, Schiff and the rest of these pampered clowns were sitting on Capitol Hill behind a razor-wired security fence protected by thousands of armed troops in addition to their own armed bodyguards. Mom and pop in an isolated home? They're just potential mass shooters.

Zion Mainframe

Sabbatian-Frankists and most importantly the Rothschilds were behind the creation of 'Zionism', a political movement that demanded a Jewish homeland in Israel as promised by Sabbatai Zevi. The very symbol of Israel comes from the German meaning of the name Rothschild. Dynasty founder Mayer Amschel Rothschild changed the family name from Bauer to Rothschild, or 'Red-Shield' in German, in deference to the six-pointed 'Star of David' hexagram displayed on the family's home in Frankfurt. The symbol later appeared on the flag of Israel after the Rothschilds were centrally involved in its creation. Hexagrams are not a uniquely Jewish symbol and are widely used in occult ('hidden') networks often as a symbol for Saturn (see my other books for why). Neither are Zionism and Jewishness interchangeable. Zionism is a political movement and philosophy and not a 'race' or a people. Many Jews oppose Zionism and many non-Jews, including US President Joe Biden, call themselves Zionists as does Israel-centric Donald Trump. America's support for the Israel government is pretty much a gimme with ultra-Zionist billionaires and corporations providing fantastic and dominant funding for both political parties. Former Congresswoman Cynthia McKinney has told how she was approached immediately she ran for office to 'sign the pledge' to Israel and confirm that she would always vote in that country's best interests. All American politicians are approached in this way. Anyone who refuses will get no support or funding from the enormous and all-powerful Zionist lobby that includes organisations like mega-lobby group AIPAC, the American Israel Public Affairs Committee. Trump's biggest funder was ultra-Zionist casino and media billionaire Sheldon Adelson while major funders of the Democratic Party include ultra-Zionist George Soros and ultra-Zionist financial and media mogul, Haim Saban. Some may reel back at the suggestion that Soros is an Israel-firster (Sabbatian-controlled Israel-firster), but Renegade Minds watch the actions not the words and everywhere Soros donates his billions the Sabbatian agenda benefits. In the spirit of Sabbatian inversion Soros pledged \$1 billion for a new university network to promote 'liberal values and tackle intolerance'. He made the announcement during his annual speech

at the Cult-owned World Economic Forum in Davos, Switzerland, in January, 2020, after his 'harsh criticism' of 'authoritarian rulers' around the world. You can only laugh at such brazen mendacity. How *he* doesn't laugh is the mystery. Translated from the Orwellian 'liberal values and tackle intolerance' means teaching non-white people to hate white people and for white people to loathe themselves for being born white. The reason for that will become clear.

The 'Anti-Semitism' fraud

Zionists support the Jewish homeland in the land of Palestine which has been the Sabbatian-Rothschild goal for so long, but not for the benefit of Jews. Sabbatians and their global Anti-Semitism Industry have skewed public and political opinion to equate opposing the violent extremes of Zionism to be a blanket attack and condemnation of all Jewish people. Sabbatians and their global Anti-Semitism Industry have skewed public and political opinion to equate opposing the violent extremes of Zionism to be a blanket attack and condemnation of all Jewish people. This is nothing more than a Sabbatian protection racket to stop legitimate investigation and exposure of their agendas and activities. The official definition of 'anti-Semitism' has more recently been expanded to include criticism of Zionism – a *political movement* – and this was done to further stop exposure of Sabbatian infiltrators who created Zionism as we know it today in the 19th century. Renegade Minds will talk about these subjects when they know the shit that will come their way. People must decide if they want to know the truth or just cower in the corner in fear of what others will say. Sabbatians have been trying to label me as 'anti-Semitic' since the 1990s as I have uncovered more and more about their background and agendas. Useless, gutless, fraudulent 'journalists' then just repeat the smears without question and on the day I was writing this section a pair of unquestioning repeaters called Ben Quinn and Archie Bland (how appropriate) outright called me an 'anti-Semite' in the establishment propaganda sheet, the London *Guardian*, with no supporting evidence. The

Sabbatian Anti-Semitism Industry said so and who are they to question that? They wouldn't dare. Ironically 'Semitic' refers to a group of languages in the Middle East that are almost entirely Arabic. 'Anti-Semitism' becomes 'anti-Arab' which if the consequences of this misunderstanding were not so grave would be hilarious. Don't bother telling Quinn and Bland. I don't want to confuse them, bless 'em. One reason I am dubbed 'anti-Semitic' is that I wrote in the 1990s that Jewish operatives (Sabbatians) were heavily involved in the Russian Revolution when Sabbatians overthrew the Romanov dynasty. This apparently made me 'anti-Semitic'. Oh, really? Here is a section from *The Trigger*:

British journalist Robert Wilton confirmed these themes in his 1920 book *The Last Days of the Romanovs* when he studied official documents from the Russian government to identify the members of the Bolshevik ruling elite between 1917 and 1919. The Central Committee included 41 Jews among 62 members; the Council of the People's Commissars had 17 Jews out of 22 members; and 458 of the 556 most important Bolshevik positions between 1918 and 1919 were occupied by Jewish people. Only 17 were Russian. Then there were the 23 Jews among the 36 members of the vicious Cheka Soviet secret police established in 1917 who would soon appear all across the country.

Professor Robert Service of Oxford University, an expert on 20th century Russian history, found evidence that ['Jewish'] Leon Trotsky had sought to make sure that Jews were enrolled in the Red Army and were disproportionately represented in the Soviet civil bureaucracy that included the Cheka which performed mass arrests, imprisonment and executions of 'enemies of the people'. A US State Department Decimal File (861.00/5339) dated November 13th, 1918, names [Rothschild banking agent in America] Jacob Schiff and a list of ultra-Zionists as funders of the Russian Revolution leading to claims of a 'Jewish plot', but the key point missed by all is they were not 'Jews' – they were Sabbatian-Frankists.

Britain's Winston Churchill made the same error by mistake or otherwise. He wrote in a 1920 edition of the *Illustrated Sunday Herald* that those behind the Russian revolution were part of a 'worldwide conspiracy for the overthrow of civilisation and for the reconstitution of society on the basis of arrested development, of envious malevolence, and impossible equality' (see 'Woke' today because that has been created by the same network). Churchill said there was no need to exaggerate the part played in the creation of Bolshevism and in the actual bringing about of the Russian

Revolution 'by these international and for the most part atheistical Jews' ['atheistical Jews' = Sabbatians]. Churchill said it is certainly a very great one and probably outweighs all others: 'With the notable exception of Lenin, the majority of the leading figures are Jews.' He went on to describe, knowingly or not, the Sabbatian modus operandi of placing puppet leaders nominally in power while they control from the background:

Moreover, the principal inspiration and driving power comes from the Jewish leaders. Thus Tchitcherin, a pure Russian, is eclipsed by his nominal subordinate, Litvinoff, and the influence of Russians like Bukharin or Lunacharski cannot be compared with the power of Trotsky, or of Zinovieff, the Dictator of the Red Citadel (Petrograd), or of Krassin or Radek – all Jews. In the Soviet institutions the predominance of Jews is even more astonishing. And the prominent, if not indeed the principal, part in the system of terrorism applied by the Extraordinary Commissions for Combatting Counter-Revolution has been taken by Jews, and in some notable cases by Jewesses.

What I said about seriously disproportionate involvement in the Russian Revolution by Jewish 'revolutionaries' (Sabbatians) is provable fact, but truth is no defence against the Sabbatian Anti-Semitism Industry, its repeater parrots like Quinn and Bland, and the now breathtaking network of so-called 'Woke' 'anti-hate' groups with interlocking leaderships and funding which have the role of discrediting and silencing anyone who gets too close to exposing the Sabbatians. We have seen 'truth is no defence' confirmed in legal judgements with the Saskatchewan Human Rights Commission in Canada decreeing this: 'Truthful statements can be presented in a manner that would meet the definition of hate speech, and not all truthful statements must be free from restriction.' Most 'anti-hate' activists, who are themselves consumed by hatred, are too stupid and ignorant of the world to know how they are being used. They are far too far up their own virtue-signalling arses and it's far too dark for them to see anything.

The 'revolution' game

The background and methods of the 'Russian' Revolution are straight from the Sabbatian playbook seen in the French Revolution

and endless others around the world that appear to start as a revolution of the people against tyrannical rule and end up with a regime change to more tyrannical rule overtly or covertly. Wars, terror attacks and regime overthrows follow the Sabbatian cult through history with its agents creating them as Problem-Reaction-Solutions to remove opposition on the road to world domination. Sabbatian dots connect the Rothschilds with the Illuminati, Jacobins of the French Revolution, the 'Bund' or League of the Just, the International Communist Party, Communist League and the Communist Manifesto of Karl Marx and Friedrich Engels that would lead to the Rothschild-funded Russian Revolution. The sequence comes under the heading of 'creative destruction' when you advance to your global goal by continually destroying the status quo to install a new status quo which you then also destroy. The two world wars come to mind. With each new status quo you move closer to your planned outcome. Wars and mass murder are to Sabbatians a collective blood sacrifice ritual. They are obsessed with death for many reasons and one is that death is an inversion of life. Satanists and Sabbatians are obsessed with death and often target churches and churchyards for their rituals. Inversion-obsessed Sabbatians explain the use of inverted symbolism including the *inverted* pentagram and *inverted* cross. The inversion of the cross has been related to targeting Christianity, but the cross was a religious symbol long before Christianity and its inversion is a statement about the Sabbatian mentality and goals more than any single religion.

Sabbatians operating in Germany were behind the rise of the occult-obsessed Nazis and the subsequent Jewish exodus from Germany and Europe to Palestine and the United States after World War Two. The Rothschild dynasty was at the forefront of this both as political manipulators and by funding the operation. Why would Sabbatians help to orchestrate the horrors inflicted on Jews by the Nazis and by Stalin after they organised the Russian Revolution? Sabbatians hate Jews and their religion, that's why. They pose as Jews and secure positions of control within Jewish society and play the 'anti-Semitism' card to protect themselves from exposure

through a global network of organisations answering to the Sabbatian-created-and-controlled globe-spanning intelligence network that involves a stunning web of military-intelligence operatives and operations for a tiny country of just nine million. Among them are Jewish assets who are not Sabbatians but have been convinced by them that what they are doing is for the good of Israel and the Jewish community to protect them from what they have been programmed since childhood to believe is a Jew-hating hostile world. The Jewish community is just a highly convenient cover to hide the true nature of Sabbatians. Anyone getting close to exposing their game is accused by Sabbatian place-people and gofers of 'anti-Semitism' and claiming that all Jews are part of a plot to take over the world. I am not saying that. I am saying that Sabbatians – the *real* Jew-haters – have infiltrated the Jewish community to use them both as a cover and an 'anti-Semitic' defence against exposure. Thus we have the Anti-Semitism Industry targeted researchers in this way and most Jewish people think this is justified and genuine. They don't know that their 'Jewish' leaders and institutions of state, intelligence and military are not controlled by Jews at all, but cultists and stooges of Sabbatian-Frankism. I once added my name to a pro-Jewish freedom petition online and the next time I looked my name was gone and text had been added to the petition blurb to attack me as an 'anti-Semite' such is the scale of perceptual programming.

Moving on America

I tell the story in *The Trigger* and a chapter called 'Atlantic Crossing' how particularly after Israel was established the Sabbatians moved in on the United States and eventually grasped control of government administration, the political system via both Democrats and Republicans, the intelligence community like the CIA and National Security Agency (NSA), the Pentagon and mass media. Through this seriously compartmentalised network Sabbatians and their operatives in Mossad, Israeli Defense Forces (IDF) and US agencies pulled off 9/11 and blamed it on 19 'Al-Qaeda hijackers' dominated by men from, or connected to, Sabbatian-ruled Saudi

Arabia. The '19' were not even on the planes let alone flew those big passenger jets into buildings while being largely incompetent at piloting one-engine light aircraft. 'Hijacker' Hani Hanjour who is said to have flown American Airlines Flight 77 into the Pentagon with a turn and manoeuvre most professional pilots said they would have struggled to do was banned from renting a small plane by instructors at the Freeway Airport in Bowie, Maryland, just *six weeks* earlier on the grounds that he was an incompetent pilot. The Jewish population of the world is just 0.2 percent with even that almost entirely concentrated in Israel (75 percent Jewish) and the United States (around two percent). This two percent and globally 0.2 percent refers to *Jewish* people and not Sabbatian interlopers who are a fraction of that fraction. What a sobering thought when you think of the fantastic influence on world affairs of tiny Israel and that the Project for the New America Century (PNAC) which laid out the blueprint in September, 2000, for America's war on terror and regime change wars in Iraq, Libya and Syria was founded and dominated by Sabbatians known as 'Neocons'. The document conceded that this plan would not be supported politically or publicly without a major attack on American soil and a Problem-Reaction-Solution excuse to send troops to war across the Middle East. Sabbatian Neocons said:

... [The] process of transformation ... [war and regime change] ... is likely to be a long one, absent some catastrophic and catalysing event – like a new Pearl Harbor.

Four months later many of those who produced that document came to power with their inane puppet George Bush from the long-time Sabbatian Bush family. They included Sabbatian Dick Cheney who was officially vice-president, but really de-facto president for the entirety of the 'Bush' government. Nine months after the 'Bush' inauguration came what Bush called at the time 'the Pearl Harbor of the 21st century' and with typical Sabbatian timing and symbolism 2001 was the 60th anniversary of the attack in 1941 by the Japanese Air Force on Pearl Harbor, Hawaii, which allowed President Franklin Delano Roosevelt to take the United States into a Sabbatian-

instigated Second World War that he said in his election campaign that he never would. The evidence is overwhelming that Roosevelt and his military and intelligence networks knew the attack was coming and did nothing to stop it, but they did make sure that America's most essential naval ships were not in Hawaii at the time. Three thousand Americans died in the Pearl Harbor attacks as they did on September 11th. By the 9/11 year of 2001 Sabbatians had widely infiltrated the US government, military and intelligence operations and used their compartmentalised assets to pull off the 'Al-Qaeda' attacks. If you read *The Trigger* it will blow your mind to see the utterly staggering concentration of 'Jewish' operatives (Sabbatian infiltrators) in essential positions of political, security, legal, law enforcement, financial and business power before, during, and after the attacks to make them happen, carry them out, and then cover their tracks – and I do mean *staggering* when you think of that 0.2 percent of the world population and two percent of Americans which are Jewish while Sabbatian infiltrators are a fraction of that. A central foundation of the 9/11 conspiracy was the hijacking of government, military, Air Force and intelligence computer systems in real time through 'back-door' access made possible by Israeli (Sabbatian) 'cyber security' software. Sabbatian-controlled Israel is on the way to rivalling Silicon Valley for domination of cyberspace and is becoming the dominant force in cyber-security which gives them access to entire computer systems and their passcodes across the world. Then add to this that Zionists head (officially) Silicon Valley giants like Google (Larry Page and Sergey Brin), Google-owned YouTube (Susan Wojcicki), Facebook (Mark Zuckerberg and Sheryl Sandberg), and Apple (Chairman Arthur D. Levinson), and that ultra-Zionist hedge fund billionaire Paul Singer has a \$1 billion stake in Twitter which is only nominally headed by 'CEO' pothead Jack Dorsey. As cable news host Tucker Carlson said of Dorsey: 'There used to be debate in the medical community whether dropping a ton of acid had permanent effects and I think that debate has now ended.' Carlson made the comment after Dorsey told a hearing on Capitol Hill (if you cut through his bullshit) that he

believed in free speech so long as he got to decide what you can hear and see. These 'big names' of Silicon Valley are only front men and women for the Global Cult, not least the Sabbatians, who are the true controllers of these corporations. Does anyone still wonder why these same people and companies have been ferociously censoring and banning people (like me) for exposing any aspect of the Cult agenda and especially the truth about the 'Covid' hoax which Sabbatians have orchestrated?

The Jeffrey Epstein paedophile ring was a Sabbatian operation. He was officially 'Jewish' but he was a Sabbatian and women abused by the ring have told me about the high number of 'Jewish' people involved. The Epstein horror has Sabbatian written all over it and matches perfectly their modus operandi and obsession with sex and ritual. Epstein was running a Sabbatian blackmail ring in which famous people with political and other influence were provided with young girls for sex while everything was being filmed and recorded on hidden cameras and microphones at his New York house, Caribbean island and other properties. Epstein survivors have described this surveillance system to me and some have gone public. Once the famous politician or other figure knew he or she was on video they tended to do whatever they were told. Here we go again ...when you've got them by the balls their hearts and minds will follow. Sabbatians use this blackmail technique on a wide scale across the world to entrap politicians and others they need to act as demanded. Epstein's private plane, the infamous 'Lolita Express', had many well-known passengers including Bill Clinton while Bill Gates has flown on an Epstein plane and met with him four years after Epstein had been jailed for paedophilia. They subsequently met many times at Epstein's home in New York according to a witness who was there. Epstein's infamous side-kick was Ghislaine Maxwell, daughter of Mossad agent and ultra-Zionist mega-crooked British businessman, Bob Maxwell, who at one time owned the *Daily Mirror* newspaper. Maxwell was murdered at sea on his boat in 1991 by Sabbatian-controlled Mossad when he became a liability with his

business empire collapsing as a former Mossad operative has confirmed (see *The Trigger*).

Money, money, money, funny money ...

Before I come to the Sabbatian connection with the last three US presidents I will lay out the crucial importance to Sabbatians of controlling banking and finance. Sabbatian Mayer Amschel Rothschild set out to dominate this arena in his family's quest for total global control. What is freedom? It is, in effect, choice. The more choices you have the freer you are and the fewer your choices the more you are enslaved. In the global structure created over centuries by Sabbatians the biggest decider and restrictor of choice is ... money. Across the world if you ask people what they would like to do with their lives and why they are not doing that they will reply 'I don't have the money'. This is the idea. A global elite of multi-billionaires are described as 'greedy' and that is true on one level; but control of money – who has it and who doesn't – is not primarily about greed. It's about control. Sabbatians have seized ever more control of finance and sucked the wealth of the world out of the hands of the population. We talk now, after all, about the 'One-percent' and even then the wealthiest are a lot fewer even than that. This has been made possible by a money scam so outrageous and so vast it could rightly be called the scam of scams founded on creating 'money' out of nothing and 'loaning' that with interest to the population. Money out of nothing is called 'credit'. Sabbatians have asserted control over governments and banking ever more completely through the centuries and secured financial laws that allow banks to lend hugely more than they have on deposit in a confidence trick known as fractional reserve lending. Imagine if you could lend money that doesn't exist and charge the recipient interest for doing so. You would end up in jail. Bankers by contrast end up in mansions, private jets, Malibu and Monaco.

Banks are only required to keep a fraction of their deposits and wealth in their vaults and they are allowed to lend 'money' they don't have called 'credit'. Go into a bank for a loan and if you succeed

the banker will not move any real wealth into your account. They will type into your account the amount of the agreed 'loan' – say £100,000. This is not wealth that really exists; it is non-existent, fresh-air, created-out-of-nothing 'credit' which has never, does not, and will never exist except in theory. Credit is backed by nothing except wind and only has buying power because people think that it has buying power and accept it in return for property, goods and services. I have described this situation as like those cartoon characters you see chasing each other and when they run over the edge of a cliff they keep running forward on fresh air until one of them looks down, realises what's happened, and they all crash into the ravine. The whole foundation of the Sabbatian financial system is to stop people looking down except for periodic moments when they want to crash the system (as in 2008 and 2020 ongoing) and reap the rewards from all the property, businesses and wealth their borrowers had signed over as 'collateral' in return for a 'loan' of fresh air. Most people think that money is somehow created by governments when it comes into existence from the start as a debt through banks 'lending' illusory money called credit. Yes, the very currency of exchange is a *debt* from day one issued as an interest-bearing loan. Why don't governments create money interest-free and lend it to their people interest-free? Governments are controlled by Sabbatians and the financial system is controlled by Sabbatians for whom interest-free money would be a nightmare come true. Sabbatians underpin their financial domination through their global network of central banks, including the privately-owned US Federal Reserve and Britain's Bank of England, and this is orchestrated by a privately-owned central bank coordination body called the Bank for International Settlements in Basle, Switzerland, created by the usual suspects including the Rockefellers and Rothschilds. Central bank chiefs don't answer to governments or the people. They answer to the Bank for International Settlements or, in other words, the Global Cult which is dominated today by Sabbatians.

Built-in disaster

There are so many constituent scams within the overall banking scam. When you take out a loan of thin-air credit only the amount of that loan is theoretically brought into circulation to add to the amount in circulation; but you are paying back the principle plus interest. The additional interest is not created and this means that with every 'loan' there is a shortfall in the money in circulation between what is borrowed and what has to be paid back. There is never even close to enough money in circulation to repay all outstanding public and private debt including interest. Coldly weaved in the very fabric of the system is the certainty that some will lose their homes, businesses and possessions to the banking 'lender'. This is less obvious in times of 'boom' when the amount of money in circulation (and the debt) is expanding through more people wanting and getting loans. When a downturn comes and the money supply contracts it becomes painfully obvious that there is not enough money to service all debt and interest. This is less obvious in times of 'boom' when the amount of money in circulation (and the debt) is expanding through more people wanting and getting loans. When a downturn comes and the money supply contracts and it becomes painfully obvious – as in 2008 and currently – that there is not enough money to service all debt and interest. Sabbatian banksters have been leading the human population through a calculated series of booms (more debt incurred) and busts (when the debt can't be repaid and the banks get the debtor's tangible wealth in exchange for non-existent 'credit'). With each 'bust' Sabbatian bankers have absorbed more of the world's tangible wealth and we end up with the One-percent. Governments are in bankruptcy levels of debt to the same system and are therefore owned by a system they do not control. The Federal Reserve, 'America's central bank', is privately-owned and American presidents only nominally appoint its chairman or woman to maintain the illusion that it's an arm of government. It's not. The 'Fed' is a cartel of private banks which handed billions to its associates and friends after the crash of 2008 and has been Sabbatian-controlled since it was manipulated into being in 1913 through the covert trickery of Rothschild banking agents Jacob Schiff and Paul

Warburg, and the Sabbatian Rockefeller family. Somehow from a Jewish population of two-percent and globally 0.2 percent (Sabbatian interlopers remember are far smaller) ultra-Zionists headed the Federal Reserve for 31 years between 1987 and 2018 in the form of Alan Greenspan, Bernard Bernanke and Janet Yellen (now Biden's Treasury Secretary) with Yellen's deputy chairman a Israeli-American dual citizen and ultra-Zionist Stanley Fischer, a former governor of the Bank of Israel. Ultra-Zionist Fed chiefs spanned the presidencies of Ronald Reagan ('Republican'), Father George Bush ('Republican'), Bill Clinton ('Democrat'), Boy George Bush ('Republican') and Barack Obama ('Democrat'). We should really add the pre-Greenspan chairman, Paul Adolph Volcker, 'appointed' by Jimmy Carter ('Democrat') who ran the Fed between 1979 and 1987 during the Carter and Reagan administrations before Greenspan took over. Volcker was a long-time associate and business partner of the Rothschilds. No matter what the 'party' officially in power the United States economy was directed by the same force. Here are members of the Obama, Trump and Biden administrations and see if you can make out a common theme.

Barack Obama ('Democrat')

Ultra-Zionists Robert Rubin, Larry Summers, and Timothy Geithner ran the US Treasury in the Clinton administration and two of them reappeared with Obama. Ultra-Zionist Fed chairman Alan Greenspan had manipulated the crash of 2008 through deregulation and jumped ship just before the disaster to make way for ultra-Zionist Bernard Bernanke to hand out trillions to Sabbatian 'too big to fail' banks and businesses, including the ubiquitous ultra-Zionist Goldman Sachs which has an ongoing staff revolving door operation between itself and major financial positions in government worldwide. Obama inherited the fallout of the crash when he took office in January, 2009, and fortunately he had the support of his ultra-Zionist White House Chief of Staff Rahm Emmanuel, son of a terrorist who helped to bomb Israel into being in 1948, and his ultra-Zionist senior adviser David Axelrod, chief strategist in Obama's two

successful presidential campaigns. Emmanuel, later mayor of Chicago and former senior fundraiser and strategist for Bill Clinton, is an example of the Sabbatian policy after Israel was established of migrating insider families to America so their children would be born American citizens. 'Obama' chose this financial team throughout his administration to respond to the Sabbatian-instigated crisis:

Timothy Geithner (ultra-Zionist) Treasury Secretary; Jacob J. Lew, Treasury Secretary; Larry Summers (ultra-Zionist), director of the White House National Economic Council; Paul Adolph Volcker (Rothschild business partner), chairman of the Economic Recovery Advisory Board; Peter Orszag (ultra-Zionist), director of the Office of Management and Budget overseeing all government spending; Penny Pritzker (ultra-Zionist), Commerce Secretary; Jared Bernstein (ultra-Zionist), chief economist and economic policy adviser to Vice President Joe Biden; Mary Schapiro (ultra-Zionist), chair of the Securities and Exchange Commission (SEC); Gary Gensler (ultra-Zionist), chairman of the Commodity Futures Trading Commission (CFTC); Sheila Bair (ultra-Zionist), chair of the Federal Deposit Insurance Corporation (FDIC); Karen Mills (ultra-Zionist), head of the Small Business Administration (SBA); Kenneth Feinberg (ultra-Zionist), Special Master for Executive [bail-out] Compensation. Feinberg would be appointed to oversee compensation (with strings) to 9/11 victims and families in a campaign to stop them having their day in court to question the official story. At the same time ultra-Zionist Bernard Bernanke was chairman of the Federal Reserve and these are only some of the ultra-Zionists with allegiance to Sabbatian-controlled Israel in the Obama government. Obama's biggest corporate donor was ultra-Zionist Goldman Sachs which had employed many in his administration.

Donald Trump ('Republican')

Trump claimed to be an outsider (he wasn't) who had come to 'drain the swamp'. He embarked on this goal by immediately appointing ultra-Zionist Steve Mnuchin, a Goldman Sachs employee for 17

years, as his Treasury Secretary. Others included Gary Cohn (ultra-Zionist), chief operating officer of Goldman Sachs, his first Director of the National Economic Council and chief economic adviser, who was later replaced by Larry Kudlow (ultra-Zionist). Trump's senior adviser throughout his four years in the White House was his sinister son-in-law Jared Kushner, a life-long friend of Israel Prime Minister Benjamin Netanyahu. Kushner is the son of a convicted crook who was pardoned by Trump in his last days in office. Other ultra-Zionists in the Trump administration included: Stephen Miller, Senior Policy Adviser; Avrahm Berkowitz, Deputy Adviser to Trump and his Senior Adviser Jared Kushner; Ivanka Trump, Adviser to the President, who converted to Judaism when she married Jared Kushner; David Friedman, Trump lawyer and Ambassador to Israel; Jason Greenblatt, Trump Organization executive vice president and chief legal officer, who was made Special Representative for International Negotiations and the Israeli-Palestinian Conflict; Rod Rosenstein, Deputy Attorney General; Elliot Abrams, Special Representative for Venezuela, then Iran; John Eisenberg, National Security Council Legal Adviser and Deputy Council to the President for National Security Affairs; Anne Neuberger, Deputy National Manager, National Security Agency; Ezra Cohen-Watnick, Acting Under Secretary of Defense for Intelligence; Elan Carr, Special Envoy to monitor and combat anti-Semitism; Len Khodorkovsky, Deputy Special Envoy to monitor and combat anti-Semitism; Reed Cordish, Assistant to the President, Intragovernmental and Technology Initiatives. Trump Vice President Mike Pence and Secretary of State Mike Pompeo, both Christian Zionists, were also vehement supporters of Israel and its goals and ambitions.

Donald 'free-speech believer' Trump pardoned a number of financial and violent criminals while ignoring calls to pardon Julian Assange and Edward Snowden whose crimes are revealing highly relevant information about government manipulation and corruption and the widespread illegal surveillance of the American people by US 'security' agencies. It's so good to know that Trump is on the side of freedom and justice and not mega-criminals with

allegiance to Sabbatian-controlled Israel. These included a pardon for Israeli spy Jonathan Pollard who was jailed for life in 1987 under the Espionage Act. Aviem Sella, the Mossad agent who recruited Pollard, was also pardoned by Trump while Assange sat in jail and Snowden remained in exile in Russia. Sella had 'fled' (was helped to escape) to Israel in 1987 and was never extradited despite being charged under the Espionage Act. A Trump White House statement said that Sella's clemency had been 'supported by Benjamin Netanyahu, Ron Dermer, Israel's US Ambassador, David Friedman, US Ambassador to Israel and Miriam Adelson, wife of leading Trump donor Sheldon Adelson who died shortly before. Other friends of Jared Kushner were pardoned along with Sholom Weiss who was believed to be serving the longest-ever white-collar prison sentence of more than 800 years in 2000. The sentence was commuted of Ponzi-schemer Eliyahu Weinstein who defrauded Jews and others out of \$200 million. I did mention that Assange and Snowden were ignored, right? Trump gave Sabbatians almost everything they asked for in military and political support, moving the US Embassy from Tel Aviv to Jerusalem with its critical symbolic and literal implications for Palestinian statehood, and the 'deal of the Century' designed by Jared Kushner and David Friedman which gave the Sabbatian Israeli government the green light to substantially expand its already widespread program of building illegal Jewish-only settlements in the occupied land of the West Bank. This made a two-state 'solution' impossible by seizing all the land of a potential Palestinian homeland and that had been the plan since 1948 and then 1967 when the Arab-controlled Gaza Strip, West Bank, Sinai Peninsula and Syrian Golan Heights were occupied by Israel. All the talks about talks and road maps and delays have been buying time until the West Bank was physically occupied by Israeli real estate. Trump would have to be a monumentally ill-informed idiot not to see that this was the plan he was helping to complete. The Trump administration was in so many ways the Kushner administration which means the Netanyahu administration which means the Sabbatian administration. I understand why many opposing Cult fascism in all its forms gravitated to Trump, but he

was a crucial part of the Sabbatian plan and I will deal with this in the next chapter.

Joe Biden ('Democrat')

A barely cognitive Joe Biden took over the presidency in January, 2021, along with his fellow empty shell, Vice-President Kamala Harris, as the latest Sabbatian gofers to enter the White House. Names on the door may have changed and the 'party' – the force behind them remained the same as Zionists were appointed to a stream of pivotal areas relating to Sabbatian plans and policy. They included: Janet Yellen, Treasury Secretary, former head of the Federal Reserve, and still another ultra-Zionist running the US Treasury after Mnuchin (Trump), Lew and Geithner (Obama), and Summers and Rubin (Clinton); Anthony Blinken, Secretary of State; Wendy Sherman, Deputy Secretary of State (so that's 'Biden's' Sabbatian foreign policy sorted); Jeff Zients, White House coronavirus coordinator; Rochelle Walensky, head of the Centers for Disease Control; Rachel Levine, transgender deputy health secretary (that's 'Covid' hoax policy under control); Merrick Garland, Attorney General; Alejandro Mayorkas, Secretary of Homeland Security; Cass Sunstein, Homeland Security with responsibility for new immigration laws; Avril Haines, Director of National Intelligence; Anne Neuberger, National Security Agency cybersecurity director (note, cybersecurity); David Cohen, CIA Deputy Director; Ronald Klain, Biden's Chief of Staff (see Rahm Emanuel); Eric Lander, a 'leading geneticist', Office of Science and Technology Policy director (see Smart Grid, synthetic biology agenda); Jessica Rosenworcel, acting head of the Federal Communications Commission (FCC) which controls Smart Grid technology policy and electromagnetic communication systems including 5G. How can it be that so many pivotal positions are held by two-percent of the American population and 0.2 percent of the world population administration after administration no matter who is the president and what is the party? It's a coincidence? Of course it's not and this is why Sabbatians have built their colossal global web of interlocking 'anti-

hate' hate groups to condemn anyone who asks these glaring questions as an 'anti-Semite'. The way that Jewish people horrifically abused in Sabbatian-backed Nazi Germany are exploited to this end is stomach-turning and disgusting beyond words.

Political fusion

Sabbatian manipulation has reversed the roles of Republicans and Democrats and the same has happened in Britain with the Conservative and Labour Parties. Republicans and Conservatives were always labelled the 'right' and Democrats and Labour the 'left', but look at the policy positions now and the Democrat-Labour 'left' has moved further to the 'right' than Republicans and Conservatives under the banner of 'Woke', the Cult-created far-right tyranny. Where once the Democrat-Labour 'left' defended free speech and human rights they now seek to delete them and as I said earlier despite the 'Covid' fascism of the Jackboot Johnson Conservative government in the UK the Labour Party of leader Keir Starmer demanded even more extreme measures. The Labour Party has been very publicly absorbed by Sabbatians after a political and media onslaught against the previous leader, the weak and inept Jeremy Corbyn, over made-up allegations of 'anti-Semitism' both by him and his party. The plan was clear with this 'anti-Semite' propaganda and what was required in response was a swift and decisive 'fuck off' from Corbyn and a statement to expose the Anti-Semitism Industry (Sabbatian) attempt to silence Labour criticism of the Israeli government (Sabbatians) and purge the party of all dissent against the extremes of ultra-Zionism (Sabbatians). Instead Corbyn and his party fell to their knees and appeased the abusers which, by definition, is impossible. Appeasing one demand leads only to a new demand to be appeased until takeover is complete. Like I say – 'fuck off' would have been a much more effective policy and I have used it myself with great effect over the years when Sabbatians are on my case which is most of the time. I consider that fact a great compliment, by the way. The outcome of the Labour Party capitulation is that we now have a Sabbatian-controlled

Conservative Party 'opposed' by a Sabbatian-controlled Labour Party in a one-party Sabbatian state that hurtles towards the extremes of tyranny (the Sabbatian cult agenda). In America the situation is the same. Labour's Keir Starmer spends his days on his knees with his tongue out pointing to Tel Aviv, or I guess now Jerusalem, while Boris Johnson has an 'anti-Semitism czar' in the form of former Labour MP John Mann who keeps Starmer company on his prayer mat.

Sabbatian influence can be seen in Jewish members of the Labour Party who have been ejected for criticism of Israel including those from families that suffered in Nazi Germany. Sabbatians despise real Jewish people and target them even more harshly because it is so much more difficult to dub them 'anti-Semitic' although in their desperation they do try.

CHAPTER THREE

The Pushbacker sting

Until you realize how easy it is for your mind to be manipulated, you remain the puppet of someone else's game

Evita Ochel

I will use the presidencies of Trump and Biden to show how the manipulation of the one-party state plays out behind the illusion of political choice across the world. No two presidencies could – on the face of it – be more different and apparently at odds in terms of direction and policy.

A Renegade Mind sees beyond the obvious and focuses on outcomes and consequences and not image, words and waffle. The Cult embarked on a campaign to divide America between those who blindly support its agenda (the mentality known as 'Woke') and those who are pushing back on where the Cult and its Sabbatians want to go. This presents infinite possibilities for dividing and ruling the population by setting them at war with each other and allows a perceptual ring fence of demonisation to encircle the Pushbackers in a modern version of the Little Big Horn in 1876 when American cavalry led by Lieutenant Colonel George Custer were drawn into a trap, surrounded and killed by Native American tribes defending their land of thousands of years from being seized by the government. In this modern version the roles are reversed and it's those defending themselves from the Sabbatian government who are surrounded and the government that's seeking to destroy them. This trap was set years ago and to explain how we must return to 2016

and the emergence of Donald Trump as a candidate to be President of the United States. He set out to overcome the best part of 20 other candidates in the Republican Party before and during the primaries and was not considered by many in those early stages to have a prayer of living in the White House. The Republican Party was said to have great reservations about Trump and yet somehow he won the nomination. When you know how American politics works – politics in general – there is no way that Trump could have become the party's candidate unless the Sabbatian-controlled 'Neocons' that run the Republican Party wanted that to happen. We saw the proof in emails and documents made public by WikiLeaks that the Democratic Party hierarchy, or Democons, systematically undermined the campaign of Bernie Sanders to make sure that Sabbatian gofer Hillary Clinton won the nomination to be their presidential candidate. If the Democons could do that then the Neocons in the Republican Party could have derailed Trump in the same way. But they didn't and at that stage I began to conclude that Trump could well be the one chosen to be president. If that was the case the 'why' was pretty clear to see – the goal of dividing America between Cult agenda-supporting Wokers and Pushbackers who gravitated to Trump because he was telling them what they wanted to hear. His constituency of support had been increasingly ignored and voiceless for decades and profoundly through the eight years of Sabbatian puppet Barack Obama. Now here was someone speaking their language of pulling back from the incessant globalisation of political and economic power, the exporting of American jobs to China and elsewhere by 'American' (Sabbatian) corporations, the deletion of free speech, and the mass immigration policies that had further devastated job opportunities for the urban working class of all races and the once American heartlands of the Midwest.

Beware the forked tongue

Those people collectively sighed with relief that at last a political leader was apparently on their side, but another trait of the Renegade Mind is that you look even harder at people telling you

what you want to hear than those who are telling you otherwise. Obviously as I said earlier people wish what they want to hear to be true and genuine and they are much more likely to believe that than someone saying what they don't want to hear and don't want to be true. Sales people are taught to be skilled in eliciting by calculated questioning what their customers want to hear and repeating that back to them as their own opinion to get their targets to like and trust them. Assets of the Cult are also sales people in the sense of selling perception. To read Cult manipulation you have to play the long and expanded game and not fall for the Vaudeville show of party politics. Both American parties are vehicles for the Cult and they exploit them in different ways depending on what the agenda requires at that moment. Trump and the Republicans were used to be the focus of dividing America and isolating Pushbackers to open the way for a Biden presidency to become the most extreme in American history by advancing the full-blown Woke (Cult) agenda with the aim of destroying and silencing Pushbackers now labelled Nazi Trump supporters and white supremacists.

Sabbatians wanted Trump in office for the reasons described by ultra-Zionist Saul Alinsky (1909-1972) who was promoting the Woke philosophy through 'community organising' long before anyone had heard of it. In those days it still went by its traditional name of Marxism. The reason for the manipulated Trump phenomenon was laid out in Alinsky's 1971 book, *Rules for Radicals*, which was his blueprint for overthrowing democratic and other regimes and replacing them with Sabbatian Marxism. Not surprisingly his to-do list was evident in the Sabbatian French and Russian 'Revolutions' and that in China which will become very relevant in the next chapter about the 'Covid' hoax. Among Alinsky's followers have been the deeply corrupt Barack Obama, House Speaker Nancy Pelosi and Hillary Clinton who described him as a 'hero'. All three are Sabbatian stooges with Pelosi personifying the arrogant corrupt idiocy that so widely fronts up for the Cult inner core. Predictably as a Sabbatian advocate of the 'light-bringer' Alinsky features Lucifer on the dedication page of his book as the original radical who gained

his own kingdom ('Earth' as we shall see). One of Alinsky's golden radical rules was to pick an individual and focus all attention, hatred and blame on them and not to target faceless bureaucracies and corporations. *Rules for Radicals* is really a Sabbatian handbook with its contents repeatedly employed all over the world for centuries and why wouldn't Sabbatians bring to power their designer-villain to be used as the individual on which all attention, hatred and blame was bestowed? This is what they did and the only question for me is how much Trump knew that and how much he was manipulated. A bit of both, I suspect. This was Alinsky's Trump technique from a man who died in 1972. The technique has spanned history:

Pick the target, freeze it, personalize it, polarize it. Don't try to attack abstract corporations or bureaucracies. Identify a responsible individual. Ignore attempts to shift or spread the blame.

From the moment Trump came to illusory power everything was about him. It wasn't about Republican policy or opinion, but all about Trump. Everything he did was presented in negative, derogatory and abusive terms by the Sabbatian-dominated media led by Cult operations such as CNN, MSNBC, *The New York Times* and the Jeff Bezos-owned *Washington Post* – 'Pick the target, freeze it, personalize it, polarize it.' Trump was turned into a demon to be vilified by those who hated him and a demi-god loved by those who worshipped him. This, in turn, had his supporters, too, presented as equally demonic in preparation for the punchline later down the line when Biden was about to take office. It was here's a Trump, there's a Trump, everywhere a Trump, Trump. Virtually every news story or happening was filtered through the lens of 'The Donald'. You loved him or hated him and which one you chose was said to define you as Satan's spawn or a paragon of virtue. Even supporting some Trump policies or statements and not others was enough for an assault on your character. No shades of grey were or are allowed. Everything is black and white (literally and figuratively). A Californian I knew had her head utterly scrambled by her hatred for Trump while telling people they should love each other. She was so totally consumed by

Trump Derangement Syndrome as it became to be known that this glaring contradiction would never have occurred to her. By definition anyone who criticised Trump or praised his opponents was a hero and this lady described Joe Biden as 'a kind, honest gentleman' when he's a provable liar, mega-crook and vicious piece of work to boot. Sabbatians had indeed divided America using Trump as the fall-guy and all along the clock was ticking on the consequences for his supporters.

In hock to his masters

Trump gave Sabbatians via Israel almost everything they wanted in his four years. Ask and you shall receive was the dynamic between himself and Benjamin Netanyahu orchestrated by Trump's ultra-Zionist son-in-law Jared Kushner, his ultra-Zionist Ambassador to Israel, David Friedman, and ultra-Zionist 'Israel adviser', Jason Greenblatt. The last two were central to the running and protecting from collapse of his business empire, the Trump Organisation, and colossal business failures made him forever beholding to Sabbatian networks that bailed him out. By the start of the 1990s Trump owed \$4 billion to banks that he couldn't pay and almost \$1 billion of that was down to him personally and not his companies. This mega-disaster was the result of building two new casinos in Atlantic City and buying the enormous Taj Mahal operation which led to crippling debt payments. He had borrowed fantastic sums from 72 banks with major Sabbatian connections and although the scale of debt should have had him living in a tent alongside the highway they never foreclosed. A plan was devised to lift Trump from the mire by BT Securities Corporation and Rothschild Inc. and the case was handled by Wilber Ross who had worked for the Rothschilds for 27 years. Ross would be named US Commerce Secretary after Trump's election. Another crucial figure in saving Trump was ultra-Zionist 'investor' Carl Icahn who bought the Taj Mahal casino. Icahn was made special economic adviser on financial regulation in the Trump administration. He didn't stay long but still managed to find time to make a tidy sum of a reported \$31.3 million when he sold his

holdings affected by the price of steel three days before Trump imposed a 235 percent tariff on steel imports. What amazing bits of luck these people have. Trump and Sabbatian operatives have long had a close association and his mentor and legal adviser from the early 1970s until 1986 was the dark and genetically corrupt ultra-Zionist Roy Cohn who was chief counsel to Senator Joseph McCarthy's 'communist' witch-hunt in the 1950s. *Esquire* magazine published an article about Cohn with the headline 'Don't mess with Roy Cohn'. He was described as the most feared lawyer in New York and 'a ruthless master of dirty tricks ... [with] ... more than one Mafia Don on speed dial'. Cohn's influence, contacts, support and protection made Trump a front man for Sabbatians in New York with their connections to one of Cohn's many criminal employers, the 'Russian' Sabbatian Mafia. Israel-centric media mogul Rupert Murdoch was introduced to Trump by Cohn and they started a long friendship. Cohn died in 1986 weeks after being disbarred for unethical conduct by the Appellate Division of the New York State Supreme Court. The wheels of justice do indeed run slow given the length of Cohn's crooked career.

QAnon-sense

We are asked to believe that Donald Trump with his fundamental connections to Sabbatian networks and operatives has been leading the fight to stop the Sabbatian agenda for the fascistic control of America and the world. Sure he has. A man entrapped during his years in the White House by Sabbatian operatives and whose biggest financial donor was casino billionaire Sheldon Adelson who was Sabbatian to his DNA?? Oh, do come on. Trump has been used to divide America and isolate Pushbackers on the Cult agenda under the heading of 'Trump supporters', 'insurrectionists' and 'white supremacists'. The US Intelligence/Mossad Psyop or psychological operation known as QAnon emerged during the Trump years as a central pillar in the Sabbatian campaign to lead Pushbackers into the trap set by those that wished to destroy them. I knew from the start that QAnon was a scam because I had seen the same scenario many

times before over 30 years under different names and I had written about one in particular in the books. 'Not again' was my reaction when QAnon came to the fore. The same script is pulled out every few years and a new name added to the letterhead. The story always takes the same form: 'Insiders' or 'the good guys' in the government-intelligence-military 'Deep State' apparatus were going to instigate mass arrests of the 'bad guys' which would include the Rockefellers, Rothschilds, Barack Obama, Hillary Clinton, George Soros, etc., etc. Dates are given for when the 'good guys' are going to move in, but the dates pass without incident and new dates are given which pass without incident. The central message to Pushbackers in each case is that they don't have to do anything because there is 'a plan' and it is all going to be sorted by the 'good guys' on the inside. 'Trust the plan' was a QAnon mantra when the only plan was to misdirect Pushbackers into putting their trust in a Psyop they believed to be real. Beware, beware, those who tell you what you want to hear and always check it out. Right up to Biden's inauguration QAnon was still claiming that 'the Storm' was coming and Trump would stay on as president when Biden and his cronies were arrested and jailed. It was never going to happen and of course it didn't, but what did happen as a result provided that punchline to the Sabbatian Trump/QAnon Psyop.

On January 6th, 2021, a very big crowd of Trump supporters gathered in the National Mall in Washington DC down from the Capitol Building to protest at what they believed to be widespread corruption and vote fraud that stopped Trump being re-elected for a second term as president in November, 2020. I say as someone that does not support Trump or Biden that the evidence is clear that major vote-fixing went on to favour Biden, a man with cognitive problems so advanced he can often hardly string a sentence together without reading the words written for him on the Teleprompter. Glaring ballot discrepancies included serious questions about electronic voting machines that make vote rigging a comparative cinch and hundreds of thousands of paper votes that suddenly appeared during already advanced vote counts and virtually all of

them for Biden. Early Trump leads in crucial swing states suddenly began to close and disappear. The pandemic hoax was used as the excuse to issue almost limitless numbers of mail-in ballots with no checks to establish that the recipients were still alive or lived at that address. They were sent to streams of people who had not even asked for them. Private organisations were employed to gather these ballots and who knows what they did with them before they turned up at the counts. The American election system has been manipulated over decades to become a sick joke with more holes than a Swiss cheese for the express purpose of dictating the results. Then there was the criminal manipulation of information by Sabbatian tech giants like Facebook, Twitter and Google-owned YouTube which deleted pro-Trump, anti-Biden accounts and posts while everything in support of Biden was left alone. Sabbatians wanted Biden to win because after the dividing of America it was time for full-on Woke and every aspect of the Cult agenda to be unleashed.

Hunter gatherer

Extreme Silicon Valley bias included blocking information by the *New York Post* exposing a Biden scandal that should have ended his bid for president in the final weeks of the campaign. Hunter Biden, his monumentally corrupt son, is reported to have sent a laptop to be repaired at a local store and failed to return for it. Time passed until the laptop became the property of the store for non-payment of the bill. When the owner saw what was on the hard drive he gave a copy to the FBI who did nothing even though it confirmed widespread corruption in which the Joe Biden family were using his political position, especially when he was vice president to Obama, to make multiple millions in countries around the world and most notably Ukraine and China. Hunter Biden's one-time business partner Tony Bobulinski went public when the story broke in the *New York Post* to confirm the corruption he saw and that Joe Biden not only knew what was going on he also profited from the spoils. Millions were handed over by a Chinese company with close

connections – like all major businesses in China – to the Chinese communist party of President Xi Jinping. Joe Biden even boasted at a meeting of the Cult's World Economic Forum that as vice president he had ordered the government of Ukraine to fire a prosecutor. What he didn't mention was that the same man just happened to be investigating an energy company which was part of Hunter Biden's corrupt portfolio. The company was paying him big bucks for no other reason than the influence his father had. Overnight Biden's presidential campaign should have been over given that he had lied publicly about not knowing what his son was doing. Instead almost the entire Sabbatian-owned mainstream media and Sabbatian-owned Silicon Valley suppressed circulation of the story. This alone went a mighty way to rigging the election of 2020. Cult assets like Mark Zuckerberg at Facebook also spent hundreds of millions to be used in support of Biden and vote 'administration'.

The Cult had used Trump as the focus to divide America and was now desperate to bring in moronic, pliable, corrupt Biden to complete the double-whammy. No way were they going to let little things like the will of the people thwart their plan. Silicon Valley widely censored claims that the election was rigged because it *was* rigged. For the same reason anyone claiming it was rigged was denounced as a 'white supremacist' including the pathetically few Republican politicians willing to say so. Right across the media where the claim was mentioned it was described as a 'false claim' even though these excuses for 'journalists' would have done no research into the subject whatsoever. Trump won seven million more votes than any sitting president had ever achieved while somehow a cognitively-challenged soon to be 78-year-old who was hidden away from the public for most of the campaign managed to win more votes than any presidential candidate in history. It makes no sense. You only had to see election rallies for both candidates to witness the enthusiasm for Trump and the apathy for Biden. Tens of thousands would attend Trump events while Biden was speaking in empty car parks with often only television crews attending and framing their shots to hide the fact that no one was there. It was pathetic to see

footage come to light of Biden standing at a podium making speeches only to TV crews and party fixers while reading the words written for him on massive Teleprompter screens. So, yes, those protestors on January 6th had a point about election rigging, but some were about to walk into a trap laid for them in Washington by the Cult Deep State and its QAnon Psyop. This was the Capitol Hill riot ludicrously dubbed an 'insurrection'.

The spider and the fly

Renegade Minds know there are not two 'sides' in politics, only one side, the Cult, working through all 'sides'. It's a stage show, a puppet show, to direct the perceptions of the population into focusing on diversions like parties and candidates while missing the puppeteers with their hands holding all the strings. The Capitol Hill 'insurrection' brings us back to the Little Big Horn. Having created two distinct opposing groupings – Woke and Pushbackers – the trap was about to be sprung. Pushbackers were to be encircled and isolated by associating them all in the public mind with Trump and then labelling Trump as some sort of Confederate leader. I knew immediately that the Capitol riot was a set-up because of two things. One was how easy the rioters got into the building with virtually no credible resistance and secondly I could see – as with the 'Covid' hoax in the West at the start of 2020 – how the Cult could exploit the situation to move its agenda forward with great speed. My experience of Cult techniques and activities over more than 30 years has showed me that while they do exploit situations they haven't themselves created this never happens with events of fundamental agenda significance. Every time major events giving cultists the excuse to rapidly advance their plan you find they are manipulated into being for the specific reason of providing that excuse – Problem-Reaction-Solution. Only a tiny minority of the huge crowd of Washington protestors sought to gain entry to the Capitol by smashing windows and breaching doors. That didn't matter. The whole crowd and all Pushbackers, even if they did not support Trump, were going to be lumped together as dangerous

insurrectionists and conspiracy theorists. The latter term came into widespread use through a CIA memo in the 1960s aimed at discrediting those questioning the nonsensical official story of the Kennedy assassination and it subsequently became widely employed by the media. It's still being used by inept 'journalists' with no idea of its origin to discredit anyone questioning anything that authority claims to be true. When you are perpetrating a conspiracy you need to discredit the very word itself even though the dictionary definition of conspiracy is merely 'the activity of secretly planning with other people to do something bad or illegal' and 'a general agreement to keep silent about a subject for the purpose of keeping it secret'. On that basis there are conspiracies almost wherever you look. For obvious reasons the Cult and its lapdog media have to claim there are no conspiracies even though the word appears in state laws as with conspiracy to defraud, to murder, and to corrupt public morals.

Agent provocateurs are widely used by the Cult Deep State to manipulate genuine people into acting in ways that suit the desired outcome. By genuine in this case I mean protestors genuinely supporting Trump and claims that the election was stolen. In among them, however, were agents of the state wearing the garb of Trump supporters and QAnon to pump-prime the Capital riot which some genuine Trump supporters naively fell for. I described the situation as 'Come into my parlour said the spider to the fly'. Leaflets appeared through the Woke paramilitary arm Antifa, the anti-fascist fascists, calling on supporters to turn up in Washington looking like Trump supporters even though they hated him. Some of those arrested for breaching the Capitol Building were sourced to Antifa and its stable mate Black Lives Matter. Both organisations are funded by Cult billionaires and corporations. One man charged for the riot was according to his lawyer a former FBI agent who had held top secret security clearance for 40 years. Attorney Thomas Plofchan said of his client, 66-year-old Thomas Edward Caldwell:

He has held a Top Secret Security Clearance since 1979 and has undergone multiple Special Background Investigations in support of his clearances. After retiring from the Navy, he

worked as a section chief for the Federal Bureau of Investigation from 2009-2010 as a GS-12 [mid-level employee].

He also formed and operated a consulting firm performing work, often classified, for U.S government customers including the US. Drug Enforcement Agency, Department of Housing and Urban Development, the US Coast Guard, and the US Army Personnel Command.

A judge later released Caldwell pending trial in the absence of evidence about a conspiracy or that he tried to force his way into the building. *The New York Post* reported a 'law enforcement source' as saying that 'at least two known Antifa members were spotted' on camera among Trump supporters during the riot while one of the rioters arrested was John Earle Sullivan, a seriously extreme Black Lives Matter Trump-hater from Utah who was previously arrested and charged in July, 2020, over a BLM-Antifa riot in which drivers were threatened and one was shot. Sullivan is the founder of Utah-based Insurgence USA which is an affiliate of the Cult-created-and-funded Black Lives Matter movement. Footage appeared and was then deleted by Twitter of Trump supporters calling out Antifa infiltrators and a group was filmed changing into pro-Trump clothing before the riot. Security at the building was *pathetic* – as planned. Colonel Leroy Fletcher Prouty, a man with long experience in covert operations working with the US security apparatus, once described the tell-tale sign to identify who is involved in an assassination. He said:

No one has to direct an assassination – it happens. The active role is played secretly by permitting it to happen. This is the greatest single clue. Who has the power to call off or reduce the usual security precautions?

This principle applies to many other situations and certainly to the Capitol riot of January 6th, 2021.

The sting

With such a big and potentially angry crowd known to be gathering near the Capitol the security apparatus would have had a major police detail to defend the building with National Guard troops on

standby given the strength of feeling among people arriving from all over America encouraged by the QAnon Psyop and statements by Donald Trump. Instead Capitol Police 'security' was flimsy, weak, and easily breached. The same number of officers was deployed as on a regular day and that is a blatant red flag. They were not staffed or equipped for a possible riot that had been an obvious possibility in the circumstances. No protective and effective fencing worth the name was put in place and there were no contingency plans. The whole thing was basically a case of standing aside and waving people in. Once inside police mostly backed off apart from one Capitol police officer who ridiculously shot dead unarmed Air Force veteran protestor Ashli Babbitt without a warning as she climbed through a broken window. The 'investigation' refused to name or charge the officer after what must surely be considered a murder in the circumstances. They just lifted a carpet and swept. The story was endlessly repeated about five people dying in the 'armed insurrection' when there was no report of rioters using weapons. Apart from Babbitt the other four died from a heart attack, strokes and apparently a drug overdose. Capitol police officer Brian Sicknick was reported to have died after being bludgeoned with a fire extinguisher when he was alive after the riot was over and died later of what the Washington Medical Examiner's Office said was a stroke. Sicknick had no external injuries. The lies were delivered like rapid fire. There was a narrative to build with incessant repetition of the lie until the lie became the accepted 'everybody knows that' truth. The 'Big Lie' technique of Nazi Propaganda Minister Joseph Goebbels is constantly used by the Cult which was behind the Nazis and is today behind the 'Covid' and 'climate change' hoaxes. Goebbels said:

If you tell a lie big enough and keep repeating it, people will eventually come to believe it. The lie can be maintained only for such time as the State can shield the people from the political, economic and/or military consequences of the lie. It thus becomes vitally important for the State to use all of its powers to repress dissent, for the truth is the mortal enemy of the lie, and thus by extension, the truth is the greatest enemy of the State.

Most protestors had a free run of the Capitol Building. This allowed pictures to be taken of rioters in iconic parts of the building including the Senate chamber which could be used as propaganda images against all Pushbackers. One Congresswoman described the scene as 'the worst kind of non-security anybody could ever imagine'. Well, the first part was true, but someone obviously did imagine it and made sure it happened. Some photographs most widely circulated featured people wearing QAnon symbols and now the Psyop would be used to dub all QAnon followers with the ubiquitous fit-all label of 'white supremacist' and 'insurrectionists'. When a Muslim extremist called Noah Green drove his car at two police officers at the Capitol Building killing one in April, 2021, there was no such political and media hysteria. They were just disappointed he wasn't white.

The witch-hunt

Government prosecutor Michael Sherwin, an aggressive, dark-eyed, professional Rottweiler led the 'investigation' and to call it over the top would be to understate reality a thousand fold. Hundreds were tracked down and arrested for the crime of having the wrong political views and people were jailed who had done nothing more than walk in the building, committed no violence or damage to property, took a few pictures and left. They were labelled a 'threat to the Republic' while Biden sat in the White House signing executive orders written for him that were dismantling 'the Republic'. Even when judges ruled that a mother and son should not be in jail the government kept them there. Some of those arrested have been badly beaten by prison guards in Washington and lawyers for one man said he suffered a fractured skull and was made blind in one eye. Meanwhile a woman is shot dead for no reason by a Capitol Police officer and we are not allowed to know who he is never mind what has happened to him although that will be *nothing*. The Cult's QAnon/Trump sting to identify and isolate Pushbackers and then target them on the road to crushing and deleting them was a resounding success. You would have thought the Russians had

invaded the building at gunpoint and lined up senators for a firing squad to see the political and media reaction. Congresswoman Alexandria Ocasio-Cortez is a child in a woman's body, a terrible-tvos, me, me, me, Woker narcissist of such proportions that words have no meaning. She said she thought she was going to die when 'insurrectionists' banged on her office door. It turned out she wasn't even in the Capitol Building when the riot was happening and the 'banging' was a Capitol Police officer. She referred to herself as a 'survivor' which is an insult to all those true survivors of violent and sexual abuse while she lives her pampered and privileged life talking drivel for a living. Her Woke colleague and fellow mega-narcissist Rashida Tlaib broke down describing the devastating effect on her, too, of *not being* in the building when the rioters were there. Ocasio-Cortez and Tlaib are members of a fully-Woke group of Congresswomen known as 'The Squad' along with Ilhan Omar and Ayanna Pressley. The Squad from what I can see can be identified by its vehement anti-white racism, anti-white men agenda, and, as always in these cases, the absence of brain cells on active duty.

The usual suspects were on the riot case immediately in the form of Democrat ultra-Zionist senators and operatives Chuck Schumer and Adam Schiff demanding that Trump be impeached for 'his part in the insurrection'. The same pair of prats had led the failed impeachment of Trump over the invented 'Russia collusion' nonsense which claimed Russia had helped Trump win the 2016 election. I didn't realise that Tel Aviv had been relocated just outside Moscow. I must find an up-to-date map. The Russia hoax was a Sabbatian operation to keep Trump occupied and impotent and to stop any rapport with Russia which the Cult wants to retain as a perceptual enemy to be pulled out at will. Puppet Biden began attacking Russia when he came to office as the Cult seeks more upheaval, division and war across the world. A two-year stage show 'Russia collusion inquiry' headed by the not-very-bright former 9/11 FBI chief Robert Mueller, with support from 19 lawyers, 40 FBI agents plus intelligence analysts, forensic accountants and other

staff, devoured tens of millions of dollars and found no evidence of Russia collusion which a ten-year-old could have told them on day one. Now the same moronic Schumer and Schiff wanted a second impeachment of Trump over the Capitol 'insurrection' (riot) which the arrested development of Schumer called another 'Pearl Harbor' while others compared it with 9/11 in which 3,000 died and, in the case of CNN, with the Rwandan genocide in the 1990s in which an estimated 500,000 to 600,000 were murdered, between 250,000 and 500,000 women were raped, and populations of whole towns were hacked to death with machetes. To make those comparisons purely for Cult political reasons is beyond insulting to those that suffered and lost their lives and confirms yet again the callous inhumanity that we are dealing with. Schumer is a monumental idiot and so is Schiff, but they serve the Cult agenda and do whatever they're told so they get looked after. Talking of idiots – another inane man who spanned the Russia and Capitol impeachment attempts was Senator Eric Swalwell who had the nerve to accuse Trump of collusion with the Russians while sleeping with a Chinese spy called Christine Fang or 'Fang Fang' which is straight out of a Bond film no doubt starring Klaus Schwab as the bloke living on a secret island and controlling laser weapons positioned in space and pointing at world capitals. Fang Fang plays the part of Bond's infiltrator girlfriend which I'm sure she would enjoy rather more than sharing a bed with the brainless Swalwell, lying back and thinking of China. The FBI eventually warned Swalwell about Fang Fang which gave her time to escape back to the Chinese dictatorship. How very thoughtful of them. The second Trump impeachment also failed and hardly surprising when an impeachment is supposed to remove a sitting president and by the time it happened Trump was no longer president. These people are running your country America, well, officially anyway. Terrifying isn't it?

Outcomes tell the story - always

The outcome of all this – and it's the *outcome* on which Renegade Minds focus, not the words – was that a vicious, hysterical and

obviously pre-planned assault was launched on Pushbackers to censor, silence and discredit them and even targeted their right to earn a living. They have since been condemned as 'domestic terrorists' that need to be treated like Al-Qaeda and Islamic State. 'Domestic terrorists' is a label the Cult has been trying to make stick since the period of the Oklahoma bombing in 1995 which was blamed on 'far-right domestic terrorists'. If you read *The Trigger* you will see that the bombing was clearly a Problem-Reaction-Solution carried out by the Deep State during a Bill Clinton administration so corrupt that no dictionary definition of the term would even nearly suffice. Nearly 30, 000 troops were deployed from all over America to the empty streets of Washington for Biden's inauguration. Ten thousand of them stayed on with the pretext of protecting the capital from insurrectionists when it was more psychological programming to normalise the use of the military in domestic law enforcement in support of the Cult plan for a police-military state. Biden's fascist administration began a purge of 'wrong-thinkers' in the military which means anyone that is not on board with Woke. The Capitol Building was surrounded by a fence with razor wire and the Land of the Free was further symbolically and literally dismantled. The circle was completed with the installation of Biden and the exploitation of the QAnon Psyop.

America had never been so divided since the civil war of the 19th century, Pushbackers were isolated and dubbed terrorists and now, as was always going to happen, the Cult immediately set about deleting what little was left of freedom and transforming American society through a swish of the hand of the most controlled 'president' in American history leading (officially at least) the most extreme regime since the country was declared an independent state on July 4th, 1776. Biden issued undebated, dictatorial executive orders almost by the hour in his opening days in office across the whole spectrum of the Cult wish-list including diluting controls on the border with Mexico allowing thousands of migrants to illegally enter the United States to transform the demographics of America and import an election-changing number of perceived Democrat

voters. Then there were Biden deportation amnesties for the already illegally resident (estimated to be as high as 20 or even 30 million). A bill before Congress awarded American citizenship to anyone who could prove they had worked in agriculture for just 180 days in the previous two years as 'Big Ag' secured its slave labour long-term. There were the plans to add new states to the union such as Puerto Rico and making Washington DC a state. They are all parts of a plan to ensure that the Cult-owned Woke Democrats would be permanently in power.

Border – what border?

I have exposed in detail in other books how mass immigration into the United States and Europe is the work of Cult networks fuelled by the tens of billions spent to this and other ends by George Soros and his global Open Society (open borders) Foundations. The impact can be seen in America alone where the population has increased by *100 million* in little more than 30 years mostly through immigration. I wrote in *The Answer* that the plan was to have so many people crossing the southern border that the numbers become unstoppable and we are now there under Cult-owned Biden. El Salvador in Central America puts the scale of what is happening into context. A third of the population now lives in the United States, much of it illegally, and many more are on the way. The methodology is to crush Central and South American countries economically and spread violence through machete-wielding psychopathic gangs like MS-13 based in El Salvador and now operating in many American cities. Biden-imposed lax security at the southern border means that it is all but open. He said before his 'election' that he wanted to see a surge towards the border if he became president and that was the green light for people to do just that after election day to create the human disaster that followed for both America and the migrants. When that surge came the imbecilic Alexandria Ocasio-Cortez said it wasn't a 'surge' because they are 'children, not insurgents' and the term 'surge' (used by Biden) was a claim of 'white supremacists'.

This disingenuous lady may one day enter the realm of the most basic intelligence, but it won't be any time soon.

Sabbatians and the Cult are in the process of destroying America by importing violent people and gangs in among the genuine to terrorise American cities and by overwhelming services that cannot cope with the sheer volume of new arrivals. Something similar is happening in Europe as Western society in general is targeted for demographic and cultural transformation and upheaval. The plan demands violence and crime to create an environment of intimidation, fear and division and Soros has been funding the election of district attorneys across America who then stop prosecuting many crimes, reduce sentences for violent crimes and free as many violent criminals as they can. Sabbatians are creating the chaos from which order – their order – can respond in a classic Problem-Reaction-Solution. A Freemasonic motto says 'Ordo Ab Chao' (Order out of Chaos) and this is why the Cult is constantly creating chaos to impose a new 'order'. Here you have the reason the Cult is constantly creating chaos. The 'Covid' hoax can be seen with those entering the United States by plane being forced to take a 'Covid' test while migrants flooding through southern border processing facilities do not. Nothing is put in the way of mass migration and if that means ignoring the government's own 'Covid' rules then so be it. They know it's all bullshit anyway. Any pushback on this is denounced as 'racist' by Wokers and Sabbatian fronts like the ultra-Zionist Anti-Defamation League headed by the appalling Jonathan Greenblatt which at the same time argues that Israel should not give citizenship and voting rights to more Palestinian Arabs or the 'Jewish population' (in truth the Sabbatian network) will lose control of the country.

Society-changing numbers

Biden's masters have declared that countries like El Salvador are so dangerous that their people must be allowed into the United States for humanitarian reasons when there are fewer murders in large parts of many Central American countries than in US cities like

Baltimore. That is not to say Central America cannot be a dangerous place and Cult-controlled American governments have been making it so since way back, along with the dismantling of economies, in a long-term plan to drive people north into the United States. Parts of Central America are very dangerous, but in other areas the story is being greatly exaggerated to justify relaxing immigration criteria. Migrants are being offered free healthcare and education in the United States as another incentive to head for the border and there is no requirement to be financially independent before you can enter to prevent the resources of America being drained. You can't blame migrants for seeking what they believe will be a better life, but they are being played by the Cult for dark and nefarious ends. The numbers since Biden took office are huge. In February, 2021, more than 100,000 people were known to have tried to enter the US illegally through the southern border (it was 34,000 in the same month in 2020) and in March it was 170,000 – a 418 percent increase on March, 2020. These numbers are only known people, not the ones who get in unseen. The true figure for migrants illegally crossing the border in a single month was estimated by one congressman at 250,000 and that number will only rise under Biden's current policy. Gangs of murdering drug-running thugs that control the Mexican side of the border demand money – thousands of dollars – to let migrants cross the Rio Grande into America. At the same time gun battles are breaking out on the border several times a week between rival Mexican drug gangs (which now operate globally) who are equipped with sophisticated military-grade weapons, grenades and armoured vehicles. While the Capitol Building was being 'protected' from a non-existent 'threat' by thousands of troops, and others were still deployed at the time in the Cult Neocon war in Afghanistan, the southern border of America was left to its fate. This is not incompetence, it is cold calculation.

By March, 2021, there were 17,000 unaccompanied children held at border facilities and many of them are ensnared by people traffickers for paedophile rings and raped on their journey north to America. This is not conjecture – this is fact. Many of those designated

children are in reality teenage boys or older. Meanwhile Wokers posture their self-purity for encouraging poor and tragic people to come to America and face this nightmare both on the journey and at the border with the disgusting figure of House Speaker Nancy Pelosi giving disingenuous speeches about caring for migrants. The woman's evil. Wokers condemned Trump for having children in cages at the border (so did Obama, *Shhhh*), but now they are sleeping on the floor without access to a shower with one border facility 729 percent over capacity. The Biden insanity even proposed flying migrants from the southern border to the northern border with Canada for 'processing'. The whole shambles is being overseen by ultra-Zionist Secretary of Homeland Security, the moronic liar Alejandro Mayorkas, who banned news cameras at border facilities to stop Americans seeing what was happening. Mayorkas said there was not a ban on news crews; it was just that they were not allowed to film. Alongside him at Homeland Security is another ultra-Zionist Cass Sunstein appointed by Biden to oversee new immigration laws. Sunstein despises conspiracy researchers to the point where he suggests they should be banned or *taxed* for having such views. The man is not bonkers or anything. He's perfectly well-adjusted, but adjusted to what is the question. Criticise what is happening and you are a 'white supremacist' when earlier non-white immigrants also oppose the numbers which effect their lives and opportunities. Black people in poor areas are particularly damaged by uncontrolled immigration and the increased competition for work opportunities with those who will work for less. They are also losing voting power as Hispanics become more dominant in former black areas. It's a downward spiral for them while the billionaires behind the policy drone on about how much they care about black people and 'racism'. None of this is about compassion for migrants or black people – that's just wind and air. Migrants are instead being mercilessly exploited to transform America while the countries they leave are losing their future and the same is true in Europe. Mass immigration may now be the work of Woke Democrats, but it can be traced back to the 1986 Immigration Reform and Control Act (it

wasn't) signed into law by Republican hero President Ronald Reagan which gave amnesty to millions living in the United States illegally and other incentives for people to head for the southern border. Here we have the one-party state at work again.

Save me syndrome

Almost every aspect of what I have been exposing as the Cult agenda was on display in even the first days of 'Biden' with silencing of Pushbackers at the forefront of everything. A Renegade Mind will view the Trump years and QAnon in a very different light to their supporters and advocates as the dots are connected. The QAnon/Trump Psyop has given the Cult all it was looking for. We may not know how much, or little, that Trump realised he was being used, but that's a side issue. This pincer movement produced the desired outcome of dividing America and having Pushbackers isolated. To turn this around we have to look at new routes to empowerment which do not include handing our power to other people and groups through what I will call the 'Save Me Syndrome' – 'I want someone else to do it so that I don't have to'. We have seen this at work throughout human history and the QAnon/Trump Psyop is only the latest incarnation alongside all the others. Religion is an obvious expression of this when people look to a 'god' or priest to save them or tell them how to be saved and then there are 'save me' politicians like Trump. Politics is a diversion and not a 'saviour'. It is a means to block positive change, not make it possible.

Save Me Syndrome always comes with the same repeating theme of handing your power to whom or what you believe will save you while your real 'saviour' stares back from the mirror every morning. Renegade Minds are constantly vigilant in this regard and always asking the question 'What can I do?' rather than 'What can someone else do for me?' Gandhi was right when he said: 'You must be the change you want to see in the world.' We are indeed the people we have been waiting for. We are presented with a constant raft of reasons to concede that power to others and forget where the real power is. Humanity has the numbers and the Cult does not. It has to

use diversion and division to target the unstoppable power that comes from unity. Religions, governments, politicians, corporations, media, QAnon, are all different manifestations of this power-diversion and dilution. Refusing to give your power to governments and instead handing it to Trump and QAnon is not to take a new direction, but merely to recycle the old one with new names on the posters. I will explore this phenomenon as we proceed and how to break the cycles and recycles that got us here through the mists of repeating perception and so repeating history.

For now we shall turn to the most potent example in the entire human story of the consequences that follow when you give your power away. I am talking, of course, of the 'Covid' hoax.

CHAPTER FOUR

'Covid': Calculated catastrophe

Facts are threatening to those invested in fraud
DaShanne Stokes

We can easily unravel the real reason for the 'Covid pandemic' hoax by employing the Renegade Mind methodology that I have outlined this far. We'll start by comparing the long-planned Cult outcome with the 'Covid pandemic' outcome. Know the outcome and you'll see the journey.

I have highlighted the plan for the Hunger Games Society which has been in my books for so many years with the very few controlling the very many through ongoing dependency. To create this dependency it is essential to destroy independent livelihoods, businesses and employment to make the population reliant on the state (the Cult) for even the basics of life through a guaranteed pittance income. While independence of income remained these Cult ambitions would be thwarted. With this knowledge it was easy to see where the 'pandemic' hoax was going once talk of 'lockdowns' began and the closing of all but perceived 'essential' businesses to 'save' us from an alleged 'deadly virus'. Cult corporations like Amazon and Walmart were naturally considered 'essential' while mom and pop shops and stores had their doors closed by fascist decree. As a result with every new lockdown and new regulation more small and medium, even large businesses not owned by the Cult, went to the wall while Cult giants and their frontmen and women grew financially fatter by the second. Mom and pop were

denied an income and the right to earn a living and the wealth of people like Jeff Bezos (Amazon), Mark Zuckerberg (Facebook) and Sergei Brin and Larry Page (Google/Alphabet) have reached record levels. The Cult was increasing its own power through further dramatic concentrations of wealth while the competition was being destroyed and brought into a state of dependency. Lockdowns have been instigated to secure that very end and were never anything to do with health. My brother Paul spent 45 years building up a bus repair business, but lockdowns meant buses were running at a fraction of normal levels for months on end. Similar stories can be told in their hundreds of millions worldwide. Efforts of a lifetime coldly destroyed by Cult multi-billionaires and their lackeys in government and law enforcement who continued to earn their living from the taxation of the people while denying the right of the same people to earn theirs. How different it would have been if those making and enforcing these decisions had to face the same financial hardships of those they affected, but they never do.

Gates of Hell

Behind it all in the full knowledge of what he is doing and why is the psychopathic figure of Cult operative Bill Gates. His puppet Tedros at the World Health Organization declared 'Covid' a pandemic in March, 2020. The WHO had changed the definition of a 'pandemic' in 2009 just a month before declaring the 'swine flu pandemic' which would not have been so under the previous definition. The same applies to 'Covid'. The definition had included... 'an infection by an infectious agent, occurring simultaneously in different countries, with a significant mortality rate relative to the proportion of the population infected'. The new definition removed the need for 'significant mortality'. The 'pandemic' has been fraudulent even down to the definition, but Gates demanded economy-destroying lockdowns, school closures, social distancing, mandatory masks, a 'vaccination' for every man, woman and child on the planet and severe consequences and restrictions for those that refused. Who gave him this power? The

Cult did which he serves like a little boy in short trousers doing what his daddy tells him. He and his psychopathic missus even smiled when they said that much worse was to come (what they knew was planned to come). Gates responded in the matter-of-fact way of all psychopaths to a question about the effect on the world economy of what he was doing:

Well, it won't go to zero but it will shrink. Global GDP is probably going to take the biggest hit ever [Gates was smiling as he said this] ... in my lifetime this will be the greatest economic hit. But you don't have a choice. People act as if you have a choice. People don't feel like going to the stadium when they might get infected ... People are deeply affected by seeing these stats, by knowing they could be part of the transmission chain, old people, their parents and grandparents, could be affected by this, and so you don't get to say ignore what is going on here.

There will be the ability to open up, particularly in rich countries, if things are done well over the next few months, but for the world at large normalcy only returns when we have largely vaccinated the entire population.

The man has no compassion or empathy. How could he when he's a psychopath like all Cult players? My own view is that even beyond that he is very seriously mentally ill. Look in his eyes and you can see this along with his crazy flailing arms. You don't do what he has done to the world population since the start of 2020 unless you are mentally ill and at the most extreme end of psychopathic. You especially don't do it when to you know, as we shall see, that cases and deaths from 'Covid' are fakery and a product of monumental figure massaging. 'These stats' that Gates referred to are based on a 'test' that's not testing for the 'virus' as he has known all along. He made his fortune with big Cult support as an infamously ruthless software salesman and now buys global control of 'health' (death) policy without the population he affects having any say. It's a breathtaking outrage. Gates talked about people being deeply affected by fear of 'Covid' when that was because of *him* and his global network lying to them minute-by-minute supported by a lying media that he seriously influences and funds to the tune of hundreds of millions. He's handed big sums to media operations including the BBC, NBC, Al Jazeera, Univision, *PBS NewsHour*,

ProPublica, National Journal, The Guardian, The Financial Times, The Atlantic, Texas Tribune, USA Today publisher Gannett, Washington Monthly, Le Monde, Center for Investigative Reporting, Pulitzer Center on Crisis Reporting, National Press Foundation, International Center for Journalists, Solutions Journalism Network, the Poynter Institute for Media Studies, and many more. Gates is everywhere in the 'Covid' hoax and the man must go to prison – or a mental facility – for the rest of his life and his money distributed to those he has taken such enormous psychopathic pleasure in crushing.

The Muscle

The Hunger Games global structure demands a police-military state – a fusion of the two into one force – which viciously imposes the will of the Cult on the population and protects the Cult from public rebellion. In that regard, too, the 'Covid' hoax just keeps on giving. Often unlawful, ridiculous and contradictory 'Covid' rules and regulations have been policed across the world by moronic automatons and psychopaths made faceless by face-nappy masks and acting like the Nazi SS and fascist blackshirts and brownshirts of Hitler and Mussolini. The smallest departure from the rules decreed by the psychos in government and their clueless gofers were jumped upon by the face-nappy fascists. Brutality against public protestors soon became commonplace even on girls, women and old people as the brave men with the batons – the Face-Nappies as I call them – broke up peaceful protests and handed out fines like confetti to people who couldn't earn a living let alone pay hundreds of pounds for what was once an accepted human right. Robot Face-Nappies of Nottingham police in the English East Midlands fined one group £11,000 for attending a child's birthday party. For decades I charted the transformation of law enforcement as genuine, decent officers were replaced with psychopaths and the brain dead who would happily and brutally do whatever their masters told them. Now they were let loose on the public and I would emphasise the point that none of this just happened. The step-by-step change in the dynamic between police and public was orchestrated from the shadows by

those who knew where this was all going and the same with the perceptual reframing of those in all levels of authority and official administration through 'training courses' by organisations such as Common Purpose which was created in the late 1980s and given a massive boost in Blair era Britain until it became a global phenomenon. Supposed public 'servants' began to view the population as the enemy and the same was true of the police. This was the start of the explosion of behaviour manipulation organisations and networks preparing for the all-war on the human psyche unleashed with the dawn of 2020. I will go into more detail about this later in the book because it is a core part of what is happening.

Police desecrated beauty spots to deter people gathering and arrested women for walking in the countryside alone 'too far' from their homes. We had arrogant, clueless sergeants in the Isle of Wight police where I live posting on Facebook what they insisted the population must do or else. A schoolmaster sergeant called Radford looked young enough for me to ask if his mother knew he was out, but he was posting what he *expected* people to do while a Sergeant Wilkinson boasted about fining lads for meeting in a McDonald's car park where they went to get a lockdown takeaway. Wilkinson added that he had even cancelled their order. What a pair of prats these people are and yet they have increasingly become the norm among Jackboot Johnson's Yellowshirts once known as the British police. This was the theme all over the world with police savagery common during lockdown protests in the United States, the Netherlands, and the fascist state of Victoria in Australia under its tyrannical and again moronic premier Daniel Andrews. Amazing how tyrannical and moronic tend to work as a team and the same combination could be seen across America as arrogant, narcissistic Woke governors and mayors such as Gavin Newsom (California), Andrew Cuomo (New York), Gretchen Whitmer (Michigan), Lori Lightfoot (Chicago) and Eric Garcetti (Los Angeles) did their Nazi and Stalin impressions with the full support of the compliant brutality of their enforcers in uniform as they arrested small business owners defying

fascist shutdown orders and took them to jail in ankle shackles and handcuffs. This happened to bistro owner Marlena Pavlos-Hackney in Gretchen Whitmer's fascist state of Michigan when police arrived to enforce an order by a state-owned judge for 'putting the community at risk' at a time when other states like Texas were dropping restrictions and migrants were pouring across the southern border without any 'Covid' questions at all. I'm sure there are many officers appalled by what they are ordered to do, but not nearly enough of them. If they were truly appalled they would not do it. As the months passed every opportunity was taken to have the military involved to make their presence on the streets ever more familiar and 'normal' for the longer-term goal of police-military fusion.

Another crucial element to the Hunger Games enforcement network has been encouraging the public to report neighbours and others for 'breaking the lockdown rules'. The group faced with £11,000 in fines at the child's birthday party would have been dobbed-in by a neighbour with a brain the size of a pea. The technique was most famously employed by the Stasi secret police in communist East Germany who had public informants placed throughout the population. A police chief in the UK says his force doesn't need to carry out 'Covid' patrols when they are flooded with so many calls from the public reporting other people for visiting the beach. Dorset police chief James Vaughan said people were so enthusiastic about snitching on their fellow humans they were now operating as an auxiliary arm of the police: 'We are still getting around 400 reports a week from the public, so we will respond to reports ... We won't need to be doing hotspot patrols because people are very quick to pick the phone up and tell us.' Vaughan didn't say that this is a pillar of all tyrannies of whatever complexion and the means to hugely extend the reach of enforcement while spreading distrust among the people and making them wary of doing anything that might get them reported. Those narcissistic Isle of Wight sergeants Radford and Wilkinson never fail to add a link to their Facebook posts where the public can inform on their fellow slaves.

Neither would be self-aware enough to realise they were imitating the Stasi which they might well never have heard of. Government psychologists that I will expose later laid out a policy to turn communities against each other in the same way.

A coincidence? Yep, and I can knit fog

I knew from the start of the alleged pandemic that this was a Cult operation. It presented limitless potential to rapidly advance the Cult agenda and exploit manipulated fear to demand that every man, woman and child on the planet was 'vaccinated' in a process never used on humans before which infuses self-replicating *synthetic* material into human cells. Remember the plan to transform the human body from a biological to a synthetic biological state. I'll deal with the 'vaccine' (that's not actually a vaccine) when I focus on the genetic agenda. Enough to say here that mass global 'vaccination' justified by this 'new virus' set alarms ringing after 30 years of tracking these people and their methods. The 'Covid' hoax officially beginning in China was also a big red flag for reasons I will be explaining. The agenda potential was so enormous that I could dismiss any idea that the 'virus' appeared naturally. Major happenings with major agenda implications never occur without Cult involvement in making them happen. My questions were twofold in early 2020 as the media began its campaign to induce global fear and hysteria: Was this alleged infectious agent released on purpose by the Cult or did it even exist at all? I then did what I always do in these situations. I sat, observed and waited to see where the evidence and information would take me. By March and early April synchronicity was strongly – and ever more so since then – pointing me in the direction of *there is no 'virus'*. I went public on that with derision even from swathes of the alternative media that voiced a scenario that the Chinese government released the 'virus' in league with Deep State elements in the United States from a top-level bio-lab in Wuhan where the 'virus' is said to have first appeared. I looked at that possibility, but I didn't buy it for several reasons. Deaths from the 'virus' did not in any way match what they

would have been with a 'deadly bioweapon' and it is much more effective if you sell the *illusion* of an infectious agent rather than having a real one unless you can control through injection who has it and who doesn't. Otherwise you lose control of events. A made-up 'virus' gives you a blank sheet of paper on which you can make it do whatever you like and have any symptoms or mutant 'variants' you choose to add while a real infectious agent would limit you to what it actually does. A phantom disease allows you to have endless ludicrous 'studies' on the 'Covid' dollar to widen the perceived impact by inventing ever more 'at risk' groups including one study which said those who walk slowly may be almost four times more likely to die from the 'virus'. People are in psychiatric wards for less.

A real 'deadly bioweapon' can take out people in the hierarchy that are not part of the Cult, but essential to its operation. Obviously they don't want that. Releasing a real disease means you immediately lose control of it. Releasing an illusory one means you don't. Again it's vital that people are extra careful when dealing with what they want to hear. A bioweapon unleashed from a Chinese laboratory in collusion with the American Deep State may fit a conspiracy narrative, but is it true? Would it not be far more effective to use the excuse of a 'virus' to justify the real bioweapon – the 'vaccine'? That way your disease agent does not have to be transmitted and arrives directly through a syringe. I saw a French virologist Luc Montagnier quoted in the alternative media as saying he had discovered that the alleged 'new' severe acute respiratory syndrome coronavirus , or SARS-CoV-2, was made artificially and included elements of the human immunodeficiency 'virus' (HIV) and a parasite that causes malaria. SARS-CoV-2 is alleged to trigger an alleged illness called Covid-19. I remembered Montagnier's name from my research years before into claims that an HIV 'retrovirus' causes AIDs – claims that were demolished by Berkeley virologist Peter Duesberg who showed that no one had ever proved that HIV causes acquired immunodeficiency syndrome or AIDS. Claims that become accepted as fact, publicly and medically, with no proof whatsoever are an ever-recurring story that profoundly applies to

'Covid'. Nevertheless, despite the lack of proof, Montagnier's team at the Pasteur Institute in Paris had a long dispute with American researcher Robert Gallo over which of them discovered and isolated the HIV 'virus' and with *no evidence* found it to cause AIDS. You will see later that there is also no evidence that any 'virus' causes any disease or that there is even such a thing as a 'virus' in the way it is said to exist. The claim to have 'isolated' the HIV 'virus' will be presented in its real context as we come to the shocking story – and it is a story – of SARS-CoV-2 and so will Montagnier's assertion that he identified the full SARS-CoV-2 genome.

Hoax in the making

We can pick up the 'Covid' story in 2010 and the publication by the Rockefeller Foundation of a document called 'Scenarios for the Future of Technology and International Development'. The inner circle of the Rockefeller family has been serving the Cult since John D. Rockefeller (1839-1937) made his fortune with Standard Oil. It is less well known that the same Rockefeller – the Bill Gates of his day – was responsible for establishing what is now referred to as 'Big Pharma', the global network of pharmaceutical companies that make outrageous profits dispensing scalpel and drug 'medicine' and are obsessed with pumping vaccines in ever-increasing number into as many human arms and backsides as possible. John D. Rockefeller was the driving force behind the creation of the 'education' system in the United States and elsewhere specifically designed to program the perceptions of generations thereafter. The Rockefeller family donated exceptionally valuable land in New York for the United Nations building and were central in establishing the World Health Organization in 1948 as an agency of the UN which was created from the start as a Trojan horse and stalking horse for world government. Now enter Bill Gates. His family and the Rockefellers have long been extremely close and I have seen genealogy which claims that if you go back far enough the two families fuse into the same bloodline. Gates has said that the Bill and Melinda Gates Foundation was inspired by the Rockefeller Foundation and why not

when both are serving the same Cult? Major tax-exempt foundations are overwhelmingly criminal enterprises in which Cult assets fund the Cult agenda in the guise of 'philanthropy' while avoiding tax in the process. Cult operatives can become mega-rich in their role of front men and women for the psychopaths at the inner core and they, too, have to be psychopaths to knowingly serve such evil. Part of the deal is that a big percentage of the wealth gleaned from representing the Cult has to be spent advancing the ambitions of the Cult and hence you have the Rockefeller Foundation, Bill and Melinda Gates Foundation (and *so* many more) and people like George Soros with his global Open Society Foundations spending their billions in pursuit of global Cult control. Gates is a global public face of the Cult with his interventions in world affairs including Big Tech influence; a central role in the 'Covid' and 'vaccine' scam; promotion of the climate change shakedown; manipulation of education; geoengineering of the skies; and his food-control agenda as the biggest owner of farmland in America, his GMO promotion and through other means. As one writer said: 'Gates monopolizes or wields disproportionate influence over the tech industry, global health and vaccines, agriculture and food policy (including biopiracy and fake food), weather modification and other climate technologies, surveillance, education and media.' The almost limitless wealth secured through Microsoft and other not-allowed-to-fail ventures (including vaccines) has been ploughed into a long, long list of Cult projects designed to enslave the entire human race. Gates and the Rockefellers have been working as one unit with the Rockefeller-established World Health Organization leading global 'Covid' policy controlled by Gates through his mouth-piece Tedros. Gates became the WHO's biggest funder when Trump announced that the American government would cease its donations, but Biden immediately said he would restore the money when he took office in January, 2021. The Gates Foundation (the Cult) owns through limitless funding the world health system and the major players across the globe in the 'Covid' hoax.

Okay, with that background we return to that Rockefeller Foundation document of 2010 headed 'Scenarios for the Future of Technology and International Development' and its 'imaginary' epidemic of a virulent and deadly influenza strain which infected 20 percent of the global population and killed eight million in seven months. The Rockefeller scenario was that the epidemic destroyed economies, closed shops, offices and other businesses and led to governments imposing fierce rules and restrictions that included mandatory wearing of face masks and body-temperature checks to enter communal spaces like railway stations and supermarkets. The document predicted that even after the height of the Rockefeller-envisaged epidemic the authoritarian rule would continue to deal with further pandemics, transnational terrorism, environmental crises and rising poverty. Now you may think that the Rockefellers are our modern-day seers or alternatively, and rather more likely, that they well knew what was planned a few years further on. Fascism had to be imposed, you see, to 'protect citizens from risk and exposure'. The Rockefeller scenario document said:

During the pandemic, national leaders around the world flexed their authority and imposed airtight rules and restrictions, from the mandatory wearing of face masks to body-temperature checks at the entries to communal spaces like train stations and supermarkets. Even after the pandemic faded, this more authoritarian control and oversight of citizens and their activities stuck and even intensified. In order to protect themselves from the spread of increasingly global problems – from pandemics and transnational terrorism to environmental crises and rising poverty – leaders around the world took a firmer grip on power.

At first, the notion of a more controlled world gained wide acceptance and approval. Citizens willingly gave up some of their sovereignty – and their privacy – to more paternalistic states in exchange for greater safety and stability. Citizens were more tolerant, and even eager, for top-down direction and oversight, and national leaders had more latitude to impose order in the ways they saw fit.

In developed countries, this heightened oversight took many forms: biometric IDs for all citizens, for example, and tighter regulation of key industries whose stability was deemed vital to national interests. In many developed countries, enforced cooperation with a suite of new regulations and agreements slowly but steadily restored both order and, importantly, economic growth.

There we have the prophetic Rockefellers in 2010 and three years later came their paper for the Global Health Summit in Beijing, China, when government representatives, the private sector, international organisations and groups met to discuss the next 100 years of 'global health'. The Rockefeller Foundation-funded paper was called 'Dreaming the Future of Health for the Next 100 Years and more prophecy ensued as it described a dystopian future: 'The abundance of data, digitally tracking and linking people may mean the 'death of privacy' and may replace physical interaction with transient, virtual connection, generating isolation and raising questions of how values are shaped in virtual networks.' Next in the 'Covid' hoax preparation sequence came a 'table top' simulation in 2018 for another 'imaginary' pandemic of a disease called Clade X which was said to kill 900 million people. The exercise was organised by the Gates-funded Johns Hopkins University's Center for Health Security in the United States and this is the very same university that has been compiling the disgustingly and systematically erroneous global figures for 'Covid' cases and deaths. Similar Johns Hopkins health crisis scenarios have included the Dark Winter exercise in 2001 and Atlantic Storm in 2005.

Nostradamus 201

For sheer predictive genius look no further prophecy-watchers than the Bill Gates-funded Event 201 held only six weeks before the 'coronavirus pandemic' is supposed to have broken out in China and Event 201 was based on a scenario of a global 'coronavirus pandemic'. Melinda Gates, the great man's missus, told the BBC that he had 'prepared for years' for a coronavirus pandemic which told us what we already knew. Nostradamugates had predicted in a TED talk in 2015 that a pandemic was coming that would kill a lot of people and demolish the world economy. My god, the man is a machine – possibly even literally. Now here he was only weeks before the real thing funding just such a simulated scenario and involving his friends and associates at Johns Hopkins, the World Economic Forum Cult-front of Klaus Schwab, the United Nations,

Johnson & Johnson, major banks, and officials from China and the Centers for Disease Control in the United States. What synchronicity – Johns Hopkins would go on to compile the fraudulent ‘Covid’ figures, the World Economic Forum and Schwab would push the ‘Great Reset’ in response to ‘Covid’, the Centers for Disease Control would be at the forefront of ‘Covid’ policy in the United States, Johnson & Johnson would produce a ‘Covid vaccine’, and everything would officially start just weeks later in China. Spooky, eh? They were even accurate in creating a simulation of a ‘virus’ pandemic because the ‘real thing’ would also be a simulation. Event 201 was not an exercise preparing for something that might happen; it was a rehearsal for what those in control knew was *going* to happen and very shortly. Hours of this simulation were posted on the Internet and the various themes and responses mirrored what would soon be imposed to transform human society. News stories were inserted and what they said would be commonplace a few weeks later with still more prophecy perfection. Much discussion focused on the need to deal with misinformation and the ‘anti-vax movement’ which is exactly what happened when the ‘virus’ arrived – was said to have arrived – in the West.

Cult-owned social media banned criticism and exposure of the official ‘virus’ narrative and when I said there *was* no ‘virus’ in early April, 2020, I was banned by one platform after another including YouTube, Facebook and later Twitter. The mainstream broadcast media in Britain was in effect banned from interviewing me by the Tony-Blair-created government broadcasting censor Ofcom headed by career government bureaucrat Melanie Dawes who was appointed just as the ‘virus’ hoax was about to play out in January, 2020. At the same time the Ickonic media platform was using Vimeo, another ultra-Zionist-owned operation, while our own player was being created and they deleted in an instant hundreds of videos, documentaries, series and shows to confirm their unbelievable vindictiveness. We had copies, of course, and they had to be restored one by one when our player was ready. These people have no class. Sabbatian Facebook promised free advertisements for the Gates-

controlled World Health Organization narrative while deleting ‘false claims and conspiracy theories’ to stop ‘misinformation’ about the alleged coronavirus. All these responses could be seen just a short while earlier in the scenarios of Event 201. Extreme censorship was absolutely crucial for the Cult because the official story was so ridiculous and unsupportable by the evidence that it could never survive open debate and the free-flow of information and opinion. If you can’t win a debate then don’t have one is the Cult’s approach throughout history. Facebook’s little boy front man – front boy – Mark Zuckerberg equated ‘credible and accurate information’ with official sources and exposing their lies with ‘misinformation’.

Silencing those that can see

The censorship dynamic of Event 201 is now the norm with an army of narrative-supporting ‘fact-checker’ organisations whose entire reason for being is to tell the public that official narratives are true and those exposing them are lying. One of the most appalling of these ‘fact-checkers’ is called NewsGuard founded by ultra-Zionist Americans Gordon Crovitz and Steven Brill. Crovitz is a former publisher of *The Wall Street Journal*, former Executive Vice President of Dow Jones, a member of the Council on Foreign Relations (CFR), and on the board of the American Association of Rhodes Scholars. The CFR and Rhodes Scholarships, named after Rothschild agent Cecil Rhodes who plundered the gold and diamonds of South Africa for his masters and the Cult, have featured widely in my books. NewsGuard don’t seem to like me for some reason – I really can’t think why – and they have done all they can to have me censored and discredited which is, to quote an old British politician, like being savaged by a dead sheep. They are, however, like all in the censorship network, very well connected and funded by organisations themselves funded by, or connected to, Bill Gates. As you would expect with anything associated with Gates NewsGuard has an offshoot called HealthGuard which ‘fights online health care hoaxes’. How very kind. Somehow the NewsGuard European Managing Director Anna-Sophie Harling, a remarkably young-

looking woman with no broadcasting experience and little hands-on work in journalism, has somehow secured a position on the 'Content Board' of UK government broadcast censor Ofcom. An executive of an organisation seeking to discredit dissidents of the official narratives is making decisions for the government broadcast 'regulator' about content?? Another appalling 'fact-checker' is Full Fact funded by George Soros and global censors Google and Facebook.

It's amazing how many activists in the 'fact-checking', 'anti-hate', arena turn up in government-related positions – people like UK Labour Party activist Imran Ahmed who heads the Center for Countering Digital Hate founded by people like Morgan McSweeney, now chief of staff to the Labour Party's hapless and useless 'leader' Keir Starmer. Digital Hate – which is what it really is – uses the American spelling of Center to betray its connection to a transatlantic network of similar organisations which in 2020 shapeshifted from attacking people for 'hate' to attacking them for questioning the 'Covid' hoax and the dangers of the 'Covid vaccine'. It's just a coincidence, you understand. This is one of Imran Ahmed's hysterical statements: 'I would go beyond calling anti-vaxxers conspiracy theorists to say they are an extremist group that pose a national security risk.' No one could ever accuse this prat of understatement and he's including in that those parents who are now against vaccines after their children were damaged for life or killed by them. He's such a nice man. Ahmed does the rounds of the Woke media getting soft-ball questions from spineless 'journalists' who never ask what right he has to campaign to destroy the freedom of speech of others while he demands it for himself. There also seems to be an overrepresentation in Ofcom of people connected to the narrative-worshipping BBC. This incredible global network of narrative-support was super-vital when the 'Covid' hoax was played in the light of the mega-whopper lies that have to be defended from the spotlight cast by the most basic intelligence.

Setting the scene

The Cult plays the long game and proceeds step-by-step ensuring that everything is in place before major cards are played and they don't come any bigger than the 'Covid' hoax. The psychopaths can't handle events where the outcome isn't certain and as little as possible – preferably nothing – is left to chance. Politicians, government and medical officials who would follow direction were brought to illusory power in advance by the Cult web whether on the national stage or others like state governors and mayors of America. For decades the dynamic between officialdom, law enforcement and the public was changed from one of service to one of control and dictatorship. Behaviour manipulation networks established within government were waiting to impose the coming 'Covid' rules and regulations specifically designed to subdue and rewire the psyche of the people in the guise of protecting health. These included in the UK the Behavioural Insights Team part-owned by the British government Cabinet Office; the Scientific Pandemic Insights Group on Behaviours (SPI-B); and a whole web of intelligence and military groups seeking to direct the conversation on social media and control the narrative. Among them are the cyberwarfare (on the people) 77th Brigade of the British military which is also coordinated through the Cabinet Office as civilian and military leadership continues to combine in what they call the Fusion Doctrine. The 77th Brigade is a British equivalent of the infamous Israeli (Sabbatian) military cyberwarfare and Internet manipulation operation Unit 8200 which I expose at length in *The Trigger*. Also carefully in place were the medical and science advisers to government – many on the payroll past or present of Bill Gates – and a whole alternative structure of unelected government stood by to take control when elected parliaments were effectively closed down once the 'Covid' card was slammed on the table. The structure I have described here and so much more was installed in every major country through the Cult networks. The top-down control hierarchy looks like this: The Cult – Cult-owned Gates – the World Health Organization and Tedros – Gates-funded or controlled chief medical officers and science 'advisers' (dictators) in each country –

political 'leaders' – law enforcement – The People. Through this simple global communication and enforcement structure the policy of the Cult could be imposed on virtually the entire human population so long as they acquiesced to the fascism. With everything in place it was time for the button to be pressed in late 2019/early 2020.

These were the prime goals the Cult had to secure for its will to prevail:

1) Locking down economies, closing all but designated 'essential' businesses (Cult-owned corporations were 'essential'), and putting the population under house arrest was an imperative to destroy independent income and employment and ensure dependency on the Cult-controlled state in the Hunger Games Society. Lockdowns had to be established as the global blueprint from the start to respond to the 'virus' and followed by pretty much the entire world.

2) The global population had to be terrified into believing in a deadly 'virus' that didn't actually exist so they would unquestioningly obey authority in the belief that authority must know how best to protect them and their families. Software salesman Gates would suddenly morph into the world's health expert and be promoted as such by the Cult-owned media.

3) A method of testing that wasn't testing for the 'virus', but was only claimed to be, had to be in place to provide the illusion of 'cases' and subsequent 'deaths' that had a very different cause to the 'Covid-19' that would be scribbled on the death certificate.

4) Because there was no 'virus' and the great majority testing positive with a test not testing for the 'virus' would have no symptoms of anything the lie had to be sold that people without symptoms (without the 'virus') could still pass it on to others. This was crucial to justify for the first time quarantining – house arresting – healthy people. Without this the economy-destroying lockdown of *everybody* could not have been credibly sold.

5) The 'saviour' had to be seen as a vaccine which beyond evil drug companies were working like angels of mercy to develop as quickly as possible, with all corners cut, to save the day. The public must absolutely not know that the 'vaccine' had nothing to do with a 'virus' or that the contents were ready and waiting with a very different motive long before the 'Covid' card was even lifted from the pack.

I said in March, 2020, that the 'vaccine' would have been created way ahead of the 'Covid' hoax which justified its use and the following December an article in the New York *Intelligencer* magazine said the Moderna 'vaccine' had been 'designed' by

January, 2020. This was 'before China had even acknowledged that the disease could be transmitted from human to human, more than a week before the first confirmed coronavirus case in the United States'. The article said that by the time the first American death was announced a month later 'the vaccine had already been manufactured and shipped to the National Institutes of Health for the beginning of its Phase I clinical trial'. The 'vaccine' was actually 'designed' long before that although even with this timescale you would expect the article to ask how on earth it could have been done that quickly. Instead it asked why the 'vaccine' had not been rolled out then and not months later. Journalism in the mainstream is truly dead. I am going to detail in the next chapter why the 'virus' has never existed and how a hoax on that scale was possible, but first the foundation on which the Big Lie of 'Covid' was built.

The test that doesn't test

Fraudulent 'testing' is the bottom line of the whole 'Covid' hoax and was the means by which a 'virus' that did not exist *appeared* to exist. They could only achieve this magic trick by using a test not testing for the 'virus'. To use a test that *was* testing for the 'virus' would mean that every test would come back negative given there was no 'virus'. They chose to exploit something called the RT-PCR test invented by American biochemist Kary Mullis in the 1980s who said publicly that his PCR test ... *cannot detect infectious disease*. Yes, the 'test' used worldwide to detect infectious 'Covid' to produce all the illusory 'cases' and 'deaths' compiled by Johns Hopkins and others *cannot detect infectious disease*. This fact came from the mouth of the man who invented PCR and was awarded the Nobel Prize in Chemistry in 1993 for doing so. Sadly, and incredibly conveniently for the Cult, Mullis died in August, 2019, at the age of 74 just before his test would be fraudulently used to unleash fascism on the world. He was said to have died from pneumonia which was an irony in itself. A few months later he would have had 'Covid-19' on his death certificate. I say the timing of his death was convenient because had he lived Mullis, a brilliant, honest and decent man, would have been

vociferously speaking out against the use of his test to detect 'Covid' when it was never designed, or able, to do that. I know that to be true given that Mullis made the same point when his test was used to 'detect' – not detect – HIV. He had been seriously critical of the Gallo/Montagnier claim to have isolated the HIV 'virus' and shown it to cause AIDS for which Mullis said there was no evidence. AIDS is actually not a disease but a series of diseases from which people die all the time. When they die from those *same diseases* after a positive 'test' for HIV then AIDS goes on their death certificate. I think I've heard that before somewhere. Countries instigated a policy with 'Covid' that anyone who tested positive with a test not testing for the 'virus' and died of any other cause within 28 days and even longer 'Covid-19' had to go on the death certificate. Cases have come from the test that can't test for infectious disease and the deaths are those who have died of *anything* after testing positive with a test not testing for the 'virus'. I'll have much more later about the death certificate scandal.

Mullis was deeply dismissive of the now US 'Covid' star Anthony Fauci who he said was a liar who didn't know anything about anything – 'and I would say that to his face – nothing.' He said of Fauci: 'The man thinks he can take a blood sample, put it in an electron microscope and if it's got a virus in there you'll know it – he doesn't understand electron microscopy and he doesn't understand medicine and shouldn't be in a position like he's in.' That position, terrifyingly, has made him the decider of 'Covid' fascism policy on behalf of the Cult in his role as director since 1984 of the National Institute of Allergy and Infectious Diseases (NIAID) while his record of being wrong is laughable; but being wrong, so long as it's the *right kind* of wrong, is why the Cult loves him. He'll say anything the Cult tells him to say. Fauci was made Chief Medical Adviser to the President immediately Biden took office. Biden was installed in the White House by Cult manipulation and one of his first decisions was to elevate Fauci to a position of even more control. This is a coincidence? Yes, and I identify as a flamenco dancer called Lola. How does such an incompetent criminal like Fauci remain in that

pivotal position in American health since *the 1980s*? When you serve the Cult it looks after you until you are surplus to requirements. Kary Mullis said prophetically of Fauci and his like: 'Those guys have an agenda and it's not an agenda we would like them to have ... they make their own rules, they change them when they want to, and Tony Fauci does not mind going on television in front of the people who pay his salary and lie directly into the camera.' Fauci has done that almost daily since the 'Covid' hoax began. Lying is in Fauci's DNA. To make the situation crystal clear about the PCR test this is a direct quote from its inventor Kary Mullis:

It [the PCR test] doesn't tell you that you're sick and doesn't tell you that the thing you ended up with was really going to hurt you ...'

Ask yourself why governments and medical systems the world over have been using this very test to decide who is 'infected' with the SARS-CoV-2 'virus' and the alleged disease it allegedly causes, 'Covid-19'. The answer to that question will tell you what has been going on. By the way, here's a little show-stopper – the 'new' SARS-CoV-2 'virus' was 'identified' as such right from the start using ... *the PCR test not testing for the 'virus'*. If you are new to this and find that shocking then stick around. I have hardly started yet. Even worse, other 'tests', like the 'Lateral Flow Device' (LFD), are considered so useless that they have to be *confirmed* by the PCR test! Leaked emails written by Ben Dyson, adviser to UK 'Health' Secretary Matt Hancock, said they were 'dangerously unreliable'. Dyson, executive director of strategy at the Department of Health, wrote: 'As of today, someone who gets a positive LFD result in (say) London has at best a 25 per cent chance of it being a true positive, but if it is a self-reported test potentially as low as 10 per cent (on an optimistic assumption about specificity) or as low as 2 per cent (on a more pessimistic assumption).' These are the 'tests' that schoolchildren and the public are being urged to have twice a week or more and have to isolate if they get a positive. Each fake positive goes in the statistics as a 'case' no matter how ludicrously inaccurate and the

'cases' drive lockdown, masks and the pressure to 'vaccinate'. The government said in response to the email leak that the 'tests' were accurate which confirmed yet again what shocking bloody liars they are. The real false positive rate is *100 percent* as we'll see. In another 'you couldn't make it up' the UK government agreed to pay £2.8 billion to California's Innova Medical Group to supply the irrelevant lateral flow tests. The company's primary test-making centre is in China. Innova Medical Group, established in March, 2020, is owned by Pasaca Capital Inc, chaired by Chinese-American millionaire Charles Huang who was born in Wuhan.

How it works – and how it doesn't

The RT-PCR test, known by its full title of Polymerase chain reaction, is used across the world to make millions, even billions, of copies of a DNA/RNA genetic information sample. The process is called 'amplification' and means that a tiny sample of genetic material is amplified to bring out the detailed content. I stress that it is not testing for an infectious disease. It is simply amplifying a sample of genetic material. In the words of Kary Mullis: 'PCR is ... just a process that's used to make a whole lot of something out of something.' To emphasise the point companies that make the PCR tests circulated around the world to 'test' for 'Covid' warn on the box that it can't be used to detect 'Covid' or infectious disease and is for research purposes only. It's okay, rest for a minute and you'll be fine. This is the test that produces the 'cases' and 'deaths' that have been used to destroy human society. All those global and national medical and scientific 'experts' demanding this destruction to 'save us' *KNOW* that the test is not testing for the 'virus' and the cases and deaths they claim to be real are an almost unimaginable fraud. Every one of them and so many others including politicians and psychopaths like Gates and Tedros must be brought before Nuremburg-type trials and jailed for the rest of their lives. The more the genetic sample is amplified by PCR the more elements of that material become sensitive to the test and by that I don't mean sensitive for a 'virus' but for elements of the genetic material which

is *naturally* in the body or relates to remnants of old conditions of various kinds lying dormant and causing no disease. Once the amplification of the PCR reaches a certain level *everyone* will test positive. So much of the material has been made sensitive to the test that everyone will have some part of it in their body. Even lying criminals like Fauci have said that once PCR amplifications pass 35 cycles everything will be a false positive that cannot be trusted for the reasons I have described. I say, like many proper doctors and scientists, that 100 percent of the 'positives' are false, but let's just go with Fauci for a moment.

He says that any amplification over 35 cycles will produce false positives and yet the US Centers for Disease Control (CDC) and Food and Drug Administration (FDA) have recommended up to 40 *cycles* and the National Health Service (NHS) in Britain admitted in an internal document for staff that it was using 45 *cycles* of amplification. A long list of other countries has been doing the same and at least one 'testing' laboratory has been using 50 *cycles*. Have you ever heard a doctor, medical 'expert' or the media ask what level of amplification has been used to claim a 'positive'. The 'test' comes back 'positive' and so you have the 'virus', end of story. Now we can see how the government in Tanzania could send off samples from a goat and a pawpaw fruit under human names and both came back positive for 'Covid-19'. Tanzania president John Magufuli mocked the 'Covid' hysteria, the PCR test and masks and refused to import the DNA-manipulating 'vaccine'. The Cult hated him and an article sponsored by the Bill Gates Foundation appeared in the London *Guardian* in February, 2021, headed 'It's time for Africa to rein in Tanzania's anti-vaxxer president'. Well, 'reined in' he shortly was. Magufuli appeared in good health, but then, in March, 2021, he was dead at 61 from 'heart failure'. He was replaced by Samia Hassan Suhulu who is connected to Klaus Schwab's World Economic Forum and she immediately reversed Magufuli's 'Covid' policy. A sample of cola tested positive for 'Covid' with the PCR test in Germany while American actress and singer-songwriter Erykah Badu tested positive in one nostril and negative in the other. Footballer Ronaldo called

the PCR test 'bullshit' after testing positive three times and being forced to quarantine and miss matches when there was nothing wrong with him. The mantra from Tedros at the World Health Organization and national governments (same thing) has been test, test, test. They know that the more tests they can generate the more fake 'cases' they have which go on to become 'deaths' in ways I am coming to. The UK government has its Operation Moonshot planned to test multiple millions every day in workplaces and schools with free tests for everyone to use twice a week at home in line with the Cult plan from the start to make testing part of life. A government advertisement for an 'Interim Head of Asymptomatic Testing Communication' said the job included responsibility for delivering a 'communications strategy' (propaganda) 'to support the expansion of asymptomatic testing that *'normalises testing as part of everyday life'*'. More tests means more fake 'cases', 'deaths' and fascism. I have heard of, and from, many people who booked a test, couldn't turn up, and yet got a positive result through the post for a test they'd never even had. The whole thing is crazy, but for the Cult there's method in the madness. Controlling and manipulating the level of amplification of the test means the authorities can control whenever they want the number of apparent 'cases' and 'deaths'. If they want to justify more fascist lockdown and destruction of livelihoods they keep the amplification high. If they want to give the illusion that lockdowns and the 'vaccine' are working then they lower the amplification and 'cases' and 'deaths' will appear to fall. In January, 2021, the Cult-owned World Health Organization suddenly warned laboratories about over-amplification of the test and to lower the threshold. Suddenly headlines began appearing such as: 'Why ARE "Covid" cases plummeting?' This was just when the vaccine rollout was underway and I had predicted months before they would make cases appear to fall through amplification tampering when the 'vaccine' came. These people are so predictable.

Cow vaccines?

The question must be asked of what is on the test swabs being poked far up the nose of the population to the base of the brain? A nasal swab punctured one woman's brain and caused it to leak fluid. Most of these procedures are being done by people with little training or medical knowledge. Dr Lorraine Day, former orthopaedic trauma surgeon and Chief of Orthopaedic Surgery at San Francisco General Hospital, says the tests are really a 'vaccine'. Cows have long been vaccinated this way. She points out that masks have to cover the nose and the mouth where it is claimed the 'virus' exists in saliva. Why then don't they take saliva from the mouth as they do with a DNA test instead of pushing a long swab up the nose towards the brain? The ethmoid bone separates the nasal cavity from the brain and within that bone is the cribriform plate. Dr Day says that when the swab is pushed up against this plate and twisted the procedure is 'depositing things back there'. She claims that among these 'things' are nanoparticles that can enter the brain. Researchers have noted that a team at the Gates-funded Johns Hopkins have designed tiny, star-shaped micro-devices that can latch onto intestinal mucosa and release drugs into the body. Mucosa is the thin skin that covers the inside surface of parts of the body such as *the nose* and mouth and produces mucus to protect them. The Johns Hopkins micro-devices are called 'theragrippers' and were 'inspired' by a parasitic worm that digs its sharp teeth into a host's intestines. Nasal swabs are also coated in the sterilisation agent ethylene oxide. The US National Cancer Institute posts this explanation on its website:

At room temperature, ethylene oxide is a flammable colorless gas with a sweet odor. It is used primarily to produce other chemicals, including antifreeze. In smaller amounts, ethylene oxide is used as a pesticide and a sterilizing agent. The ability of ethylene oxide to damage DNA makes it an effective sterilizing agent but also accounts for its cancer-causing activity.

The Institute mentions lymphoma and leukaemia as cancers most frequently reported to be associated with occupational exposure to ethylene oxide along with stomach and breast cancers. How does anyone think this is going to work out with the constant testing

regime being inflicted on adults and children at home and at school that will accumulate in the body anything that's on the swab?

Doctors know best

It is vital for people to realise that 'hero' doctors 'know' only what the Big Pharma-dominated medical authorities tell them to 'know' and if they refuse to 'know' what they are told to 'know' they are out the door. They are mostly not physicians or healers, but repeaters of the official narrative – or else. I have seen alleged professional doctors on British television make shocking statements that we are supposed to take seriously. One called 'Dr' Amir Khan, who is actually telling patients how to respond to illness, said that men could take the birth pill to 'help slow down the effects of Covid-19'. In March, 2021, another ridiculous 'Covid study' by an American doctor proposed injecting men with the female sex hormone progesterone as a 'Covid' treatment. British doctor Nighat Arif told the BBC that face coverings were now going to be part of ongoing normal. Yes, the vaccine protects you, she said (evidence?) ... but the way to deal with viruses in the community was always going to come down to hand washing, face covering and keeping a physical distance. That's not what we were told before the 'vaccine' was circulating. Arif said she couldn't imagine ever again going on the underground or in a lift without a mask. I was just thanking my good luck that she was not my doctor when she said – in March, 2021 – that if 'we are *behaving* and we are doing all the right things' she thought we could 'have our nearest and dearest around us at home ... around *Christmas* and *New Year!* Her patronising delivery was the usual school teacher talking to six-year-olds as she repeated every government talking point and probably believed them all. If we have learned anything from the 'Covid' experience surely it must be that humanity's perception of doctors needs a fundamental rethink. NHS 'doctor' Sara Kayat told her television audience that the 'Covid vaccine' would '100 percent prevent hospitalisation and death'. Not even Big Pharma claimed that. We have to stop taking 'experts' at their word without question when so many of them are

clueless and only repeating the party line on which their careers depend. That is not to say there are not brilliant doctors – there are and I have spoken to many of them since all this began – but you won't see them in the mainstream media or quoted by the psychopaths and yes-people in government.

Remember the name – Christian Drosten

German virologist Christian Drosten, Director of Charité Institute of Virology in Berlin, became a national star after the pandemic hoax began. He was feted on television and advised the German government on 'Covid' policy. Most importantly to the wider world Drosten led a group that produced the 'Covid' testing protocol for the PCR test. What a remarkable feat given the PCR cannot test for infectious disease and even more so when you think that Drosten said that his method of testing for SARS-CoV-2 was developed 'without having virus material available'. *He developed a test for a 'virus' that he didn't have and had never seen.* Let that sink in as you survey the global devastation that came from what he did. The whole catastrophe of Drosten's 'test' was based on the alleged genetic sequence published by Chinese scientists on the Internet. We will see in the next chapter that this alleged 'genetic sequence' has never been produced by China or anyone and cannot be when there *is no* SARS-CoV-2. Drosten, however, doesn't seem to let little details like that get in the way. He was the lead author with Victor Corman from the same Charité Hospital of the paper 'Detection of 2019 novel coronavirus (2019-nCoV) by real-time PCR' published in a magazine called *Eurosurveillance*. This became known as the Corman-Drosten paper. In November, 2020, with human society devastated by the effects of the Corman-Drosten test baloney, the protocol was publicly challenged by 22 international scientists and independent researchers from Europe, the United States, and Japan. Among them were senior molecular geneticists, biochemists, immunologists, and microbiologists. They produced a document headed 'External peer review of the RTPCR test to detect SARS-Cov-2 Reveals 10 Major Flaws At The Molecular and Methodological Level: Consequences

For False-Positive Results'. The flaws in the Corman-Drosten test included the following:

- The test is non-specific because of erroneous design
- Results are enormously variable
- The test is unable to discriminate between the whole 'virus' and viral fragments
- It doesn't have positive or negative controls
- The test lacks a standard operating procedure
- It is unsupported by proper peer view

The scientists said the PCR 'Covid' testing protocol was not founded on science and they demanded the Corman-Drosten paper be retracted by *Eurosurveillance*. They said all present and previous Covid deaths, cases, and 'infection rates' should be subject to a massive retroactive inquiry. Lockdowns and travel restrictions should be reviewed and relaxed and those diagnosed through PCR to have 'Covid-19' should not be forced to isolate. Dr Kevin Corbett, a health researcher and nurse educator with a long academic career producing a stream of peer-reviewed publications at many UK universities, made the same point about the PCR test debacle. He said of the scientists' conclusions: 'Every scientific rationale for the development of that test has been totally destroyed by this paper. It's like Hiroshima/Nagasaki to the Covid test.' He said that China hadn't given them an isolated 'virus' when Drosten developed the test. Instead they had developed the test from *a sequence in a gene bank*.' Put another way ... *they made it up!* The scientists were supported in this contention by a Portuguese appeals court which ruled in November, 2020, that PCR tests are unreliable and it is unlawful to quarantine people based solely on a PCR test. The point about China not providing an isolated virus must be true when the 'virus' has never been isolated to this day and the consequences of that will become clear. Drosten and company produced this useless 'protocol' right on cue in January, 2020, just as the 'virus' was said to

be moving westward and it somehow managed to successfully pass a peer-review in 24 hours. In other words there was no peer-review for a test that would be used to decide who had 'Covid' and who didn't across the world. The Cult-created, Gates-controlled World Health Organization immediately recommended all its nearly 200 member countries to use the Drosten PCR protocol to detect 'cases' and 'deaths'. The sting was underway and it continues to this day.

So who is this Christian Drosten that produced the means through which death, destruction and economic catastrophe would be justified? His education background, including his doctoral thesis, would appear to be somewhat shrouded in mystery and his track record is dire as with another essential player in the 'Covid' hoax, the Gates-funded Professor Neil Ferguson at the Gates-funded Imperial College in London of whom more shortly. Drosten predicted in 2003 that the alleged original SARS 'virus' (SARS-1) was an epidemic that could have serious effects on economies and an effective vaccine would take at least two years to produce. Drosten's answer to every alleged 'outbreak' is a vaccine which you won't be shocked to know. What followed were just 774 official deaths worldwide and none in Germany where there were only nine cases. That is even if you believe there ever was a SARS 'virus' when the evidence is zilch and I will expand on this in the next chapter. Drosten claims to be co-discoverer of 'SARS-1' and developed a test for it in 2003. He was screaming warnings about 'swine flu' in 2009 and how it was a widespread infection far more severe than any dangers from a vaccine could be and people should get vaccinated. It would be helpful for Drosten's vocal chords if he simply recorded the words 'the virus is deadly and you need to get vaccinated' and copies could be handed out whenever the latest made-up threat comes along. Drosten's swine flu epidemic never happened, but Big Pharma didn't mind with governments spending hundreds of millions on vaccines that hardly anyone bothered to use and many who did wished they hadn't. A study in 2010 revealed that the risk of dying from swine flu, or H1N1, was no higher than that of the annual seasonal flu which is what at least most of 'it' really was as in

the case of 'Covid-19'. A media investigation into Drosten asked how with such a record of inaccuracy he could be *the* government adviser on these issues. The answer to that question is the same with Drosten, Ferguson and Fauci – they keep on giving the authorities the 'conclusions' and 'advice' they want to hear. Drosten certainly produced the goods for them in January, 2020, with his PCR protocol garbage and provided the foundation of what German internal medicine specialist Dr Claus Köhnlein, co-author of *Virus Mania*, called the 'test pandemic'. The 22 scientists in the *Eurosurveillance* challenge called out conflicts of interest within the Drosten 'protocol' group and with good reason. Olfert Landt, a regular co-author of Drosten 'studies', owns the biotech company TIB Molbiol Syntheselabor GmbH in Berlin which manufactures and sells the tests that Drosten and his mates come up with. They have done this with SARS, Enterotoxigenic E. coli (ETEC), MERS, Zika 'virus', yellow fever, and now 'Covid'. Landt told the *Berliner Zeitung* newspaper:

The testing, design and development came from the Charité [Drosten and Corman]. We simply implemented it immediately in the form of a kit. And if we don't have the virus, which originally only existed in Wuhan, we can make a synthetic gene to simulate the genome of the virus. That's what we did very quickly.

This is more confirmation that the Drosten test was designed without access to the 'virus' and only a synthetic simulation which is what SARS-CoV-2 really is – a computer-generated synthetic fiction. It's quite an enterprise they have going here. A Drosten team decides what the test for something should be and Landt's biotech company flogs it to governments and medical systems across the world. His company must have made an absolute fortune since the 'Covid' hoax began. Dr Reiner Fuellmich, a prominent German consumer protection trial lawyer in Germany and California, is on Drosten's case and that of Tedros at the World Health Organization for crimes against humanity with a class-action lawsuit being prepared in the United States and other legal action in Germany.

Why China?

Scamming the world with a 'virus' that doesn't exist would seem impossible on the face of it, but not if you have control of the relatively few people that make policy decisions and the great majority of the global media. Remember it's not about changing 'real' reality it's about controlling *perception* of reality. You don't have to make something happen you only have to make people *believe* that it's happening. Renegade Minds understand this and are therefore much harder to swindle. 'Covid-19' is not a 'real' 'virus'. It's a mind virus, like a computer virus, which has infected the minds, not the bodies, of billions. It all started, publically at least, in China and that alone is of central significance. The Cult was behind the revolution led by its asset Mao Zedong, or Chairman Mao, which established the People's Republic of China on October 1st, 1949. It should have been called The Cult's Republic of China, but the name had to reflect the recurring illusion that vicious dictatorships are run by and for the people (see all the 'Democratic Republics' controlled by tyrants). In the same way we have the 'Biden' Democratic Republic of America officially ruled by a puppet tyrant (at least temporarily) on behalf of Cult tyrants. The creation of Mao's merciless communist/fascist dictatorship was part of a frenzy of activity by the Cult at the conclusion of World War Two which, like the First World War, it had instigated through its assets in Germany, Britain, France, the United States and elsewhere. Israel was formed in 1948; the Soviet Union expanded its 'Iron Curtain' control, influence and military power with the Warsaw Pact communist alliance in 1955; the United Nations was formed in 1945 as a Cult precursor to world government; and a long list of world bodies would be established including the World Health Organization (1948), World Trade Organization (1948 under another name until 1995), International Monetary Fund (1945) and World Bank (1944). Human society was redrawn and hugely centralised in the global Problem-Reaction-Solution that was World War Two. All these changes were significant. Israel would become the headquarters of the Sabbatians

and the revolution in China would prepare the ground and control system for the events of 2019/2020.

Renegade Minds know there are no borders except for public consumption. The Cult is a seamless, borderless global entity and to understand the game we need to put aside labels like borders, nations, countries, communism, fascism and democracy. These delude the population into believing that countries are ruled within their borders by a government of whatever shade when these are mere agencies of a global power. America's illusion of democracy and China's communism/fascism are subsidiaries – vehicles – for the same agenda. We may hear about conflict and competition between America and China and on the lower levels that will be true; but at the Cult level they are branches of the same company in the way of the McDonald's example I gave earlier. I have tracked in the books over the years support by US governments of both parties for Chinese Communist Party infiltration of American society through allowing the sale of land, even military facilities, and the acquisition of American business and university influence. All this is underpinned by the infamous stealing of intellectual property and technological know-how. Cult-owned Silicon Valley corporations waive their fraudulent 'morality' to do business with human-rights-free China; Cult-controlled Disney has become China's PR department; and China in effect owns 'American' sports such as basketball which depends for much of its income on Chinese audiences. As a result any sports player, coach or official speaking out against China's horrific human rights record is immediately condemned or fired by the China-worshipping National Basketball Association. One of the first acts of China-controlled Biden was to issue an executive order telling federal agencies to stop making references to the 'virus' by the 'geographic location of its origin'. Long-time Congressman Jerry Nadler warned that criticising China, America's biggest rival, leads to hate crimes against Asian people in the United States. So shut up you bigot. China is fast closing in on Israel as a country that must not be criticised which is apt, really, given that Sabbatians control them both. The two countries have

developed close economic, military, technological and strategic ties which include involvement in China's 'Silk Road' transport and economic initiative to connect China with Europe. Israel was the first country in the Middle East to recognise the establishment of Mao's tyranny in 1950 months after it was established.

Project Wuhan – the 'Covid' Psyop

I emphasise again that the Cult plays the long game and what is happening to the world today is the result of centuries of calculated manipulation following a script to take control step-by-step of every aspect of human society. I will discuss later the common force behind all this that has spanned those centuries and thousands of years if the truth be told. Instigating the Mao revolution in China in 1949 with a 2020 'pandemic' in mind is not only how they work – the 71 years between them is really quite short by the Cult's standards of manipulation preparation. The reason for the Cult's Chinese revolution was to create a fiercely-controlled environment within which an extreme structure for human control could be incubated to eventually be unleashed across the world. We have seen this happen since the 'pandemic' emerged from China with the Chinese control-structure founded on AI technology and tyrannical enforcement sweep across the West. Until the moment when the Cult went for broke in the West and put its fascism on public display Western governments had to pay some lip-service to freedom and democracy to not alert too many people to the tyranny-in-the-making. Freedoms were more subtly eroded and power centralised with covert government structures put in place waiting for the arrival of 2020 when that smokescreen of 'freedom' could be dispensed with. The West was not able to move towards tyranny before 2020 anything like as fast as China which was created as a tyranny and had no limits on how fast it could construct the Cult's blueprint for global control. When the time came to impose that structure on the world it was the same Cult-owned Chinese communist/fascist government that provided the excuse – the 'Covid pandemic'. It was absolutely crucial to the Cult plan for the Chinese response to the 'pandemic' –

draconian lockdowns of the entire population – to become the blueprint that Western countries would follow to destroy the livelihoods and freedom of their people. This is why the Cult-owned, Gates-owned, WHO Director-General Tedros said early on:

The Chinese government is to be congratulated for the extraordinary measures it has taken to contain the outbreak. China is actually setting a new standard for outbreak response and it is not an exaggeration.

Forbes magazine said of China: ‘... those measures protected untold millions from getting the disease’. The Rockefeller Foundation ‘epidemic scenario’ document in 2010 said ‘prophetically’:

However, a few countries did fare better – China in particular. The Chinese government’s quick imposition and enforcement of mandatory quarantine for all citizens, as well as its instant and near-hermetic sealing off of all borders, saved millions of lives, stopping the spread of the virus far earlier than in other countries and enabling a swifter post-pandemic recovery.

Once again – *spooky*.

The first official story was the ‘bat theory’ or rather the bat diversion. The source of the ‘virus outbreak’ we were told was a “wet market’ in Wuhan where bats and other animals are bought and eaten in horrifically unhygienic conditions. Then another story emerged through the alternative media that the ‘virus’ had been released on purpose or by accident from a BSL-4 (biosafety level 4) laboratory in Wuhan not far from the wet market. The lab was reported to create and work with lethal concoctions and bioweapons. Biosafety level 4 is the highest in the World Health Organization system of safety and containment. Renegade Minds are aware of what I call designer manipulation. The ideal for the Cult is for people to buy its prime narrative which in the opening salvos of the ‘pandemic’ was the wet market story. It knows, however, that there is now a considerable worldwide alternative media of researchers sceptical of anything governments say and they are often given a version of events in a form they can perceive as credible while misdirecting them from the real truth. In this case let them

think that the conspiracy involved is a 'bioweapon virus' released from the Wuhan lab to keep them from the real conspiracy – *there is no 'virus'*. The WHO's current position on the source of the outbreak at the time of writing appears to be: 'We haven't got a clue, mate.' This is a good position to maintain mystery and bewilderment. The inner circle will know where the 'virus' came from – *nowhere*. The bottom line was to ensure the public believed there *was* a 'virus' and it didn't much matter if they thought it was natural or had been released from a lab. The belief that there was a 'deadly virus' was all that was needed to trigger global panic and fear. The population was terrified into handing their power to authority and doing what they were told. They had to or they were 'all gonna die'.

In March, 2020, information began to come my way from real doctors and scientists and my own additional research which had my intuition screaming: 'Yes, that's it! *There is no virus.*' The 'bioweapon' was not the 'virus'; it was the '*vaccine*' already being talked about that would be the bioweapon. My conclusion was further enhanced by happenings in Wuhan. The 'virus' was said to be sweeping the city and news footage circulated of people collapsing in the street (which they've never done in the West with the same 'virus'). The Chinese government was building 'new hospitals' in a matter of ten days to 'cope with demand' such was the virulent nature of the 'virus'. Yet in what seemed like no time the 'new hospitals' closed – even if they even opened – and China declared itself 'virus-free'. It was back to business as usual. This was more propaganda to promote the Chinese draconian lockdowns in the West as the way to 'beat the virus'. Trouble was that we subsequently had lockdown after lockdown, but never business as usual. As the people of the West and most of the rest of the world were caught in an ever-worsening spiral of lockdown, social distancing, masks, isolated old people, families forced apart, and livelihood destruction, it was party-time in Wuhan. Pictures emerged of thousands of people enjoying pool parties and concerts. It made no sense until you realised there never was a 'virus' and the

whole thing was a Cult set-up to transform human society out of one of its major global strongholds – China.

How is it possible to deceive virtually the entire world population into believing there is a deadly virus when there is not even a 'virus' let alone a deadly one? It's nothing like as difficult as you would think and that's clearly true because it happened.

Postscript: See end of book Postscript for more on the 'Wuhan lab virus release' story which the authorities and media were pushing heavily in the summer of 2021 to divert attention from the truth that the 'Covid virus' is pure invention.

CHAPTER FIVE

There is no 'virus'

You can fool some of the people all of the time, and all of the people some of the time, but you cannot fool all of the people all of the time

Abraham Lincoln

The greatest form of mind control is repetition. The more you repeat the same mantra of alleged 'facts' the more will accept them to be true. It becomes an 'everyone knows that, mate'. If you can also censor any other version or alternative to your alleged 'facts' you are pretty much home and cooking.

By the start of 2020 the Cult owned the global mainstream media almost in its entirety to spew out its 'Covid' propaganda and ignore or discredit any other information and view. Cult-owned social media platforms in Cult-owned Silicon Valley were poised and ready to unleash a campaign of ferocious censorship to obliterate all but the official narrative. To complete the circle many demands for censorship by Silicon Valley were led by the mainstream media as 'journalists' became full-out enforcers for the Cult both as propagandists and censors. Part of this has been the influx of young people straight out of university who have become 'journalists' in significant positions. They have no experience and a headful of programmed perceptions from their years at school and university at a time when today's young are the most perceptually-targeted generations in known human history given the insidious impact of technology. They enter the media perceptually prepared and ready to repeat the narratives of the system that programmed them to

repeat its narratives. The BBC has a truly pathetic 'specialist disinformation reporter' called Marianna Spring who fits this bill perfectly. She is clueless about the world, how it works and what is really going on. Her role is to discredit anyone doing the job that a proper journalist would do and system-serving hacks like Spring wouldn't dare to do or even see the need to do. They are too busy licking the arse of authority which can never be wrong and, in the case of the BBC propaganda programme, *Panorama*, contacting payments systems such as PayPal to have a donations page taken down for a film company making documentaries questioning vaccines. Even the BBC soap opera *EastEnders* included a disgracefully biased scene in which an inarticulate white working class woman was made to look foolish for questioning the 'vaccine' while a well-spoken black man and Asian woman promoted the government narrative. It ticked every BBC box and the fact that the black and minority community was resisting the 'vaccine' had nothing to do with the way the scene was written. The BBC has become a disgusting tyrannical propaganda and censorship operation that should be defunded and disbanded and a free media take its place with a brief to stop censorship instead of demanding it. A BBC 'interview' with Gates goes something like: 'Mr Gates, sir, if I can call you sir, would you like to tell our audience why you are such a great man, a wonderful humanitarian philanthropist, and why you should absolutely be allowed as a software salesman to decide health policy for approaching eight billion people? Thank you, sir, please sir.' Propaganda programming has been incessant and merciless and when all you hear is the same story from the media, repeated by those around you who have only heard the same story, is it any wonder that people on a grand scale believe absolute mendacious garbage to be true? You are about to see, too, why this level of information control is necessary when the official 'Covid' narrative is so nonsensical and unsupportable by the evidence.

Structure of Deceit

The pyramid structure through which the 'Covid' hoax has been manifested is very simple and has to be to work. As few people as possible have to be involved with full knowledge of what they are doing – and why – or the real story would get out. At the top of the pyramid are the inner core of the Cult which controls Bill Gates who, in turn, controls the World Health Organization through his pivotal funding and his puppet Director-General mouthpiece, Tedros. Before he was appointed Tedros was chair of the Gates-founded Global Fund to 'fight against AIDS, tuberculosis and malaria', a board member of the Gates-funded 'vaccine alliance' GAVI, and on the board of another Gates-funded organisation. Gates owns him and picked him for a specific reason – Tedros is a crook and worse. 'Dr' Tedros (he's not a medical doctor, the first WHO chief not to be) was a member of the tyrannical Marxist government of Ethiopia for decades with all its human rights abuses. He has faced allegations of corruption and misappropriation of funds and was exposed three times for covering up cholera epidemics while Ethiopia's health minister. Tedros appointed the mass-murdering genocidal Zimbabwe dictator Robert Mugabe as a WHO goodwill ambassador for public health which, as with Tedros, is like appointing a psychopath to run a peace and love campaign. The move was so ridiculous that he had to drop Mugabe in the face of widespread condemnation. American economist David Steinman, a Nobel peace prize nominee, lodged a complaint with the International Criminal Court in The Hague over alleged genocide by Tedros when he was Ethiopia's foreign minister. Steinman says Tedros was a 'crucial decision maker' who directed the actions of Ethiopia's security forces from 2013 to 2015 and one of three officials in charge when those security services embarked on the 'killing' and 'torturing' of Ethiopians. You can see where Tedros is coming from and it's sobering to think that he has been the vehicle for Gates and the Cult to direct the global response to 'Covid'. Think about that. A psychopathic Cult dictates to psychopath Gates who dictates to psychopath Tedros who dictates how countries of the world must respond to a 'Covid virus' never scientifically shown to exist. At the same time psychopathic Cult-owned Silicon Valley information

giants like Google, YouTube, Facebook and Twitter announced very early on that they would give the Cult/Gates/Tedros/WHO version of the narrative free advertising and censor those who challenged their intelligence-insulting, mendacious story.

The next layer in the global 'medical' structure below the Cult, Gates and Tedros are the chief medical officers and science 'advisers' in each of the WHO member countries which means virtually all of them. Medical officers and arbiters of science (they're not) then take the WHO policy and recommended responses and impose them on their country's population while the political 'leaders' say they are deciding policy (they're clearly not) by 'following the science' on the advice of the 'experts' – the same medical officers and science 'advisers' (dictators). In this way with the rarest of exceptions the entire world followed the same policy of lockdown, people distancing, masks and 'vaccines' dictated by the psychopathic Cult, psychopathic Gates and psychopathic Tedros who we are supposed to believe give a damn about the health of the world population they are seeking to enslave. That, amazingly, is all there is to it in terms of crucial decision-making. Medical staff in each country then follow like sheep the dictates of the shepherds at the top of the national medical hierarchies – chief medical officers and science 'advisers' who themselves follow like sheep the shepherds of the World Health Organization and the Cult. Shepherds at the national level often have major funding and other connections to Gates and his Bill and Melinda Gates Foundation which carefully hands out money like confetti at a wedding to control the entire global medical system from the WHO down.

Follow the money

Christopher Whitty, Chief Medical Adviser to the UK Government at the centre of 'virus' policy, a senior adviser to the government's Scientific Advisory Group for Emergencies (SAGE), and Executive Board member of the World Health Organization, was gifted a grant of \$40 million by the Bill and Melinda Gates Foundation for malaria research in Africa. The BBC described the unelected Whitty as 'the

official who will probably have the greatest impact on our everyday lives of any individual policymaker in modern times' and so it turned out. What Gates and Tedros have said Whitty has done like his equivalents around the world. Patrick Vallance, co-chair of SAGE and the government's Chief Scientific Adviser, is a former executive of Big Pharma giant GlaxoSmithKline with its fundamental financial and business connections to Bill Gates. In September, 2020, it was revealed that Vallance owned a deferred bonus of shares in GlaxoSmithKline worth £600,000 while the company was 'developing' a 'Covid vaccine'. Move along now – nothing to see here – what could possibly be wrong with that? Imperial College in London, a major player in 'Covid' policy in Britain and elsewhere with its 'Covid-19' Response Team, is funded by Gates and has big connections to China while the now infamous Professor Neil Ferguson, the useless 'computer modeller' at Imperial College is also funded by Gates. Ferguson delivered the dramatically inaccurate excuse for the first lockdowns (much more in the next chapter). The Institute for Health Metrics and Evaluation (IHME) in the United States, another source of outrageously false 'Covid' computer models to justify lockdowns, is bankrolled by Gates who is a vehement promotor of lockdowns. America's version of Whitty and Vallance, the again now infamous Anthony Fauci, has connections to 'Covid vaccine' maker Moderna as does Bill Gates through funding from the Bill and Melinda Gates Foundation. Fauci is director of the National Institute of Allergy and Infectious Diseases (NIAID), a major recipient of Gates money, and they are very close. Deborah Birx who was appointed White House Coronavirus Response Coordinator in February, 2020, is yet another with ties to Gates. Everywhere you look at the different elements around the world behind the coordination and decision making of the 'Covid' hoax there is Bill Gates and his money. They include the World Health Organization; Centers for Disease Control (CDC) in the United States; National Institutes of Health (NIH) of Anthony Fauci; Imperial College and Neil Ferguson; the London School of Hygiene where Chris Whitty worked; Regulatory agencies like the UK Medicines & Healthcare products Regulatory Agency (MHRA)

which gave emergency approval for 'Covid vaccines'; Wellcome Trust; GAVI, the Vaccine Alliance; the Coalition for Epidemic Preparedness Innovations (CEPI); Johns Hopkins University which has compiled the false 'Covid' figures; and the World Economic Forum. A Nationalfile.com article said:

Gates has a lot of pull in the medical world, he has a multi-million dollar relationship with Dr. Fauci, and Fauci originally took the Gates line supporting vaccines and casting doubt on [the drug hydroxychloroquine]. Coronavirus response team member Dr. Deborah Birx, appointed by former president Obama to serve as United States Global AIDS Coordinator, also sits on the board of a group that has received billions from Gates' foundation, and Birx reportedly used a disputed Bill Gates-funded model for the White House's Coronavirus effort. Gates is a big proponent for a population lockdown scenario for the Coronavirus outbreak.

Another funder of Moderna is the Defense Advanced Research Projects Agency (DARPA), the technology-development arm of the Pentagon and one of the most sinister organisations on earth. DARPA had a major role with the CIA covert technology-funding operation In-Q-Tel in the development of Google and social media which is now at the centre of global censorship. Fauci and Gates are extremely close and openly admit to talking regularly about 'Covid' policy, but then why wouldn't Gates have a seat at every national 'Covid' table after his Foundation committed \$1.75 billion to the 'fight against Covid-19'. When passed through our Orwellian Translation Unit this means that he has bought and paid for the Cult-driven 'Covid' response worldwide. Research the major 'Covid' response personnel in your own country and you will find the same Gates funding and other connections again and again. Medical and science chiefs following World Health Organization 'policy' sit atop a medical hierarchy in their country of administrators, doctors and nursing staff. These 'subordinates' are told they must work and behave in accordance with the policy delivered from the 'top' of the national 'health' pyramid which is largely the policy delivered by the WHO which is the policy delivered by Gates and the Cult. The whole 'Covid' narrative has been imposed on medical staff by a climate of fear although great numbers don't even need that to comply. They do so through breathtaking levels of ignorance and

include doctors who go through life simply repeating what Big Pharma and their hierarchical masters tell them to say and believe. No wonder Big Pharma 'medicine' is one of the biggest killers on Planet Earth.

The same top-down system of intimidation operates with regard to the Cult Big Pharma cartel which also dictates policy through national and global medical systems in this way. The Cult and Big Pharma agendas are the same because the former controls and owns the latter. 'Health' administrators, doctors, and nursing staff are told to support and parrot the dictated policy or they will face consequences which can include being fired. How sad it's been to see medical staff meekly repeating and imposing Cult policy without question and most of those who can see through the deceit are only willing to speak anonymously off the record. They know what will happen if their identity is known. This has left the courageous few to expose the lies about the 'virus', face masks, overwhelmed hospitals that aren't, and the dangers of the 'vaccine' that isn't a vaccine. When these medical professionals and scientists, some renowned in their field, have taken to the Internet to expose the truth their articles, comments and videos have been deleted by Cult-owned Facebook, Twitter and YouTube. What a real head-shaker to see YouTube videos with leading world scientists and highly qualified medical specialists with an added link underneath to the notorious Cult propaganda website *Wikipedia* to find the 'facts' about the same subject.

HIV – the 'Covid' trial-run

I'll give you an example of the consequences for health and truth that come from censorship and unquestioning belief in official narratives. The story was told by PCR inventor Kary Mullis in his book *Dancing Naked in the Mind Field*. He said that in 1984 he accepted as just another scientific fact that Luc Montagnier of France's Pasteur Institute and Robert Gallo of America's National Institutes of Health had independently discovered that a 'retrovirus' dubbed HIV (human immunodeficiency virus) caused AIDS. They

were, after all, Mullis writes, specialists in retroviruses. This is how the medical and science pyramids work. Something is announced or *assumed* and then becomes an everybody-knows-that purely through repetition of the assumption as if it is fact. Complete crap becomes accepted truth with no supporting evidence and only repetition of the crap. This is how a 'virus' that doesn't exist became the 'virus' that changed the world. The HIV-AIDS fairy story became a multi-billion pound industry and the media poured out propaganda terrifying the world about the deadly HIV 'virus' that caused the lethal AIDS. By then Mullis was working at a lab in Santa Monica, California, to detect retroviruses with his PCR test in blood donations received by the Red Cross. In doing so he asked a virologist where he could find a reference for HIV being the cause of AIDS. 'You don't need a reference,' the virologist said ... '*Everybody knows it.*' Mullis said he wanted to quote a reference in the report he was doing and he said he felt a little funny about not knowing the source of such an important discovery when everyone else seemed to. The virologist suggested he cite a report by the Centers for Disease Control and Prevention (CDC) on morbidity and mortality. Mullis read the report, but it only said that an organism had been identified and did not say how. The report did not identify the original scientific work. Physicians, however, *assumed* (key recurring theme) that if the CDC was convinced that HIV caused AIDS then proof must exist. Mullis continues:

I did computer searches. Neither Montagnier, Gallo, nor anyone else had published papers describing experiments which led to the conclusion that HIV probably caused AIDS. I read the papers in *Science* for which they had become well known as AIDS doctors, but all they had said there was that they had found evidence of a past infection by something which was probably HIV in some AIDS patients.

They found antibodies. Antibodies to viruses had always been considered evidence of past disease, not present disease. Antibodies signaled that the virus had been defeated. The patient had saved himself. There was no indication in these papers that this virus caused a disease. They didn't show that everybody with the antibodies had the disease. In fact they found some healthy people with antibodies.

Mullis asked why their work had been published if Montagnier and Gallo hadn't really found this evidence, and why had they been fighting so hard to get credit for the discovery? He says he was hesitant to write 'HIV is the probable cause of AIDS' until he found published evidence to support that. 'Tens of thousands of scientists and researchers were spending billions of dollars a year doing research based on this idea,' Mullis writes. 'The reason had to be there somewhere; otherwise these people would not have allowed their research to settle into one narrow channel of investigation.' He said he lectured about PCR at numerous meetings where people were always talking about HIV and he asked them how they knew that HIV was the cause of AIDS:

Everyone said something. Everyone had the answer at home, in the office, in some drawer. They all knew, and they would send me the papers as soon as they got back. But I never got any papers. Nobody ever sent me the news about how AIDS was caused by HIV.

Eventually Mullis was able to ask Montagnier himself about the reference proof when he lectured in San Diego at the grand opening of the University of California AIDS Research Center. Mullis says this was the last time he would ask his question without showing anger. Montagnier said he should reference the CDC report. 'I read it', Mullis said, and it didn't answer the question. 'If Montagnier didn't know the answer who the hell did?' Then one night Mullis was driving when an interview came on National Public Radio with Peter Duesberg, a prominent virologist at Berkeley and a California Scientist of the Year. Mullis says he finally understood why he could not find references that connected HIV to AIDS – *there weren't any!* No one had ever proved that HIV causes AIDS even though it had spawned a multi-billion pound global industry and the media was repeating this as fact every day in their articles and broadcasts terrifying the shit out of people about AIDS and giving the impression that a positive test for HIV (see 'Covid') was a death sentence. Duesberg was a threat to the AIDS gravy train and the agenda that underpinned it. He was therefore abused and castigated after he told the Proceedings of the National Academy of Sciences

there was no good evidence implicating the new 'virus'. Editors rejected his manuscripts and his research funds were deleted. Mullis points out that the CDC has defined AIDS as one of more than 30 diseases *if accompanied* by a positive result on a test that detects antibodies to HIV; but those same diseases are not defined as AIDS cases when antibodies are not detected:

If an HIV-positive woman develops uterine cancer, for example, she is considered to have AIDS. If she is not HIV positive, she simply has uterine cancer. An HIV-positive man with tuberculosis has AIDS; if he tests negative he simply has tuberculosis. If he lives in Kenya or Colombia, where the test for HIV antibodies is too expensive, he is simply presumed to have the antibodies and therefore AIDS, and therefore he can be treated in the World Health Organization's clinic. It's the only medical help available in some places. And it's free, because the countries that support WHO are worried about AIDS.

Mullis accuses the CDC of continually adding new diseases (see ever more 'Covid symptoms') to the grand AIDS definition and of virtually doctoring the books to make it appear as if the disease continued to spread. He cites how in 1993 the CDC enormously broadened its AIDS definition and county health authorities were delighted because they received \$2,500 per year from the Federal government for every reported AIDS case. Ladies and gentlemen, I have just described, via Kary Mullis, the 'Covid pandemic' of 2020 and beyond. Every element is the same and it's been pulled off in the same way by the same networks.

The 'Covid virus' exists? Okay – prove it. Er ... still waiting

What Kary Mullis described with regard to 'HIV' has been repeated with 'Covid'. A claim is made that a new, or 'novel', infection has been found and the entire medical system of the world repeats that as fact exactly as they did with HIV and AIDS. No one in the mainstream asks rather relevant questions such as 'How do you know?' and 'Where is your proof?' The SARS-Cov-2 'virus' and the 'Covid-19 disease' became an overnight 'everybody-knows-that'. The origin could be debated and mulled over, but what you could not suggest was that 'SARS-Cov-2' didn't exist. That would be

ridiculous. 'Everybody knows' the 'virus' exists. Well, I didn't for one along with American proper doctors like Andrew Kaufman and Tom Cowan and long-time American proper journalist Jon Rappaport. We dared to pursue the obvious and simple question: 'Where's the evidence?' The overwhelming majority in medicine, journalism and the general public did not think to ask that. After all, *everyone knew* there was a new 'virus'. Everyone was saying so and I heard it on the BBC. Some would eventually argue that the 'deadly virus' was nothing like as deadly as claimed, but few would venture into the realms of its very existence. Had they done so they would have found that the evidence for that claim had gone AWOL as with HIV causes AIDS. In fact, not even that. For something to go AWOL it has to exist in the first place and scientific proof for a 'SARS-Cov-2' can be filed under nothing, nowhere and zilch.

Dr Andrew Kaufman is a board-certified forensic psychiatrist in New York State, a Doctor of Medicine and former Assistant Professor and Medical Director of Psychiatry at SUNY Upstate Medical University, and Medical Instructor of Hematology and Oncology at the Medical School of South Carolina. He also studied biology at the Massachusetts Institute of Technology (MIT) and trained in Psychiatry at Duke University. Kaufman is retired from allopathic medicine, but remains a consultant and educator on natural healing, I saw a video of his very early on in the 'Covid' hoax in which he questioned claims about the 'virus' in the absence of any supporting evidence and with plenty pointing the other way. I did everything I could to circulate his work which I felt was asking the pivotal questions that needed an answer. I can recommend an excellent pull-together interview he did with the website The Last Vagabond entitled *Dr Andrew Kaufman: Virus Isolation, Terrain Theory and Covid-19* and his website is andrewkaufmanmd.com. Kaufman is not only a forensic psychiatrist; he is forensic in all that he does. He always reads original scientific papers, experiments and studies instead of second-third-fourth-hand reports about the 'virus' in the media which are repeating the repeated repetition of the narrative. When he did so with the original Chinese 'virus' papers Kaufman

realised that there was no evidence of a 'SARS-Cov-2'. They had never – from the start – shown it to exist and every repeat of this claim worldwide was based on the accepted existence of proof that was nowhere to be found – see Kary Mullis and HIV. Here we go again.

Let's postulate

Kaufman discovered that the Chinese authorities immediately concluded that the cause of an illness that broke out among about 200 initial patients in Wuhan was a 'new virus' when there were no grounds to make that conclusion. The alleged 'virus' was not isolated from other genetic material in their samples and then shown through a system known as Koch's postulates to be the causative agent of the illness. The world was told that the SARS-Cov-2 'virus' caused a disease they called 'Covid-19' which had 'flu-like' symptoms and could lead to respiratory problems and pneumonia. If it wasn't so tragic it would almost be funny. *'Flu-like' symptoms? Pneumonia? Respiratory disease?* What in CHINA and particularly in Wuhan, one of the most polluted cities in the world with a resulting epidemic of respiratory disease?? Three hundred thousand people get pneumonia in China every year and there are nearly a billion cases worldwide of 'flu-like symptoms'. These have a whole range of causes – including pollution in Wuhan – but no other possibility was credibly considered in late 2019 when the world was told there was a new and deadly 'virus'. The global prevalence of pneumonia and 'flu-like systems' gave the Cult networks unlimited potential to re-diagnose these other causes as the mythical 'Covid-19' and that is what they did from the very start. Kaufman revealed how Chinese medical and science authorities (all subordinates to the Cult-owned communist government) took genetic material from the lungs of only a few of the first patients. The material contained their own cells, bacteria, fungi and other microorganisms living in their bodies. The only way you could prove the existence of the 'virus' and its responsibility for the alleged 'Covid-19' was to isolate the virus from all the other material – a process also known as 'purification' – and

then follow the postulates sequence developed in the late 19th century by German physician and bacteriologist Robert Koch which became the 'gold standard' for connecting an alleged causation agent to a disease:

1. The microorganism (bacteria, fungus, virus, etc.) must be present in every case of the disease and all patients must have the same symptoms. It must also *not be present in healthy individuals*.
2. The microorganism must be isolated from the host with the disease. If the microorganism is a bacteria or fungus it must be grown in a pure culture. If it is a virus, it must be purified (i.e. containing no other material except the virus particles) from a clinical sample.
3. The specific disease, with all of its characteristics, must be reproduced when the infectious agent (the purified virus or a pure culture of bacteria or fungi) is inoculated into a healthy, susceptible host.
4. The microorganism must be recoverable from the experimentally infected host as in step 2.

Not one of these criteria has been met in the case of 'SARS-Cov-2' and 'Covid-19'. Not ONE. EVER. Robert Koch refers to bacteria and not viruses. What are called 'viral particles' are so minute (hence masks are useless by any definition) that they could only be seen after the invention of the electron microscope in the 1930s and can still only be observed through that means. American bacteriologist and virologist Thomas Milton Rivers, the so-called 'Father of Modern Virology' who was very significantly director of the Rockefeller Institute for Medical Research in the 1930s, developed a less stringent version of Koch's postulates to identify 'virus' causation known as 'Rivers criteria'. 'Covid' did not pass that process either. Some even doubt whether any 'virus' can be isolated from other particles containing genetic material in the Koch method. Freedom of Information requests in many countries asking for scientific proof that the 'Covid virus' has been purified and isolated and shown to exist have all come back with a 'we don't have that' and when this happened with a request to the UK Department of Health they added this comment:

However, outside of the scope of the [Freedom of Information Act] and on a discretionary basis, the following information has been advised to us, which may be of interest. Most infectious diseases are caused by viruses, bacteria or fungi. Some bacteria or fungi have the capacity to grow on their own in isolation, for example in colonies on a petri dish. Viruses are different in that they are what we call 'obligate pathogens' – that is, they cannot survive or reproduce without infecting a host ...

... For some diseases, it is possible to establish causation between a microorganism and a disease by isolating the pathogen from a patient, growing it in pure culture and reintroducing it to a healthy organism. These are known as 'Koch's postulates' and were developed in 1882. However, as our understanding of disease and different disease-causing agents has advanced, these are no longer the method for determining causation [Andrew Kaufman asks why in that case are there two published articles falsely claiming to satisfy Koch's postulates].

It has long been known that viral diseases cannot be identified in this way as viruses cannot be grown in 'pure culture'. When a patient is tested for a viral illness, this is normally done by looking for the presence of antigens, or viral genetic code in a host with molecular biology techniques [Kaufman asks how you could know the origin of these chemicals without having a pure culture for comparison].

For the record 'antigens' are defined so:

Invading microorganisms have antigens on their surface that the human body can recognise as being foreign – meaning not belonging to it. When the body recognises a foreign antigen, lymphocytes (white blood cells) produce antibodies, which are complementary in shape to the antigen.

Notwithstanding that this is open to question in relation to 'SARS-Cov-2' the presence of 'antibodies' can have many causes and they are found in people that are perfectly well. Kary Mullis said: 'Antibodies ... had always been considered evidence of past disease, not present disease.'

'Covid' really is a *computer* 'virus'

Where the UK Department of Health statement says 'viruses' are now 'diagnosed' through a 'viral genetic code in a host with molecular biology techniques', they mean ... *the PCR test* which its inventor said cannot test for infectious disease. They have no credible method of connecting a 'virus' to a disease and we will see that there is no scientific proof that any 'virus' causes any disease or there is any such thing as a 'virus' in the way that it is described. Tenacious Canadian researcher Christine Massey and her team made

some 40 Freedom of Information requests to national public health agencies in different countries asking for proof that SARS-CoV-2 has been isolated and not one of them could supply that information. Massey said of her request in Canada: 'Freedom of Information reveals Public Health Agency of Canada has no record of 'SARS-COV-2' isolation performed by anyone, anywhere, ever.' If you accept the comment from the UK Department of Health it's because they can't isolate a 'virus'. Even so many 'science' papers claimed to have isolated the 'Covid virus' until they were questioned and had to admit they hadn't. A reply from the Robert Koch Institute in Germany was typical: 'I am not aware of a paper which purified isolated SARS-CoV-2.' So what the hell was Christian Drosten and his gang using to design the 'Covid' testing protocol that has produced all the illusory Covid' cases and 'Covid' deaths when the head of the Chinese version of the CDC admitted there was a problem right from the start in that the 'virus' had never been isolated/purified? Breathe deeply: What they are calling 'Covid' is actually created by a *computer program* i.e. *they made it up* – er, that's it. They took lung fluid, with many sources of genetic material, from one single person alleged to be infected with Covid-19 by a PCR test which they *claimed*, without clear evidence, contained a 'virus'. They used several computer programs to create a model of a theoretical virus genome sequence from more than fifty-six million small sequences of RNA, each of an unknown source, assembling them like a puzzle with no known solution. The computer filled in the gaps with sequences from bits in the gene bank to make it look like a bat SARS-like coronavirus! A wave of the magic wand and poof, an *in silico* (computer-generated) genome, a scientific fantasy, was created. UK health researcher Dr Kevin Corbett made the same point with this analogy:

... It's like giving you a few bones and saying that's your fish. It could be any fish. Not even a skeleton. Here's a few fragments of bones. That's your fish ... It's all from gene bank and the bits of the virus sequence that weren't there they made up.

They synthetically created them to fill in the blanks. That's what genetics is; it's a code. So it's ABBCCDDDD and you're missing some what you think is EEE so you put it in. It's all

synthetic. You just manufacture the bits that are missing. This is the end result of the geneticization of virology. This is basically a computer virus.

Further confirmation came in an email exchange between British citizen journalist Frances Leader and the government's Medicines & Healthcare Products Regulatory Agency (the Gates-funded MHRA) which gave emergency permission for untested 'Covid vaccines' to be used. The agency admitted that the 'vaccine' is not based on an isolated 'virus', but comes from a *computer-generated model*. Frances Leader was naturally banned from Cult-owned fascist Twitter for making this exchange public. The process of creating computer-generated alleged 'viruses' is called 'in silico' or 'in silicon' – computer chips – and the term 'in silico' is believed to originate with biological experiments using only a computer in 1989. 'Vaccines' involved with 'Covid' are also produced 'in silico' or by computer not a natural process. If the original 'virus' is nothing more than a made-up computer model how can there be 'new variants' of something that never existed in the first place? They are not new 'variants'; they are new *computer models* only minutely different to the original program and designed to further terrify the population into having the 'vaccine' and submitting to fascism. You want a 'new variant'? Click, click, enter – there you go. Tell the medical profession that you have discovered a 'South African variant', 'UK variants' or a 'Brazilian variant' and in the usual HIV-causes-AIDS manner they will unquestioningly repeat it with no evidence whatsoever to support these claims. They will go on television and warn about the dangers of 'new variants' while doing nothing more than repeating what they have been told to be true and knowing that any deviation from that would be career suicide. Big-time insiders will know it's a hoax, but much of the medical community is clueless about the way they are being played and themselves play the public without even being aware they are doing so. What an interesting 'coincidence' that AstraZeneca and Oxford University were conducting 'Covid vaccine trials' in the three countries – the UK, South Africa and Brazil – where the first three 'variants' were claimed to have 'broken out'.

Here's your 'virus' – it's a unicorn

Dr Andrew Kaufman presented a brilliant analysis describing how the 'virus' was imagined into fake existence when he dissected an article published by *Nature* and written by 19 authors detailing *alleged* 'sequencing of a complete viral genome' of the 'new SARS-CoV-2 virus'. This computer-modelled *in silico* genome was used as a template for all subsequent genome sequencing experiments that resulted in the so-called variants which he said now number more than 6,000. The fake genome was constructed from more than 56 million individual short strands of RNA. Those little pieces were assembled into longer pieces by finding areas of overlapping sequences. The computer programs created over two million possible combinations from which the authors simply chose the longest one. They then compared this to a 'bat virus' and the computer 'alignment' rearranged the sequence and filled in the gaps! They called this computer-generated abomination the 'complete genome'. Dr Tom Cowan, a fellow medical author and collaborator with Kaufman, said such computer-generation constitutes scientific fraud and he makes this superb analogy:

Here is an equivalency: A group of researchers claim to have found a unicorn because they found a piece of a hoof, a hair from a tail, and a snippet of a horn. They then add that information into a computer and program it to re-create the unicorn, and they then claim this computer re-creation is the real unicorn. Of course, they had never actually seen a unicorn so could not possibly have examined its genetic makeup to compare their samples with the actual unicorn's hair, hooves and horn.

The researchers claim they decided which is the real genome of SARS-CoV-2 by 'consensus', sort of like a vote. Again, different computer programs will come up with different versions of the imaginary 'unicorn', so they come together as a group and decide which is the real imaginary unicorn.

This is how the 'virus' that has transformed the world was brought into fraudulent 'existence'. Extraordinary, yes, but as the Nazis said the bigger the lie the more will believe it. Cowan, however, wasn't finished and he went on to identify what he called the real blockbuster in the paper. He quotes this section from a paper written

by virologists and published by the CDC and then explains what it means:

Therefore, we examined the capacity of SARS-CoV-2 to infect and replicate in several common primate and human cell lines, including human adenocarcinoma cells (A549), human liver cells (HUH 7.0), and human embryonic kidney cells (HEK-293T). In addition to Vero E6 and Vero CCL81 cells. ... Each cell line was inoculated at high multiplicity of infection and examined 24h post-infection.

No CPE was observed in any of the cell lines except in Vero cells, which grew to greater than 10 to the 7th power at 24 h post-infection. In contrast, HUH 7.0 and 293T showed only modest viral replication, and A549 cells were incompatible with SARS CoV-2 infection.

Cowan explains that when virologists attempt to prove infection they have three possible 'hosts' or models on which they can test. The first was humans. Exposure to humans was generally not done for ethical reasons and has never been done with SARS-CoV-2 or any coronavirus. The second possible host was animals. Cowan said that forgetting for a moment that they never actually use purified virus when exposing animals they do use solutions that they *claim* contain the virus. Exposure to animals has been done with SARS-CoV-2 in an experiment involving mice and this is what they found: *None of the wild (normal) mice got sick.* In a group of genetically-modified mice, a statistically insignificant number lost weight and had slightly bristled fur, but they experienced nothing like the illness called 'Covid-19'. Cowan said the third method – the one they mostly rely on – is to inoculate solutions they *say* contain the virus onto a variety of tissue cultures. This process had never been shown to kill tissue *unless* the sample material was starved of nutrients and poisoned as *part of the process.* Yes, incredibly, in tissue experiments designed to show the 'virus' is responsible for killing the tissue they starve the tissue of nutrients and add toxic drugs including antibiotics and they do not have control studies to see if it's the starvation and poisoning that is degrading the tissue rather than the 'virus' they allege to be in there somewhere. You want me to pinch you? Yep, I understand. Tom Cowan said this about the whole nonsensical farce as he explains what that quote from the CDC paper really means:

The shocking thing about the above quote is that using their own methods, the virologists found that solutions containing SARS-CoV-2 – even in high amounts – were NOT, I repeat NOT, infective to any of the three human tissue cultures they tested. In plain English, this means they proved, on their terms, that this ‘new coronavirus’ is not infectious to human beings. It is ONLY infective to monkey kidney cells, and only then when you add two potent drugs (gentamicin and amphotericin), known to be toxic to kidneys, to the mix.

My friends, read this again and again. These virologists, published by the CDC, performed a clear proof, on their terms, showing that the SARS-CoV-2 virus is harmless to human beings. That is the only possible conclusion, but, unfortunately, this result is not even mentioned in their conclusion. They simply say they can provide virus stocks cultured only on monkey Vero cells, thanks for coming.

Cowan concluded: ‘If people really understood how this “science” was done, I would hope they would storm the gates and demand honesty, transparency and truth.’ Dr Michael Yeadon, former Vice President and Chief Scientific Adviser at drug giant Pfizer has been a vocal critic of the ‘Covid vaccine’ and its potential for multiple harm. He said in an interview in April, 2021, that ‘not one [vaccine] has the virus. He was asked why vaccines normally using a ‘dead’ version of a disease to activate the immune system were not used for ‘Covid’ and instead we had the synthetic methods of the ‘mRNA Covid vaccine’. Yeadon said that to do the former ‘you’d have to have some of [the virus] wouldn’t you?’ He added: ‘No-one’s got any – seriously.’ Yeadon said that surely they couldn’t have fooled the whole world for a year without having a virus, ‘but oddly enough ask around – no one’s got it’. He didn’t know why with all the ‘great labs’ around the world that the virus had not been isolated – ‘Maybe they’ve been too busy running bad PCR tests and vaccines that people don’t need.’ What is today called ‘science’ is not ‘science’ at all. Science is no longer what is, but whatever people can be manipulated to *believe* that it is. Real science has been hijacked by the Cult to dispense and produce the ‘expert scientists’ and contentions that suit the agenda of the Cult. How big-time this has happened with the ‘Covid’ hoax which is entirely based on fake science delivered by fake ‘scientists’ and fake ‘doctors’. The human-caused climate change hoax is also entirely based on fake science delivered by fake ‘scientists’ and fake ‘climate experts’. In both cases real

scientists, climate experts and doctors have their views suppressed and deleted by the Cult-owned science establishment, media and Silicon Valley. This is the 'science' that politicians claim to be 'following' and a common denominator of 'Covid' and climate are Cult psychopaths Bill Gates and his mate Klaus Schwab at the Gates-funded World Economic Forum. But, don't worry, it's all just a coincidence and absolutely nothing to worry about. Zzzzzzzzz.

What is a 'virus' REALLY?

Dr Tom Cowan is one of many contesting the very existence of viruses let alone that they cause disease. This is understandable when there is no scientific evidence for a disease-causing 'virus'. German virologist Dr Stefan Lanka won a landmark case in 2017 in the German Supreme Court over his contention that there is no such thing as a measles virus. He had offered a big prize for anyone who could prove there is and Lanka won his case when someone sought to claim the money. There is currently a prize of more than 225,000 euros on offer from an Isolate Truth Fund for anyone who can prove the isolation of SARS-CoV-2 and its genetic substance. Lanka wrote in an article headed 'The Misconception Called Virus' that scientists think a 'virus' is causing tissue to become diseased and degraded when in fact it is the *processes they are using* which do that – not a 'virus'. Lanka has done an important job in making this point clear as Cowan did in his analysis of the CDC paper. Lanka says that all claims about viruses as disease-causing pathogens are wrong and based on 'easily recognisable, understandable and verifiable misinterpretations.' Scientists believed they were working with 'viruses' in their laboratories when they were really working with 'typical particles of specific dying tissues or cells ...' Lanka said that the tissue decaying process claimed to be caused by a 'virus' still happens when no alleged 'virus' is involved. It's the *process* that does the damage and not a 'virus'. The genetic sample is deprived of nutrients, removed from its energy supply through removal from the body and then doused in toxic antibiotics to remove any bacteria. He confirms again that establishment scientists do not (pinch me)

conduct control experiments to see if this is the case and if they did they would see the claims that 'viruses' are doing the damage is nonsense. He adds that during the measles 'virus' court case he commissioned an independent laboratory to perform just such a control experiment and the result was that the tissues and cells died in the exact same way as with alleged 'infected' material. This is supported by a gathering number of scientists, doctors and researchers who reject what is called 'germ theory' or the belief in the body being infected by contagious sources emitted by other people. Researchers Dawn Lester and David Parker take the same stance in their highly-detailed and sourced book *What Really Makes You Ill – Why everything you thought you knew about disease is wrong* which was recommended to me by a number of medical professionals genuinely seeking the truth. Lester and Parker say there is no provable scientific evidence to show that a 'virus' can be transmitted between people or people and animals or animals and people:

The definition also claims that viruses are the cause of many diseases, as if this has been definitively proven. But this is not the case; there is no original scientific evidence that definitively demonstrates that any virus is the cause of any disease. The burden of proof for any theory lies with those who proposed it; but none of the existing documents provides 'proof' that supports the claim that 'viruses' are pathogens.

Dr Tom Cowan employs one of his clever analogies to describe the process by which a 'virus' is named as the culprit for a disease when what is called a 'virus' is only material released by cells detoxing themselves from infiltration by chemical or radiation poisoning. The tidal wave of technologically-generated radiation in the 'smart' modern world plus all the toxic food and drink are causing this to happen more than ever. Deluded 'scientists' misread this as a gathering impact of what they wrongly label 'viruses'.

Paper can infect houses

Cowan said in an article for davidicke.com – with his tongue only mildly in his cheek – that he believed he had made a tremendous

discovery that may revolutionise science. He had discovered that small bits of paper are alive, 'well alive-ish', can 'infect' houses, and then reproduce themselves inside the house. The result was that this explosion of growth in the paper inside the house causes the house to explode, blowing it to smithereens. His evidence for this new theory is that in the past months he had carefully examined many of the houses in his neighbourhood and found almost no scraps of paper on the lawns and surrounds of the house. There was an occasional stray label, but nothing more. Then he would return to these same houses a week or so later and with a few, not all of them, particularly the old and decrepit ones, he found to his shock and surprise they were littered with stray bits of paper. He knew then that the paper had infected these houses, made copies of itself, and blew up the house. A young boy on a bicycle at one of the sites told him he had seen a demolition crew using dynamite to explode the house the previous week, but Cowan dismissed this as the idle thoughts of silly boys because 'I was on to something big'. He was on to how 'scientists' mistake genetic material in the detoxifying process for something they call a 'virus'. Cowan said of his house and paper story:

If this sounds crazy to you, it's because it should. This scenario is obviously nuts. But consider this admittedly embellished, for effect, current viral theory that all scientists, medical doctors and virologists currently believe.

He takes the example of the 'novel SARS-Cov2' virus to prove the point. First they take someone with an undefined illness called 'Covid-19' and don't even attempt to find any virus in their sputum. Never mind the scientists still describe how this 'virus', which they have not located attaches to a cell receptor, injects its genetic material, in 'Covid's' case, RNA, into the cell. The RNA once inserted exploits the cell to reproduce itself and makes 'thousands, nay millions, of copies of itself ... Then it emerges victorious to claim its next victim':

If you were to look in the scientific literature for proof, actual scientific proof, that uniform SARS-CoV2 viruses have been properly isolated from the sputum of a sick person, that actual spike proteins could be seen protruding from the virus (which has not been found), you would find that such evidence doesn't exist.

If you go looking in the published scientific literature for actual pictures, proof, that these spike proteins or any viral proteins are ever attached to any receptor embedded in any cell membrane, you would also find that no such evidence exists. If you were to look for a video or documented evidence of the intact virus injecting its genetic material into the body of the cell, reproducing itself and then emerging victorious by budding off the cell membrane, you would find that no such evidence exists.

The closest thing you would find is electron micrograph pictures of cellular particles, possibly attached to cell debris, both of which to be seen were stained by heavy metals, a process that completely distorts their architecture within the living organism. This is like finding bits of paper stuck to the blown-up bricks, thereby proving the paper emerged by taking pieces of the bricks on its way out.

The Enders baloney

Cowan describes the 'Covid' story as being just as make-believe as his paper story and he charts back this fantasy to a Nobel Prize winner called John Enders (1897-1985), an American biomedical scientist who has been dubbed 'The Father of Modern Vaccines'. Enders is claimed to have 'discovered' the process of the viral culture which 'proved' that a 'virus' caused measles. Cowan explains how Enders did this 'by using the EXACT same procedure that has been followed by every virologist to find and characterize every new virus since 1954'. Enders took throat swabs from children with measles and immersed them in 2ml of milk. Penicillin (100u/ml) and the antibiotic streptomycin (50,g/ml) were added and the whole mix was centrifuged – rotated at high speed to separate large cellular debris from small particles and molecules as with milk and cream, for example. Cowan says that if the aim is to find little particles of genetic material ('viruses') in the snot from children with measles it would seem that the last thing you would do is mix the snot with other material – milk –that also has genetic material. 'How are you ever going to know whether whatever you found came from the snot or the milk?' He points out that streptomycin is a 'nephrotoxic' or poisonous-to-the-kidney drug. You will see the relevance of that

shortly. Cowan says that it gets worse, much worse, when Enders describes the culture medium upon which the virus 'grows': 'The culture medium consisted of bovine amniotic fluid (90%), beef embryo extract (5%), horse serum (5%), antibiotics and phenol red as an indicator of cell metabolism.' Cowan asks incredulously: 'Did he just say that the culture medium also contained fluids and tissues that are themselves rich sources of genetic material?' The genetic cocktail, or 'medium', is inoculated onto tissue and cells from rhesus monkey *kidney* tissue. This is where the importance of streptomycin comes in and currently-used antimicrobials and other drugs that are *poisonous to kidneys* and used in ALL modern viral cultures (e.g. gentamicin, streptomycin, and amphotericin). Cowan asks: 'How are you ever going to know from this witch's brew where any genetic material comes from as we now have five different sources of rich genetic material in our mix?' Remember, he says, that all genetic material, whether from monkey kidney tissues, bovine serum, milk, etc., is made from the exact same components. The same central question returns: 'How are you possibly going to know that it was the virus that killed the kidney tissue and not the toxic antibiotic and starvation rations on which you are growing the tissue?' John Enders answered the question himself – *you can't*:

A second agent was obtained from an uninoculated culture of monkey kidney cells. The cytopathic changes [death of the cells] it induced in the unstained preparations could not be distinguished with confidence from the viruses isolated from measles.

The death of the cells ('cytopathic changes') happened in exactly the same manner, whether they inoculated the kidney tissue with the measles snot or not, Cowan says. 'This is evidence that the destruction of the tissue, the very proof of viral causation of illness, was not caused by anything in the snot because they saw the same destructive effect when the snot was not even used ... the cytopathic, i.e., cell-killing, changes come from the process of the culture itself, not from any virus in any snot, period.' Enders quotes in his 1957 paper a virologist called Ruckle as reporting similar findings 'and in addition has isolated an agent from monkey kidney tissue that is so

far indistinguishable from human measles virus'. In other words, Cowan says, these particles called 'measles viruses' are simply and clearly breakdown products of the starved and poisoned tissue. For measles 'virus' see all 'viruses' including the so-called 'Covid virus'. Enders, the 'Father of Modern Vaccines', also said:

There is a potential risk in employing cultures of primate cells for the production of vaccines composed of attenuated virus, since the presence of other agents possibly latent in primate tissues cannot be definitely excluded by any known method.

Cowan further quotes from a paper published in the journal *Viruses* in May, 2020, while the 'Covid pandemic' was well underway in the media if not in reality. 'EVs' here refers to particles of genetic debris from our own tissues, such as exosomes of which more in a moment: 'The remarkable resemblance between EVs and viruses has caused quite a few problems in the studies focused on the analysis of EVs released during viral infections.' Later the paper adds that to date a reliable method that can actually guarantee a complete separation (of EVs from viruses) DOES NOT EXIST. This was published at a time when a fairy tale 'virus' was claimed in total certainty to be causing a fairy tale 'viral disease' called 'Covid-19' – a fairy tale that was already well on the way to transforming human society in the image that the Cult has worked to achieve for so long. Cowan concludes his article:

To summarize, there is no scientific evidence that pathogenic viruses exist. What we think of as 'viruses' are simply the normal breakdown products of dead and dying tissues and cells. When we are well, we make fewer of these particles; when we are starved, poisoned, suffocated by wearing masks, or afraid, we make more.

There is no engineered virus circulating and making people sick. People in laboratories all over the world are making genetically modified products to make people sick. These are called vaccines. There is no virome, no 'ecosystem' of viruses, viruses are not 8%, 50% or 100 % of our genetic material. These are all simply erroneous ideas based on the misconception called a virus.

What is 'Covid'? Load of bollocks

The background described here by Cowan and Lanka was emphasised in the first video presentation that I saw by Dr Andrew Kaufman when he asked whether the 'Covid virus' was in truth a natural defence mechanism of the body called 'exosomes'. These are released by cells when in states of toxicity – see the same themes returning over and over. They are released ever more profusely as chemical and radiation toxicity increases and think of the potential effect therefore of 5G alone as its destructive frequencies infest the human energetic information field with a gathering pace (5G went online in Wuhan in 2019 as the 'virus' emerged). I'll have more about this later. Exosomes transmit a warning to the rest of the body that 'Houston, we have a problem'. Kaufman presented images of exosomes and compared them with 'Covid' under an electron microscope and the similarity was remarkable. They both attach to the same cell receptors (*claimed* in the case of 'Covid'), contain the same genetic material in the form of RNA or ribonucleic acid, and both are found in 'viral cell cultures' with damaged or dying cells. James Hildreth MD, President and Chief Executive Officer of the Meharry Medical College at Johns Hopkins, said: 'The virus is fully an exosome in every sense of the word.' Kaufman's conclusion was that there is no 'virus': 'This entire pandemic is a completely manufactured crisis ... there is no evidence of anyone dying from [this] illness.' Dr Tom Cowan and Sally Fallon Morell, authors of *The Contagion Myth*, published a statement with Dr Kaufman in February, 2021, explaining why the 'virus' does not exist and you can read it that in full in the Appendix.

'Virus' theory can be traced to the 'cell theory' in 1858 of German physician Rudolf Virchow (1821-1920) who contended that disease originates from a single cell infiltrated by a 'virus'. Dr Stefan Lanka said that findings and insights with respect to the structure, function and central importance of tissues in the creation of life, which were already known in 1858, comprehensively refute the cell theory. Virchow ignored them. We have seen the part later played by John Enders in the 1950s and Lanka notes that infection theories were only established as a global dogma through the policies and

eugenics of the Third Reich in Nazi Germany (creation of the same Sabbatian cult behind the 'Covid' hoax). Lanka said: 'Before 1933, scientists dared to contradict this theory; after 1933, these critical scientists were silenced'. Dr Tom Cowan's view is that ill-health is caused by too much of something, too little of something, or toxification from chemicals and radiation – not contagion. We must also highlight as a major source of the 'virus' theology a man still called the 'Father of Modern Virology' – Thomas Milton Rivers (1888-1962). There is no way given the Cult's long game policy that it was a coincidence for the 'Father of Modern Virology' to be director of the Rockefeller Institute for Medical Research from 1937 to 1956 when he is credited with making the Rockefeller Institute a leader in 'viral research'. Cult Rockefellerers were the force behind the creation of Big Pharma 'medicine', established the World Health Organisation in 1948, and have long and close associations with the Gates family that now runs the WHO during the pandemic hoax through mega-rich Cult gofer and psychopath Bill Gates.

Only a Renegade Mind can see through all this bullshit by asking the questions that need to be answered, not taking 'no' or prevarication for an answer, and certainly not hiding from the truth in fear of speaking it. Renegade Minds have always changed the world for the better and they will change this one no matter how bleak it may currently appear to be.

CHAPTER SIX

Sequence of deceit

If you tell the truth, you don't have to remember anything
Mark Twain

Against the background that I have laid out this far the sequence that took us from an invented 'virus' in Cult-owned China in late 2019 to the fascist transformation of human society can be seen and understood in a whole new context.

We were told that a deadly disease had broken out in Wuhan and the world media began its campaign (coordinated by behavioural psychologists as we shall see) to terrify the population into unquestioning compliance. We were shown images of Chinese people collapsing in the street which never happened in the West with what was supposed to be the same condition. In the earliest days when alleged cases and deaths were few the fear register was hysterical in many areas of the media and this would expand into the common media narrative across the world. The real story was rather different, but we were never told that. The Chinese government, one of the Cult's biggest centres of global operation, said they had discovered a new illness with flu-like and pneumonia-type symptoms in a city with such toxic air that it is overwhelmed with flu-like symptoms, pneumonia and respiratory disease. Chinese scientists said it was a new – 'novel' – coronavirus which they called Sars-Cov-2 and that it caused a disease they labelled 'Covid-19'. There was no evidence for this and the 'virus' has never to this day been isolated, purified and its genetic code established from that. It

was from the beginning a computer-generated fiction. Stories of Chinese whistleblowers saying the number of deaths was being suppressed or that the 'new disease' was related to the Wuhan bio-lab misdirected mainstream and alternative media into cul-de-sacs to obscure the real truth – there was no 'virus'.

Chinese scientists took genetic material from the lung fluid of just a few people and said they had found a 'new' disease when this material had a wide range of content. There was no evidence for a 'virus' for the very reasons explained in the last two chapters. The 'virus' has never been shown to (a) exist and (b) cause any disease. People were diagnosed on symptoms that are so widespread in Wuhan and polluted China and with a PCR test that can't detect infectious disease. On this farce the whole global scam was sold to the rest of the world which would also diagnose respiratory disease as 'Covid-19' from symptoms alone or with a PCR test not testing for a 'virus'. Flu miraculously disappeared *worldwide* in 2020 and into 2021 as it was redesignated 'Covid-19'. It was really the same old flu with its 'flu-like' symptoms attributed to 'flu-like' 'Covid-19'. At the same time with very few exceptions the Chinese response of draconian lockdown and fascism was the chosen weapon to respond across the West as recommended by the Cult-owned Tedros at the Cult-owned World Health Organization run by the Cult-owned Gates. All was going according to plan. Chinese scientists – everything in China is controlled by the Cult-owned government – compared their contaminated RNA lung-fluid material with other RNA sequences and said it appeared to be just under 80 percent identical to the SARS-CoV-1 'virus' claimed to be the cause of the SARS (severe acute respiratory syndrome) 'outbreak' in 2003. They decreed that because of this the 'new virus' had to be related and they called it SARS-CoV-2. There are some serious problems with this assumption and *assumption* was all it was. Most 'factual' science turns out to be assumptions repeated into everyone-knows-that. A match of under 80-percent is meaningless. Dr Kaufman makes the point that there's a 96 percent genetic correlation between humans and chimpanzees, but 'no one would say our genetic material is part

of the chimpanzee family'. Yet the Chinese authorities were claiming that a much lower percentage, less than 80 percent, proved the existence of a new 'coronavirus'. For goodness sake human DNA is 60 percent similar to a *banana*.

You are feeling sleepy

The entire 'Covid' hoax is a global Psyop, a psychological operation to program the human mind into believing and fearing a complete fantasy. A crucial aspect of this was what *appeared* to happen in Italy. It was all very well streaming out daily images of an alleged catastrophe in Wuhan, but to the Western mind it was still on the other side of the world in a very different culture and setting. A reaction of 'this could happen to me and my family' was still nothing like as intense enough for the mind-doctors. The Cult needed a Western example to push people over that edge and it chose Italy, one of its major global locations going back to the Roman Empire. An Italian 'Covid' crisis was manufactured in a particular area called Lombardy which just happens to be notorious for its toxic air and therefore respiratory disease. Wuhan, China, *déjà vu*. An hysterical media told horror stories of Italians dying from 'Covid' in their droves and how Lombardy hospitals were being overrun by a tidal wave of desperately ill people needing treatment after being struck down by the 'deadly virus'. Here was the psychological turning point the Cult had planned. Wow, if this is happening in Italy, the Western mind concluded, this indeed could happen to me and my family. Another point is that Italian authorities responded by following the Chinese blueprint so vehemently recommended by the Cult-owned World Health Organization. They imposed fascistic lockdowns on the whole country viciously policed with the help of surveillance drones sweeping through the streets seeking out anyone who escaped from mass house arrest. Livelihoods were destroyed and psychology unravelled in the way we have witnessed since in all lockdown countries. Crucial to the plan was that Italy responded in this way to set the precedent of suspending freedom and imposing fascism in a 'Western liberal democracy'. I emphasised in an

animated video explanation on davidicke.com posted in the summer of 2020 how important it was to the Cult to expand the Chinese lockdown model across the West. Without this, and the bare-faced lie that non-symptomatic people could still transmit a 'disease' they didn't have, there was no way locking down the whole population, sick and not sick, could be pulled off. At just the right time and with no evidence Cult operatives and gofers claimed that people without symptoms could pass on the 'disease'. In the name of protecting the 'vulnerable' like elderly people, who lockdowns would kill by the tens of thousands, we had for the first time healthy people told to isolate as well as the sick. The great majority of people who tested positive had no symptoms because there was nothing wrong with them. It was just a trick made possible by a test not testing for the 'virus'.

Months after my animated video the Gates-funded Professor Neil Ferguson at the Gates-funded Imperial College confirmed that I was right. He didn't say it in those terms, naturally, but he did say it. Ferguson will enter the story shortly for his outrageously crazy 'computer models' that led to Britain, the United States and many other countries following the Chinese and now Italian methods of response. Put another way, following the Cult script. Ferguson said that SAGE, the UK government's scientific advisory group which has controlled 'Covid' policy from the start, wanted to follow the Chinese lockdown model (while they all continued to work and be paid), but they wondered if they could possibly, in Ferguson's words, 'get away with it in Europe'. 'Get away with it'? Who the hell do these moronic, arrogant people think they are? This appalling man Ferguson said that once Italy went into national lockdown they realised they, too, could mimic China:

It's a communist one-party state, we said. We couldn't get away with it in Europe, we thought ... and then Italy did it. And we realised we could. Behind this garbage from Ferguson is a simple fact: Doing the same as China in every country was the plan from the start and Ferguson's 'models' would play a central role in achieving that. It's just a coincidence, of course, and absolutely nothing to worry your little head about.

Oops, sorry, our mistake

Once the Italian segment of the Psyop had done the job it was designed to do a very different story emerged. Italian authorities revealed that 99 percent of those who had 'died from Covid-19' in Italy had one, two, three, or more 'co-morbidities' or illnesses and health problems that could have ended their life. The US Centers for Disease Control and Prevention (CDC) published a figure of 94 percent for Americans dying of 'Covid' while having other serious medical conditions – on average two to three (some five or six) other potential causes of death. In terms of death from an unproven 'virus' I say it is 100 percent. The other one percent in Italy and six percent in the US would presumably have died from 'Covid's' flu-like symptoms with a range of other possible causes in conjunction with a test not testing for the 'virus'. Fox News reported that even more startling figures had emerged in one US county in which 410 of 422 deaths attributed to 'Covid-19' had other potentially deadly health conditions. The Italian National Health Institute said later that the average age of people dying with a 'Covid-19' diagnosis in Italy was about 81. Ninety percent were over 70 with ten percent over 90. In terms of other reasons to die some 80 percent had two or more chronic diseases with half having three or more including cardiovascular problems, diabetes, respiratory problems and cancer. Why is the phantom 'Covid-19' said to kill overwhelmingly old people and hardly affect the young? Old people continually die of many causes and especially respiratory disease which you can re-diagnose 'Covid-19' while young people die in tiny numbers by comparison and rarely of respiratory disease. Old people 'die of Covid' because they die of other things that can be redesignated 'Covid' and it really is that simple.

Flu has flown

The blueprint was in place. Get your illusory 'cases' from a test not testing for the 'virus' and redesignate other causes of death as 'Covid-19'. You have an instant 'pandemic' from something that is nothing more than a computer-generated fiction. With near-on a

billion people having 'flu-like' symptoms every year the potential was limitless and we can see why flu quickly and apparently miraculously disappeared *worldwide* by being diagnosed 'Covid-19'. The painfully bloody obvious was explained away by the childlike media in headlines like this in the UK '*Independent*': 'Not a single case of flu detected by Public Health England this year as Covid restrictions suppress virus'. I kid you not. The masking, social distancing and house arrest that did not make the 'Covid virus' disappear somehow did so with the 'flu virus'. Even worse the article, by a bloke called Samuel Lovett, suggested that maybe the masking, sanitising and other 'Covid' measures should continue to keep the flu away. With a ridiculousness that disturbs your breathing (it's 'Covid-19') the said Lovett wrote: 'With widespread social distancing and mask-wearing measures in place throughout the UK, the usual routes of transmission for influenza have been blocked.' He had absolutely no evidence to support that statement, but look at the consequences of him acknowledging the obvious. With flu not disappearing at all and only being relabelled 'Covid-19' he would have to contemplate that 'Covid' was a hoax on a scale that is hard to imagine. You need guts and commitment to truth to even go there and that's clearly something Samuel Lovett does not have in abundance. He would never have got it through the editors anyway.

Tens of thousands die in the United States alone every winter from flu including many with pneumonia complications. CDC figures record *45 million* Americans diagnosed with flu in 2017-2018 of which 61,000 died and some reports claim 80,000. Where was the same hysteria then that we have seen with 'Covid-19'? Some 250,000 Americans are admitted to hospital with pneumonia every year with about 50,000 cases proving fatal. About 65 million suffer respiratory disease every year and three million deaths makes this the third biggest cause of death worldwide. You only have to redesignate a portion of all these people 'Covid-19' and you have an instant global pandemic or the *appearance* of one. Why would doctors do this? They are told to do this and all but a few dare not refuse those who must be obeyed. Doctors in general are not researching their own

knowledge and instead take it direct and unquestioned from the authorities that own them and their careers. The authorities say they must now diagnose these symptoms 'Covid-19' and not flu, or whatever, and they do it. Dark suits say put 'Covid-19' on death certificates no matter what the cause of death and the doctors do it. Renegade Minds don't fall for the illusion that doctors and medical staff are all highly-intelligent, highly-principled, seekers of medical truth. *Some are*, but not the majority. They are repeaters, gofers, and yes sir, no sir, purveyors of what the system demands they purvey. The 'Covid' con is not merely confined to diseases of the lungs. Instructions to doctors to put 'Covid-19' on death certificates for anyone dying of *anything* within 28 days (or much more) of a positive test not testing for the 'virus' opened the floodgates. The term dying *with* 'Covid' and not *of* 'Covid' was coined to cover the truth. Whether it was a *with* or an *of* they were all added to the death numbers attributed to the 'deadly virus' compiled by national governments and globally by the Gates-funded Johns Hopkins operation in the United States that was so involved in those 'pandemic' simulations. Fraudulent deaths were added to the ever-growing list of fraudulent 'cases' from false positives from a false test. No wonder Professor Walter Ricciardi, scientific advisor to the Italian minister of health, said after the Lombardy hysteria had done its job that 'Covid' death rates were due to Italy having the second oldest population in the world and to *how hospitals record deaths*:

The way in which we code deaths in our country is very generous in the sense that all the people who die in hospitals with the coronavirus are deemed to be dying of the coronavirus. On re-evaluation by the National Institute of Health, only 12 per cent of death certificates have shown a direct causality from coronavirus, while 88 per cent of patients who have died have at least one pre-morbidity – many had two or three.

This is extraordinary enough when you consider the propaganda campaign to use Italy to terrify the world, but how can they even say twelve percent were genuine when the 'virus' has not been shown to exist, its 'code' is a computer program, and diagnosis comes from a test not testing for it? As in China, and soon the world, 'Covid-19' in

Italy was a redesignation of diagnosis. Lies and corruption were to become the real 'pandemic' fuelled by a pathetically-compliant medical system taking its orders from the tiny few at the top of their national hierarchy who answered to the World Health Organization which answers to Gates and the Cult. Doctors were told – ordered – to diagnose a particular set of symptoms 'Covid-19' and put that on the death certificate for any cause of death if the patient had tested positive with a test not testing for the virus or had 'Covid' symptoms like the flu. The United States even introduced big financial incentives to manipulate the figures with hospitals receiving £4,600 from the Medicare system for diagnosing someone with regular pneumonia, \$13,000 if they made the diagnosis from the same symptoms 'Covid-19' pneumonia, and \$39,000 if they put a 'Covid' diagnosed patient on a ventilator that would almost certainly kill them. A few – painfully and pathetically few – medical whistleblowers revealed (before Cult-owned YouTube deleted their videos) that they had been instructed to 'let the patient crash' and put them straight on a ventilator instead of going through a series of far less intrusive and dangerous methods as they would have done before the pandemic hoax began and the financial incentives kicked in. We are talking cold-blooded murder given that ventilators are so damaging to respiratory systems they are usually the last step before heaven awaits. Renegade Minds never fall for the belief that people in white coats are all angels of mercy and cannot be full-on psychopaths. I have explained in detail in *The Answer* how what I am describing here played out across the world coordinated by the World Health Organization through the medical hierarchies in almost every country.

Medical scientist calls it

Information about the non-existence of the 'virus' began to emerge for me in late March, 2020, and mushroomed after that. I was sent an email by Sir Julian Rose, a writer, researcher, and organic farming promotor, from a medical scientist friend of his in the United States. Even at that early stage in March the scientist was able to explain

how the 'Covid' hoax was being manipulated. He said there were no reliable tests for a specific 'Covid-19 virus' and nor were there any reliable agencies or media outlets for reporting numbers of actual 'Covid-19' cases. We have seen in the long period since then that he was absolutely right. 'Every action and reaction to Covid-19 is based on totally flawed data and we simply cannot make accurate assessments,' he said. Most people diagnosed with 'Covid-19' were showing nothing more than cold and flu-like symptoms 'because most coronavirus strains *are* nothing more than cold/flu-like symptoms'. We had farcical situations like an 84-year-old German man testing positive for 'Covid-19' and his nursing home ordered to quarantine only for him to be found to have a common cold. The scientist described back then why PCR tests and what he called the 'Mickey Mouse test kits' were useless for what they were claimed to be identifying. 'The idea these kits can isolate a specific virus like Covid-19 is nonsense,' he said. Significantly, he pointed out that 'if you want to create a totally false panic about a totally false pandemic – pick a coronavirus'. This is exactly what the Cult-owned Gates, World Economic Forum and Johns Hopkins University did with their Event 201 'simulation' followed by their real-life simulation called the 'pandemic'. The scientist said that all you had to do was select the sickest of people with respiratory-type diseases in a single location – 'say Wuhan' – and administer PCR tests to them. You can then claim that anyone showing 'viral sequences' similar to a coronavirus 'which will inevitably be quite a few' is suffering from a 'new' disease:

Since you already selected the sickest flu cases a fairly high proportion of your sample will go on to die. You can then say this 'new' virus has a CFR [case fatality rate] higher than the flu and use this to infuse more concern and do more tests which will of course produce more 'cases', which expands the testing, which produces yet more 'cases' and so on and so on. Before long you have your 'pandemic', and all you have done is use a simple test kit trick to convert the worst flu and pneumonia cases into something new that doesn't ACTUALLY EXIST [my emphasis].

He said that you then 'just run the same scam in other countries' and make sure to keep the fear message running high 'so that people

will feel panicky and less able to think critically'. The only problem to overcome was the fact *there is no* actual new deadly pathogen and only regular sick people. This meant that deaths from the 'new deadly pathogen' were going to be way too low for a real new deadly virus pandemic, but he said this could be overcome in the following ways – all of which would go on to happen:

1. You can claim this is just the beginning and more deaths are imminent [you underpin this with fantasy 'computer projections']. Use this as an excuse to quarantine everyone and then claim the quarantine prevented the expected millions of dead.
2. You can [say that people] 'minimizing' the dangers are irresponsible and bully them into not talking about numbers.
3. You can talk crap about made up numbers hoping to blind people with pseudoscience.
4. You can start testing well people (who, of course, will also likely have shreds of coronavirus [RNA] in them) and thus inflate your 'case figures' with 'asymptomatic carriers' (you will of course have to spin that to sound deadly even though any virologist knows the more symptom-less cases you have the less deadly is your pathogen).

The scientist said that if you take these simple steps 'you can have your own entirely manufactured pandemic up and running in weeks'. His analysis made so early in the hoax was brilliantly prophetic of what would actually unfold. Pulling all the information together in these recent chapters we have this is simple 1, 2, 3, of how you can delude virtually the entire human population into believing in a 'virus' that doesn't exist:

- A 'Covid case' is someone who tests positive with a test not testing for the 'virus'.
- A 'Covid death' is someone who dies of *any cause* within 28 days (or much longer) of testing positive with a test not testing for the 'virus'.
- Asymptomatic means there is nothing wrong with you, but they claim you can pass on what you don't have to justify locking

down (quarantining) healthy people in totality.

The foundations of the hoax are that simple. A study involving ten million people in Wuhan, published in November, 2020, demolished the whole lie about those without symptoms passing on the 'virus'. They found '300 asymptomatic cases' and traced their contacts to find that not one of them was detected with the 'virus'.

'Asymptomatic' patients and their contacts were isolated for no less than two weeks and nothing changed. I know it's all crap, but if you are going to claim that those without symptoms can transmit 'the virus' then you must produce evidence for that and they never have. Even World Health Organization official Dr Maria Van Kerkhove, head of the emerging diseases and zoonosis unit, said as early as June, 2020, that she doubted the validity of asymptomatic transmission. She said that 'from the data we have, it still seems to be rare that an asymptomatic person actually transmits onward to a secondary individual' and by 'rare' she meant that she couldn't cite any case of asymptomatic transmission.

The Ferguson factor

The problem for the Cult as it headed into March, 2020, when the script had lockdown due to start, was that despite all the manipulation of the case and death figures they still did not have enough people alleged to have died from 'Covid' to justify mass house arrest. This was overcome in the way the scientist described: 'You can claim this is just the beginning and more deaths are imminent ... Use this as an excuse to quarantine everyone and then claim the quarantine prevented the expected millions of dead.' Enter one Professor Neil Ferguson, the Gates-funded 'epidemiologist' at the Gates-funded Imperial College in London. Ferguson is Britain's Christian Drosten in that he has a dire record of predicting health outcomes, but is still called upon to advise government on the next health outcome when another 'crisis' comes along. This may seem to be a strange and ridiculous thing to do. Why would you keep turning for policy guidance to people who have a history of being

monumentally wrong? Ah, but it makes sense from the Cult point of view. These 'experts' keep on producing predictions that suit the Cult agenda for societal transformation and so it was with Neil Ferguson as he revealed his horrific (and clearly insane) computer model predictions that allowed lockdowns to be imposed in Britain, the United States and many other countries. Ferguson does not have even an A-level in biology and would appear to have no formal training in computer modelling, medicine or epidemiology, according to Derek Winton, an MSc in Computational Intelligence. He wrote an article somewhat aghast at what Ferguson did which included taking no account of respiratory disease 'seasonality' which means it is far worse in the winter months. Who would have thought that respiratory disease could be worse in the winter? Well, certainly not Ferguson.

The massively China-connected Imperial College and its bizarre professor provided the excuse for the long-incubated Chinese model of human control to travel westward at lightning speed. Imperial College confirms on its website that it collaborates with the Chinese Research Institute; publishes more than 600 research papers every year with Chinese research institutions; has 225 Chinese staff; 2,600 Chinese students – the biggest international group; 7,000 former students living in China which is the largest group outside the UK; and was selected for a tour by China's President Xi Jinping during his state visit to the UK in 2015. The college takes major donations from China and describes itself as the UK's number one university collaborator with Chinese research institutions. The China communist/fascist government did not appear phased by the woeful predictions of Ferguson and Imperial when during the lockdown that Ferguson induced the college signed a five-year collaboration deal with China tech giant Huawei that will have Huawei's indoor 5G network equipment installed at the college's West London tech campus along with an 'AI cloud platform'. The deal includes Chinese sponsorship of Imperial's Venture Catalyst entrepreneurship competition. Imperial is an example of the enormous influence the Chinese government has within British and North American

universities and research centres – and further afield. Up to 200 academics from more than a dozen UK universities are being investigated on suspicion of ‘unintentionally’ helping the Chinese government build weapons of mass destruction by ‘transferring world-leading research in advanced military technology such as aircraft, missile designs and cyberweapons’. Similar scandals have broken in the United States, but it’s all a coincidence. Imperial College serves the agenda in many other ways including the promotion of every aspect of the United Nations Agenda 21/2030 (the Great Reset) and produced computer models to show that human-caused ‘climate change’ is happening when in the real world it isn’t. Imperial College is driving the climate agenda as it drives the ‘Covid’ agenda (both Cult hoaxes) while Patrick Vallance, the UK government’s Chief Scientific Adviser on ‘Covid’, was named Chief Scientific Adviser to the UN ‘climate change’ conference known as COP26 hosted by the government in Glasgow, Scotland. ‘Covid’ and ‘climate’ are fundamentally connected.

Professor Woeful

From Imperial’s bosom came Neil Ferguson still advising government despite his previous disasters and it was announced early on that he and other key people like UK Chief Medical Adviser Chris Whitty had caught the ‘virus’ as the propaganda story was being sold. Somehow they managed to survive and we had Prime Minister Boris Johnson admitted to hospital with what was said to be a severe version of the ‘virus’ in this same period. His whole policy and demeanour changed when he returned to Downing Street. It’s a small world with these government advisors – especially in their communal connections to Gates – and Ferguson had partnered with Whitty to write a paper called ‘Infectious disease: Tough choices to reduce Ebola transmission’ which involved another scare-story that didn’t happen. Ferguson’s ‘models’ predicted that up to 150,000 could die from ‘mad cow disease’, or BSE, and its version in sheep if it was transmitted to humans. BSE was not transmitted and instead triggered by an organophosphate pesticide used to treat a pest on

cows. Fewer than 200 deaths followed from the human form. Models by Ferguson and his fellow incompetents led to the unnecessary culling of millions of pigs, cattle and sheep in the foot and mouth outbreak in 2001 which destroyed the lives and livelihoods of farmers and their families who had often spent decades building their herds and flocks. Vast numbers of these animals did not have foot and mouth and had no contact with the infection. Another 'expert' behind the cull was Professor Roy Anderson, a computer modeller at Imperial College specialising in the epidemiology of *human*, not animal, disease. Anderson has served on the Bill and Melinda Gates Grand Challenges in Global Health advisory board and chairs another Gates-funded organisation. Gates is everywhere.

In a precursor to the 'Covid' script Ferguson backed closing schools 'for prolonged periods' over the swine flu 'pandemic' in 2009 and said it would affect a third of the world population if it continued to spread at the speed he claimed to be happening. His mates at Imperial College said much the same and a news report said: 'One of the authors, the epidemiologist and disease modeller Neil Ferguson, who sits on the World Health Organisation's emergency committee for the outbreak, said the virus had "full pandemic potential".' Professor Liam Donaldson, the Chris Whitty of his day as Chief Medical Officer, said the worst case could see 30 percent of the British people infected by swine flu with 65,000 dying. Ferguson and Donaldson were indeed proved correct when at the end of the year the number of deaths attributed to swine flu was 392. The term 'expert' is rather liberally applied unfortunately, not least to complete idiots. Swine flu 'projections' were great for GlaxoSmithKline (GSK) as millions rolled in for its Pandemrix influenza vaccine which led to brain damage with children most affected. The British government (taxpayers) paid out more than £60 million in compensation after GSK was given immunity from prosecution. Yet another 'Covid' déjà vu. Swine flu was supposed to have broken out in Mexico, but Dr Wolfgang Wodarg, a German doctor, former member of parliament and critic of the 'Covid' hoax, observed 'the spread of swine flu' in Mexico City at the time. He

said: 'What we experienced in Mexico City was a very mild flu which did not kill more than usual – which killed even fewer people than usual.' Hying the fear against all the facts is not unique to 'Covid' and has happened many times before. Ferguson is reported to have over-estimated the projected death toll of bird flu (H5N1) by some three million-fold, but bird flu vaccine makers again made a killing from the scare. This is some of the background to the Neil Ferguson who produced the perfectly-timed computer models in early 2020 predicting that half a million people would die in Britain without draconian lockdown and 2.2 million in the United States. Politicians panicked, people panicked, and lockdowns of alleged short duration were instigated to 'flatten the curve' of cases gleaned from a test not testing for the 'virus'. I said at the time that the public could forget the 'short duration' bit. This was an agenda to destroy the livelihoods of the population and force them into mass control through dependency and there was going to be nothing 'short' about it. American researcher Daniel Horowitz described the consequences of the 'models' spewed out by Gates-funded Ferguson and Imperial College:

What led our government and the governments of many other countries into panic was a single Imperial College of UK study, funded by global warming activists, that predicted 2.2 million deaths if we didn't lock down the country. In addition, the reported 8-9% death rate in Italy scared us into thinking there was some other mutation of this virus that they got, which might have come here.

Together with the fact that we were finally testing and had the ability to actually report new cases, we thought we were headed for a death spiral. But again ... we can't flatten a curve if we don't know when the curve started.

How about it *never* started?

Giving them what they want

An investigation by German news outlet *Welt Am Sonntag* (*World on Sunday*) revealed how in March, 2020, the German government gathered together 'leading scientists from several research institutes and universities' and 'together, they were to produce a [modelling]

paper that would serve as legitimization for further tough political measures'. The Cult agenda was justified by computer modelling not based on evidence or reality; it was specifically constructed to justify the Cult demand for lockdowns all over the world to destroy the independent livelihoods of the global population. All these modellers and everyone responsible for the 'Covid' hoax have a date with a trial like those in Nuremberg after World War Two when Nazis faced the consequences of their war crimes. These corrupt-beyond-belief 'modellers' wrote the paper according to government instructions and it said that that if lockdown measures were lifted then up to one million Germans would die from 'Covid-19' adding that some would die 'agonizingly at home, gasping for breath' unable to be treated by hospitals that couldn't cope. All lies. No matter – it gave the Cult all that it wanted. What did long-time government 'modeller' Neil Ferguson say? If the UK and the United States didn't lockdown half a million would die in Britain and 2.2 million Americans. Anyone see a theme here? 'Modellers' are such a crucial part of the lockdown strategy that we should look into their background and follow the money. Researcher Rosemary Frei produced an excellent article headlined 'The Modelling-paper Mafiosi'. She highlights a guy called John Edmunds, a British epidemiologist, and professor in the Faculty of Epidemiology and Population Health at the London School of Hygiene & Tropical Medicine. He studied at Imperial College. Edmunds is a member of government 'Covid' advisory bodies which have been dictating policy, the New and Emerging Respiratory Virus Threats Advisory Group (NERVTAG) and the Scientific Advisory Group for Emergencies (SAGE).

Ferguson, another member of NERVTAG and SAGE, led the way with the original 'virus' and Edmunds has followed in the 'variant' stage and especially the so-called UK or Kent variant known as the 'Variant of Concern' (VOC) B.1.1.7. He said in a co-written report for the Centre for Mathematical modelling of Infectious Diseases at the London School of Hygiene and Tropical Medicine, with input from the Centre's 'Covid-19' Working Group, that there was 'a realistic

possibility that VOC B.1.1.7 is associated with an increased risk of death compared to non-VOC viruses'. Fear, fear, fear, get the vaccine, fear, fear, fear, get the vaccine. Rosemary Frei reveals that almost all the paper's authors and members of the modelling centre's 'Covid-19' Working Group receive funding from the Bill and Melinda Gates Foundation and/or the associated Gates-funded Wellcome Trust. The paper was published by e-journal *Medrx* *xiv* which only publishes papers not peer-reviewed and the journal was established by an organisation headed by Facebook's Mark Zuckerberg and his missus. What a small world it is. Frei discovered that Edmunds is on the Scientific Advisory Board of the Coalition for Epidemic Preparedness Innovations (CEPI) which was established by the Bill and Melinda Gates Foundation, Klaus Schwab's Davos World Economic Forum and Big Pharma giant Wellcome. CEPI was 'launched in Davos [in 2017] to develop vaccines to stop future epidemics', according to its website. 'Our mission is to accelerate the development of vaccines against emerging infectious diseases and enable equitable access to these vaccines for people during outbreaks.' What kind people they are. Rosemary Frei reveals that Public Health England (PHE) director Susan Hopkins is an author of her organisation's non-peer-reviewed reports on 'new variants'. Hopkins is a professor of infectious diseases at London's Imperial College which is gifted tens of millions of dollars a year by the Bill and Melinda Gates Foundation. Gates-funded modelling disaster Neil Ferguson also co-authors Public Health England reports and he spoke in December, 2020, about the potential danger of the B.1.1.7. 'UK variant' promoted by Gates-funded modeller John Edmunds. When I come to the 'Covid vaccines' the 'new variants' will be shown for what they are – bollocks.

Connections, connections

All these people and modellers are lockdown-obsessed or, put another way, they demand what the Cult demands. Edmunds said in January, 2021, that to ease lockdowns too soon would be a disaster and they had to 'vaccinate much, much, much more widely than the

elderly'. Rosemary Frei highlights that Edmunds is married to Jeanne Pimenta who is described in a LinkedIn profile as director of epidemiology at GlaxoSmithKline (GSK) and she held shares in the company. Patrick Vallance, co-chair of SAGE and the government's Chief Scientific Adviser, is a former executive of GSK and has a deferred bonus of shares in the company worth £600,000. GSK has serious business connections with Bill Gates and is collaborating with mRNA-'vaccine' company CureVac to make 'vaccines' for the new variants that Edmunds is talking about. GSK is planning a 'Covid vaccine' with drug giant Sanofi. Puppets Prime Minister Boris Johnson announced in the spring of 2021 that up to 60 million vaccine doses were to be made at the GSK facility at Barnard Castle in the English North East. Barnard Castle, with a population of just 6,000, was famously visited in breach of lockdown rules in April, 2020, by Johnson aide Dominic Cummings who said that he drove there 'to test his eyesight' before driving back to London. Cummings would be better advised to test his integrity – not that it would take long. The GSK facility had nothing to do with his visit then although I'm sure Patrick Vallance would have been happy to arrange an introduction and some tea and biscuits. Ruthless psychopath Gates has made yet another fortune from vaccines in collaboration with Big Pharma companies and gushes at the phenomenal profits to be made from vaccines – more than a 20-to-1 return as he told one interviewer. Gates also tweeted in December, 2019, with the foreknowledge of what was coming: 'What's next for our foundation? I'm particularly excited about what the next year could mean for one of the best buys in global health: vaccines.'

Modeller John Edmunds is a big promoter of vaccines as all these people appear to be. He's the dean of the London School of Hygiene & Tropical Medicine's Faculty of Epidemiology and Population Health which is primarily funded by the Bill and Melinda Gates Foundation and the Gates-established and funded GAVI vaccine alliance which is the Gates vehicle to vaccinate the world. The organisation Doctors Without Borders has described GAVI as being 'aimed more at supporting drug-industry desires to promote new

products than at finding the most efficient and sustainable means for fighting the diseases of poverty'. But then that's why the psychopath Gates created it. John Edmunds said in a video that the London School of Hygiene & Tropical Medicine is involved in every aspect of vaccine development including large-scale clinical trials. He contends that mathematical modelling can show that vaccines protect individuals and society. That's on the basis of shit in and shit out, I take it. Edmunds serves on the UK Vaccine Network as does Ferguson and the government's foremost 'Covid' adviser, the grim-faced, dark-eyed Chris Whitty. The Vaccine Network says it works 'to support the government to identify and shortlist targeted investment opportunities for the most promising vaccines and vaccine technologies that will help combat infectious diseases with epidemic potential, and to address structural issues related to the UK's broader vaccine infrastructure'. Ferguson is acting Director of the Imperial College Vaccine Impact Modelling Consortium which has funding from the Bill and Melina Gates Foundation and the Gates-created GAVI 'vaccine alliance'. Anyone wonder why these characters see vaccines as the answer to every problem? Ferguson is wildly enthusiastic in his support for GAVI's campaign to vaccinate children en masse in poor countries. You would expect someone like Gates who has constantly talked about the need to reduce the population to want to fund vaccines to keep more people alive. I'm sure that's why he does it. The John Edmunds London School of Hygiene & Tropical Medicine (LSHTM) has a Vaccines Manufacturing Innovation Centre which develops, tests and commercialises vaccines. Rosemary Frei writes:

The vaccines centre also performs affiliated activities like combating 'vaccine hesitancy'. The latter includes the Vaccine Confidence Project. The project's stated purpose is, among other things, 'to provide analysis and guidance for early response and engagement with the public to ensure sustained confidence in vaccines and immunisation'. The Vaccine Confidence Project's director is LSHTM professor Heidi Larson. For more than a decade she's been researching how to combat vaccine hesitancy.

How the bloody hell can blokes like John Edmunds and Neil Ferguson with those connections and financial ties model 'virus' case

and death projections for the government and especially in a way that gives their paymasters like Gates exactly what they want? It's insane, but this is what you find throughout the world.

'Covid' is not dangerous, oops, wait, yes it is

Only days before Ferguson's nightmare scenario made Jackboot Johnson take Britain into a China-style lockdown to save us from a deadly 'virus' the UK government website gov.uk was reporting something very different to Ferguson on a page of official government guidance for 'high consequence infectious diseases (HCID)'. It said this about 'Covid-19':

As of 19 March 2020, COVID-19 is no longer considered to be a high consequence infectious diseases (HCID) in the UK [my emphasis]. The 4 nations public health HCID group made an interim recommendation in January 2020 to classify COVID-19 as an HCID. This was based on consideration of the UK HCID criteria about the virus and the disease with information available during the early stages of the outbreak.

Now that more is known about COVID-19, the public health bodies in the UK have reviewed the most up to date information about COVID-19 against the UK HCID criteria. They have determined that several features have now changed; in particular, more information is available about mortality rates (low overall), and there is now greater clinical awareness and a specific and sensitive laboratory test, the availability of which continues to increase. The Advisory Committee on Dangerous Pathogens (ACDP) is also of the opinion that COVID-19 should no longer be classified as an HCID.

Soon after the government had been exposed for downgrading the risk they upgraded it again and everyone was back to singing from the same Cult hymn book. Ferguson and his fellow Gates clones indicated that lockdowns and restrictions would have to continue until a Gates-funded vaccine was developed. Gates said the same because Ferguson and his like were repeating the Gates script which is the Cult script. 'Flatten the curve' became an ongoing nightmare of continuing lockdowns with periods in between of severe restrictions in pursuit of destroying independent incomes and had nothing to do with protecting health about which the Cult gives not a shit. Why wouldn't Ferguson be pushing a vaccine 'solution' when he's owned by vaccine-obsessive Gates who makes a fortune from them and

when Ferguson heads the Vaccine Impact Modelling Consortium at Imperial College funded by the Gates Foundation and GAVI, the 'vaccine alliance', created by Gates as his personal vaccine promotion operation? To compound the human catastrophe that Ferguson's 'models' did so much to create he was later exposed for breaking his own lockdown rules by having sexual liaisons with his married girlfriend Antonia Staats at his home while she was living at another location with her husband and children. Staats was a 'climate' activist and senior campaigner at the Soros-funded Avaaz which I wouldn't trust to tell me that grass is green. Ferguson had to resign as a government advisor over this hypocrisy in May, 2020, but after a period of quiet he was back being quoted by the ridiculous media on the need for more lockdowns and a vaccine rollout. Other government-advising 'scientists' from Imperial College held the fort in his absence and said lockdown could be indefinite until a vaccine was found. The Cult script was being sung by the payrolled choir. I said there was no intention of going back to 'normal' when the 'vaccine' came because the 'vaccine' is part of a very different agenda that I will discuss in Human 2.0. Why would the Cult want to let the world go back to normal when destroying that normal forever was the whole point of what was happening? House arrest, closing businesses and schools through lockdown, (un)social distancing and masks all followed the Ferguson fantasy models. Again as I predicted (these people are so predictable) when the 'vaccine' arrived we were told that house arrest, lockdown, (un)social distancing and masks would still have to continue. I will deal with the masks in the next chapter because they are of fundamental importance.

Where's the 'pandemic'?

Any mildly in-depth assessment of the figures revealed what was really going on. Cult-funded and controlled organisations still have genuine people working within them such is the number involved. So it is with Genevieve Briand, assistant program director of the Applied Economics master's degree program at Johns Hopkins

University. She analysed the impact that 'Covid-19' had on deaths from *all* causes in the United States using official data from the CDC for the period from early February to early September, 2020. She found that allegedly 'Covid' *related*-deaths exceeded those from heart disease which she found strange with heart disease always the biggest cause of fatalities. Her research became even more significant when she noted the sudden decline in 2020 of *all* non-'Covid' deaths: 'This trend is completely contrary to the pattern observed in all previous years ... the total decrease in deaths by other causes almost exactly equals the increase in deaths by Covid-19.' This was such a game, set and match in terms of what was happening that Johns Hopkins University deleted the article on the grounds that it 'was being used to support false and dangerous inaccuracies about the impact of the pandemic'. No – because it exposed the scam from official CDC figures and this was confirmed when those figures were published in January, 2021. Here we can see the effect of people dying from heart attacks, cancer, road accidents and gunshot wounds – *anything* – having 'Covid-19' on the death certificate along with those diagnosed from 'symptoms' who had even not tested positive with a test not testing for the 'virus'. I am not kidding with the gunshot wounds, by the way. Brenda Bock, coroner in Grand County, Colorado, revealed that two gunshot victims tested positive for the 'virus' within the previous 30 days and were therefore classified as 'Covid deaths'. Bock said: 'These two people had tested positive for Covid, but that's not what killed them. A gunshot wound is what killed them.' She said she had not even finished her investigation when the state listed the gunshot victims as deaths due to the 'virus'. The death and case figures for 'Covid-19' are an absolute joke and yet they are repeated like parrots by the media, politicians and alleged medical 'experts'. The official Cult narrative is the only show in town.

Genevieve Briand found that deaths from all causes were not exceptional in 2020 compared with previous years and a Spanish magazine published figures that said the same about Spain which was a 'Covid' propaganda hotspot at one point. *Discovery Salud*, a

health and medicine magazine, quoted government figures which showed how 17,000 *fewer* people died in Spain in 2020 than in 2019 and more than 26,000 fewer than in 2018. The age-standardised mortality rate for England and Wales when age distribution is taken into account was significantly lower in 2020 than the 1970s, 80s and 90s, and was only the ninth highest since 2000. Where is the 'pandemic'?

Post mortems and autopsies virtually disappeared for 'Covid' deaths amid claims that 'virus-infected' bodily fluids posed a risk to those carrying out the autopsy. This was rejected by renowned German pathologist and forensic doctor Klaus Püschel who said that he and his staff had by then done 150 autopsies on 'Covid' patients with no problems at all. He said they were needed to know why some 'Covid' patients suffered blood clots and not severe respiratory infections. The 'virus' is, after all, called SARS or 'severe acute respiratory syndrome'. I highlighted in the spring of 2020 this phenomenon and quoted New York intensive care doctor Cameron Kyle-Sidell who posted a soon deleted YouTube video to say that they had been told to prepare to treat an infectious disease called 'Covid-19', but that was not what they were dealing with. Instead he likened the lung condition of the most severely ill patients to what you would expect with cabin depressurisation in a plane at 30,000 feet or someone dropped on the top of Everest without oxygen or acclimatisation. I have never said this is not happening to a small minority of alleged 'Covid' patients – I am saying this is not caused by a phantom 'contagious virus'. Indeed Kyle-Sidell said that 'Covid-19' was not the disease they were told was coming their way. 'We are operating under a medical paradigm that is untrue,' he said, and he believed they were treating the wrong disease: 'These people are being slowly starved of oxygen.' Patients would take off their oxygen masks in a state of fear and stress and while they were blue in the face on the brink of death. They did not look like patients dying of pneumonia. You can see why they don't want autopsies when their virus doesn't exist and there is another condition in some people that they don't wish to be uncovered. I should add here that

the 5G system of millimetre waves was being rapidly introduced around the world in 2020 and even more so now as they fire 5G at the Earth from satellites. At 60 gigahertz within the 5G range that frequency interacts with the oxygen molecule and stops people breathing in sufficient oxygen to be absorbed into the bloodstream. They are installing 5G in schools and hospitals. The world is not mad or anything. 5G can cause major changes to the lungs and blood as I detail in *The Answer* and these consequences are labelled 'Covid-19', the alleged symptoms of which can be caused by 5G and other electromagnetic frequencies as cells respond to radiation poisoning.

The 'Covid death' scam

Dr Scott Jensen, a Minnesota state senator and medical doctor, exposed 'Covid' Medicare payment incentives to hospitals and death certificate manipulation. He said he was sent a seven-page document by the US Department of Health 'coaching' him on how to fill out death certificates which had never happened before. The document said that he didn't need to have a laboratory test for 'Covid-19' to put that on the death certificate and that shocked him when death certificates are supposed to be about facts. Jensen described how doctors had been 'encouraged, if not pressured' to make a diagnosis of 'Covid-19' if they thought it was probable or '*presumed*'. No positive test was necessary – not that this would have mattered anyway. He said doctors were told to diagnose 'Covid' by symptoms when these were the same as colds, allergies, other respiratory problems, and certainly with influenza which 'disappeared' in the 'Covid' era. A common sniffle was enough to get the dreaded verdict. Ontario authorities decreed that a single care home resident with *one* symptom from a long list must lead to the isolation of the entire home. Other courageous doctors like Jensen made the same point about death figure manipulation and how deaths by other causes were falling while 'Covid-19 deaths' were rising at the same rate due to re-diagnosis. Their videos rarely survive long on YouTube with its Cult-supporting algorithms courtesy of CEO Susan Wojcicki and her bosses at Google. Figure-tampering was so glaring

and ubiquitous that even officials were letting it slip or outright saying it. UK chief scientific adviser Patrick Vallance said on one occasion that 'Covid' on the death certificate doesn't mean 'Covid' was the cause of death (so why the hell is it there?) and we had the rare sight of a BBC reporter telling the truth when she said: 'Someone could be successfully treated for Covid, in say April, discharged, and then in June, get run over by a bus and die ... That person would still be counted as a Covid death in England.' Yet the BBC and the rest of the world media went on repeating the case and death figures as if they were real. Illinois Public Health Director Dr Ngozi Ezike revealed the deceit while her bosses must have been clenching their buttocks:

If you were in a hospice and given a few weeks to live and you were then found to have Covid that would be counted as a Covid death. [There might be] a clear alternate cause, but it is still listed as a Covid death. So everyone listed as a Covid death doesn't mean that was the cause of the death, but that they had Covid at the time of death.

Yes, a 'Covid virus' never shown to exist and tested for with a test not testing for the 'virus'. In the first period of the pandemic hoax through the spring of 2020 the process began of designating almost everything a 'Covid' death and this has continued ever since. I sat in a restaurant one night listening to a loud conversation on the next table where a family was discussing in bewilderment how a relative who had no symptoms of 'Covid', and had died of a long-term problem, could have been diagnosed a death by the 'virus'. I could understand their bewilderment. If they read this book they will know why this medical fraud has been perpetrated the world over.

Some media truth shock

The media ignored the evidence of death certificate fraud until eventually one columnist did speak out when she saw it first-hand. Bel Mooney is a long-time national newspaper journalist in Britain currently working for the *Daily Mail*. Her article on February 19th, 2021, carried this headline: 'My dad Ted passed three Covid tests

and died of a chronic illness yet he's officially one of Britain's 120,000 victims of the virus and is far from alone ... so how many more are there?' She told how her 99-year-old father was in a care home with a long-standing chronic obstructive pulmonary disease and vascular dementia. Maybe, but he was still aware enough to tell her from the start that there was no 'virus' and he refused the 'vaccine' for that reason. His death was not unexpected given his chronic health problems and Mooney said she was shocked to find that 'Covid-19' was declared the cause of death on his death certificate. She said this was a 'bizarre and unacceptable untruth' for a man with long-time health problems who had tested negative twice at the home for the 'virus'. I was also shocked by this story although not by what she said. I had been highlighting the death certificate manipulation for ten months. It was the confirmation that a professional full-time journalist only realised this was going on when it affected her directly and neither did she know that whether her dad tested positive or negative was irrelevant with the test not testing for the 'virus'. Where had she been? She said she did not believe in 'conspiracy theories' without knowing I'm sure that this and 'conspiracy theorists' were terms put into widespread circulation by the CIA in the 1960s to discredit those who did not accept the ridiculous official story of the Kennedy assassination. A blanket statement of 'I don't believe in conspiracy theories' is always bizarre. The dictionary definition of the term alone means the world is drowning in conspiracies. What she said was even more daft when her dad had just been affected by the 'Covid' conspiracy. Why else does she think that 'Covid-19' was going on the death certificates of people who died of something else?

To be fair once she saw from personal experience what was happening she didn't mince words. Mooney was called by the care home on the morning of February 9th to be told her father had died in his sleep. When she asked for the official cause of death what came back was 'Covid-19'. Mooney challenged this and was told there had been deaths from Covid on the dementia floor (confirmed by a test not testing for the 'virus') so they considered it 'reasonable

to assume'. 'But doctor,' Mooney rightly protested, 'an assumption isn't a diagnosis.' She said she didn't blame the perfectly decent and sympathetic doctor – 'he was just doing his job'. Sorry, but that's *bullshit*. He wasn't doing his job at all. He was putting a false cause of death on the death certificate and that is a criminal offence for which he should be brought to account and the same with the millions of doctors worldwide who have done the same. They were not doing their job they were following orders and that must not wash at new Nuremberg trials any more than it did at the first ones. Mooney's doctor was 'assuming' (presuming) as he was told to, but 'just following orders' makes no difference to his actions. A doctor's job is to serve the patient and the truth, not follow orders, but that's what they have done all over the world and played a central part in making the 'Covid' hoax possible with all its catastrophic consequences for humanity. Shame on them and they must answer for their actions. Mooney said her disquiet worsened when she registered her father's death by telephone and was told by the registrar there had been very many other cases like hers where 'the deceased' had not tested positive for 'Covid' yet it was recorded as the cause of death. The test may not matter, but those involved at their level *think* it matters and it shows a callous disregard for accurate diagnosis. The pressure to do this is coming from the top of the national 'health' pyramids which in turn obey the World Health Organization which obeys Gates and the Cult. Mooney said the registrar agreed that this must distort the national figures adding that 'the strangest thing is that every winter we record countless deaths from flu, and this winter there have been none. Not one!' She asked if the registrar thought deaths from flu were being misdiagnosed and lumped together with 'Covid' deaths. The answer was a 'puzzled yes'. Mooney said that the funeral director said the same about 'Covid' deaths which had nothing to do with 'Covid'. They had lost count of the number of families upset by this and other funeral companies in different countries have had the same experience. Mooney wrote:

The nightly shroud-waving and shocking close-ups of pain imposed on us by the TV news bewildered and terrified the population into eager compliance with lockdowns. We were invited to 'save the NHS' and to grieve for strangers – the real-life loved ones behind those shocking death counts. Why would the public imagine what I now fear, namely that the way Covid-19 death statistics are compiled might make the numbers seem greater than they are?

Oh, just a little bit – like 100 percent.

Do the maths

Mooney asked why a country would wish to skew its mortality figures by wrongly certifying deaths? What had been going on? Well, if you don't believe in conspiracies you will never find the answer which is that *it's a conspiracy*. She did, however, describe what she had discovered as a 'national scandal'. In reality it's a global scandal and happening everywhere. Pillars of this conspiracy were all put into place before the button was pressed with the Drosten PCR protocol and high amplifications to produce the cases and death certificate changes to secure illusory 'Covid' deaths. Mooney notes that normally two doctors were needed to certify a death, with one having to know the patient, and how the rules were changed in the spring of 2020 to allow one doctor to do this. In the same period 'Covid deaths' were decreed to be all cases where Covid-19 was put on the death certificate even without a positive test or any symptoms. Mooney asked: 'How many of the 30,851 (as of January 15) care home resident deaths with Covid-19 on the certificate (32.4 per cent of all deaths so far) were based on an assumption, like that of my father? And what has that done to our national psyche?' All of them is the answer to the first question and it has devastated and dismantled the national psyche, actually the global psyche, on a colossal scale. In the UK case and death data is compiled by organisations like Public Health England (PHE) and the Office for National Statistics (ONS). Mooney highlights the insane policy of counting a death from any cause as 'Covid-19' if this happens within 28 days of a positive test (with a test not testing for the 'virus') and she points out that ONS statistics reflect deaths 'involving Covid' 'or due to Covid' which meant in practice any

death where 'Covid-19' was mentioned on the death certificate. She described the consequences of this fraud:

Most people will accept the narrative they are fed, so panicky governments here and in Europe witnessed the harsh measures enacted in totalitarian China and jumped into lockdown. Headlines about Covid deaths tolled like the knell that would bring doomsday to us all. Fear stalked our empty streets. Politicians parroted the frankly ridiculous aim of 'zero Covid' and shut down the economy, while most British people agreed that lockdown was essential and (astonishingly to me, as a patriotic Brit) even wanted more restrictions.

For what? Lies on death certificates? Never mind the grim toll of lives ruined, suicides, schools closed, rising inequality, depression, cancelled hospital treatments, cancer patients in a torture of waiting, poverty, economic devastation, loneliness, families kept apart, and so on. How many lives have been lost as a direct result of lockdown?

She said that we could join in a national chorus of shock and horror at reaching the 120,000 death toll which was surely certain to have been totally skewed all along, but what about the human cost of lockdown justified by these 'death figures'? *The British Medical Journal* had reported a 1,493 percent increase in cases of children taken to Great Ormond Street Hospital with abusive head injuries alone and then there was the effect on families:

Perhaps the most shocking thing about all this is that families have been kept apart – and obeyed the most irrational, changing rules at the whim of government – because they believed in the statistics. They succumbed to fear, which his generation rejected in that war fought for freedom. Dad (God rest his soul) would be angry. And so am I.

Another theme to watch is that in the winter months when there are more deaths from all causes they focus on 'Covid' deaths and in the summer when the British Lung Foundation says respiratory disease plummets by 80 percent they rage on about 'cases'. Either way fascism on population is always the answer.

Nazi eugenics in the 21st century

Elderly people in care homes have been isolated from their families month after lonely month with no contact with relatives and grandchildren who were banned from seeing them. We were told

that lockdown fascism was to 'protect the vulnerable' like elderly people. At the same time Do Not Resuscitate (DNR) orders were placed on their medical files so that if they needed resuscitation it wasn't done and 'Covid-19' went on their death certificates. Old people were not being 'protected' they were being culled – murdered in truth. DNR orders were being decreed for disabled and young people with learning difficulties or psychological problems. The UK Care Quality Commission, a non-departmental body of the Department of Health and Social Care, found that 34 percent of those working in health and social care were pressured into placing 'do not attempt cardiopulmonary resuscitation' orders on 'Covid' patients who suffered from disabilities and learning difficulties without involving the patient or their families in the decision. UK judges ruled that an elderly woman with dementia should have the DNA-manipulating 'Covid vaccine' against her son's wishes and that a man with severe learning difficulties should have the jab despite his family's objections. Never mind that many had already died. The judiciary always supports doctors and government in fascist dictatorships. They wouldn't dare do otherwise. A horrific video was posted showing fascist officers from Los Angeles police forcibly giving the 'Covid' shot to women with special needs who were screaming that they didn't want it. The same fascists are seen giving the jab to a sleeping elderly woman in a care home. This is straight out of the Nazi playbook. Hitler's Nazis committed mass murder of the mentally ill and physically disabled throughout Germany and occupied territories in the programme that became known as Aktion T4, or just T4. Sabbatian-controlled Hitler and his grotesque crazies set out to kill those they considered useless and unnecessary. The Reich Committee for the Scientific Registering of Hereditary and Congenital Illnesses registered the births of babies identified by physicians to have 'defects'. By 1941 alone more than 5,000 children were murdered by the state and it is estimated that in total the number of innocent people killed in Aktion T4 was between 275,000 and 300,000. Parents were told their children had been sent away for 'special treatment' never to return. It is rather pathetic to see claims about plans for new extermination camps being dismissed today

when the same force behind current events did precisely that 80 years ago. Margaret Sanger was a Cult operative who used 'birth control' to sanitise her programme of eugenics. Organisations she founded became what is now Planned Parenthood. Sanger proposed that 'the whole dysgenic population would have its choice of segregation or sterilization'. These included epileptics, 'feeble-minded', and prostitutes. Sanger opposed charity because it perpetuated 'human waste'. She reveals the Cult mentality and if anyone thinks that extermination camps are a 'conspiracy theory' their naivety is touching if breathtakingly stupid.

If you don't believe that doctors can act with callous disregard for their patients it is worth considering that doctors and medical staff agreed to put government-decreed DNR orders on medical files and do nothing when resuscitation is called for. I don't know what you call such people in your house. In mine they are Nazis from the Josef Mengele School of Medicine. Phenomenal numbers of old people have died worldwide from the effects of lockdown, depression, lack of treatment, the 'vaccine' (more later) and losing the will to live. A common response at the start of the manufactured pandemic was to remove old people from hospital beds and transfer them to nursing homes. The decision would result in a mass cull of elderly people in those homes through lack of treatment – *not* 'Covid'. Care home whistleblowers have told how once the 'Covid' era began doctors would not come to their homes to treat patients and they were begging for drugs like antibiotics that often never came. The most infamous example was ordered by New York governor Andrew Cuomo, brother of a moronic CNN host, who amazingly was given an Emmy Award for his handling of the 'Covid crisis' by the ridiculous Wokers that hand them out. Just how ridiculous could be seen in February, 2021, when a Department of Justice and FBI investigation began into how thousands of old people in New York died in nursing homes after being discharged from hospital to make way for 'Covid' patients on Cuomo's say-so – and how he and his staff covered up these facts. This couldn't have happened to a nicer psychopath. Even then there was a 'Covid' spin. Reports said that

thousands of old people who tested positive for 'Covid' in hospital were transferred to nursing homes to both die of 'Covid' and transmit it to others. No – they were in hospital because they were ill and the fact that they tested positive with a test not testing for the 'virus' is irrelevant. They were ill often with respiratory diseases ubiquitous in old people near the end of their lives. Their transfer out of hospital meant that their treatment stopped and many would go on to die.

They're old. Who gives a damn?

I have exposed in the books for decades the Cult plan to cull the world's old people and even to introduce at some point what they call a 'demise pill' which at a certain age everyone would take and be out of here by law. In March, 2021, Spain legalised euthanasia and assisted suicide following the Netherlands, Belgium, Luxembourg and Canada on the Tiptoe to the demise pill. Treatment of old people by many 'care' homes has been a disgrace in the 'Covid' era. There are many, many, caring staff – I know some. There have, however, been legions of stories about callous treatment of old people and their families. Police were called when families came to take their loved ones home in the light of isolation that was killing them. They became prisoners of the state. Care home residents in insane, fascist Ontario, Canada, were not allowed to leave their *room* once the 'Covid' hoax began. UK staff have even wheeled elderly people away from windows where family members were talking with them. Oriana Criscuolo from Stockport in the English North West dropped off some things for her 80-year-old father who has Parkinson's disease and dementia and she wanted to wave to him through a ground-floor window. She was told that was 'illegal'. When she went anyway they closed the curtains in the middle of the day. Oriana said:

It's just unbelievable. I cannot understand how care home staff – people who are being paid to care – have become so uncaring. Their behaviour is inhumane and cruel. It's beyond belief.

She was right and this was not a one-off. What a way to end your life in such loveless circumstances. UK registered nurse Nicky Millen, a proper old school nurse for 40 years, said that when she started her career care was based on dignity, choice, compassion and empathy. Now she said 'the things that are important to me have gone out of the window.' She was appalled that people were dying without their loved ones and saying goodbye on iPads. Nicky described how a distressed 89-year-old lady stroked her face and asked her 'how many paracetamol would it take to finish me off'. Life was no longer worth living while not seeing her family. Nicky said she was humiliated in front of the ward staff and patients for letting the lady stroke her face and giving her a cuddle. Such is the dehumanisation that the 'Covid' hoax has brought to the surface. Nicky worked in care homes where patients told her they were being held prisoner. 'I want to live until I die', one said to her. 'I had a lady in tears because she hadn't seen her great-grandson.' Nicky was compassionate old school meeting psychopathic New Normal. She also said she had worked on a 'Covid' ward with no 'Covid' patients. Jewish writer Shai Held wrote an article in March, 2020, which was headlined 'The Staggering, Heartless Cruelty Toward the Elderly'. What he described was happening from the earliest days of lockdown. He said 'the elderly' were considered a group and not unique individuals (the way of the Woke). Shai Held said:

Notice how the all-too-familiar rhetoric of dehumanization works: 'The elderly' are bunched together as a faceless mass, all of them considered culprits and thus effectively deserving of the suffering the pandemic will inflict upon them. Lost entirely is the fact that the elderly are individual human beings, each with a distinctive face and voice, each with hopes and dreams, memories and regrets, friendships and marriages, loves lost and loves sustained.

'The elderly' have become another dehumanised group for which anything goes and for many that has resulted in cold disregard for their rights and their life. The distinctive face that Held talks about is designed to be deleted by masks until everyone is part of a faceless mass.

'War-zone' hospitals myth

Again and again medical professionals have told me what was really going on and how hospitals 'overrun like war zones' according to the media were virtually empty. The mantra from medical whistleblowers was please don't use my name or my career is over. Citizen journalists around the world sneaked into hospitals to film evidence exposing the 'war-zone' lie. They really *were* largely empty with closed wards and operating theatres. I met a hospital worker in my town on the Isle of Wight during the first lockdown in 2020 who said the only island hospital had never been so quiet. Lockdown was justified by the psychopaths to stop hospitals being overrun. At the same time that the island hospital was near-empty the military arrived here to provide *extra beds*. It was all propaganda to ramp up the fear to ensure compliance with fascism as were never-used temporary hospitals with thousands of beds known as Nightingales and never-used make-shift mortuaries opened by the criminal UK government. A man who helped to install those extra island beds attributed to the army said they were never used and the hospital was empty. Doctors and nurses 'stood around talking or on their phones, wandering down to us to see what we were doing'. There were no masks or social distancing. He accused the useless local island paper, the *County Press*, of 'pumping the fear as if our hospital was overrun and we only have one so it should have been'. He described ambulances parked up with crews outside in deck chairs. When his brother called an ambulance he was told there was a two-hour backlog which he called 'bullshit'. An old lady on the island fell 'and was in a bad way', but a caller who rang for an ambulance was told the situation wasn't urgent enough. Ambulance stations were working under capacity while people would hear ambulances with sirens blaring driving through the streets. When those living near the stations realised what was going on they would follow them as they left, circulated around an urban area with the sirens going, and then came back without stopping. All this was to increase levels of fear and the same goes for the 'ventilator shortage crisis' that cost tens of millions for hastily produced ventilators never to be used.

Ambulance crews that agreed to be exploited in this way for fear propaganda might find themselves a mirror. I wish them well with that. Empty hospitals were the obvious consequence of treatment and diagnoses of non-'Covid' conditions cancelled and those involved handed a death sentence. People have been dying at home from undiagnosed and untreated cancer, heart disease and other life-threatening conditions to allow empty hospitals to deal with a 'pandemic' that wasn't happening.

Death of the innocent

'War-zones' have been laying off nursing staff, even doctors where they can. There was no work for them. Lockdown was justified by saving lives and protecting the vulnerable they were actually killing with DNR orders and preventing empty hospitals being 'overrun'. In Britain the mantra of stay at home to 'save the NHS' was everywhere and across the world the same story was being sold when it was all lies. Two California doctors, Dan Erickson and Artin Massihi at Accelerated Urgent Care in Bakersfield, held a news conference in April, 2020, to say that intensive care units in California were 'empty, essentially', with hospitals shutting floors, not treating patients and laying off doctors. The California health system was working at minimum capacity 'getting rid of doctors because we just don't have the volume'. They said that people with conditions such as heart disease and cancer were not coming to hospital out of fear of 'Covid-19'. Their video was deleted by Susan Wojcicki's Cult-owned YouTube after reaching five million views. Florida governor Ron Desantis, who rejected the severe lockdowns of other states and is being targeted for doing so, said that in March, 2020, every US governor was given models claiming they would run out of hospital beds in days. That was never going to happen and the 'modellers' knew it. Deceit can be found at every level of the system. Urgent children's operations were cancelled including fracture repairs and biopsies to spot cancer. Eric Nicholls, a consultant paediatrician, said 'this is obviously concerning and we need to return to normal operating and to increase capacity as soon as possible'. Psychopaths

in power were rather less concerned *because* they are psychopaths. Deletion of urgent care and diagnosis has been happening all over the world and how many kids and others have died as a result of the actions of these cold and heartless lunatics dictating 'health' policy? The number must be stratospheric. Richard Sullivan, professor of cancer and global health at King's College London, said people feared 'Covid' more than cancer such was the campaign of fear. 'Years of lost life will be quite dramatic', Sullivan said, with 'a huge amount of avoidable mortality'. Sarah Woolnough, executive director for policy at Cancer Research UK, said there had been a 75 percent drop in urgent referrals to hospitals by family doctors of people with suspected cancer. Sullivan said that 'a lot of services have had to scale back – we've seen a dramatic decrease in the amount of elective cancer surgery'. Lockdown deaths worldwide has been absolutely fantastic with the *New York Post* reporting how data confirmed that 'lockdowns end more lives than they save':

There was a sharp decline in visits to emergency rooms and an increase in fatal heart attacks because patients didn't receive prompt treatment. Many fewer people were screened for cancer. Social isolation contributed to excess deaths from dementia and Alzheimer's.

Researchers predicted that the social and economic upheaval would lead to tens of thousands of "deaths of despair" from drug overdoses, alcoholism and suicide. As unemployment surged and mental-health and substance-abuse treatment programs were interrupted, the reported levels of anxiety, depression and suicidal thoughts increased dramatically, as did alcohol sales and fatal drug overdoses.

This has been happening while nurses and other staff had so much time on their hands in the 'war-zones' that Tic-Tok dancing videos began appearing across the Internet with medical staff dancing around in empty wards and corridors as people died at home from causes that would normally have been treated in hospital.

Mentions in dispatches

One brave and truth-committed whistleblower was Louise Hampton, a call handler with the UK NHS who made a viral Internet video saying she had done 'fuck all' during the 'pandemic'

which was 'a load of bollocks'. She said that 'Covid-19' was rebranded flu and of course she lost her job. This is what happens in the medical and endless other professions now when you tell the truth. Louise filmed inside 'war-zone' accident and emergency departments to show they were empty and I mean *empty* as in no one there. The mainstream media could have done the same and blown the gaff on the whole conspiracy. They haven't to their eternal shame. Not that most 'journalists' seem capable of manifesting shame as with the psychopaths they slavishly repeat without question. The relative few who were admitted with serious health problems were left to die alone with no loved ones allowed to see them because of 'Covid' rules and they included kids dying without the comfort of mum and dad at their bedside while the evil behind this couldn't give a damn. It was all good fun to them. A Scottish NHS staff nurse publicly quit in the spring of 2021 saying: 'I can no longer be part of the lies and the corruption by the government.' She said hospitals 'aren't full, the beds aren't full, beds have been shut, wards have been shut'. Hospitals were never busy throughout 'Covid'. The staff nurse said that Nicola Sturgeon, tragically the leader of the Scottish government, was on television saying save the hospitals and the NHS – 'but the beds are empty' and 'we've not seen flu, we always see flu every year'. She wrote to government and spoke with her union Unison (the unions are Cult-compromised and *useless*, but nothing changed. Many of her colleagues were scared of losing their jobs if they spoke out as they wanted to. She said nursing staff were being affected by wearing masks all day and 'my head is splitting every shift from wearing a mask'. The NHS is part of the fascist tyranny and must be dismantled so we can start again with human beings in charge. (Ironically, hospitals were reported to be busier again when official 'Covid' cases *fell* in spring/summer of 2021 and many other conditions required treatment at the same time as *the fake vaccine rollout*.)

I will cover the 'Covid vaccine' scam in detail later, but it is another indicator of the sickening disregard for human life that I am highlighting here. The DNA-manipulating concoctions do not fulfil

the definition of a 'vaccine', have never been used on humans before and were given only emergency approval because trials were not completed and they continued using the unknowing public. The result was what a NHS senior nurse with responsibility for 'vaccine' procedure said was 'genocide'. She said the 'vaccines' were not 'vaccines'. They had not been shown to be safe and claims about their effectiveness by drug companies were 'poetic licence'. She described what was happening as a 'horrid act of human annihilation'. The nurse said that management had instigated a policy of not providing a Patient Information Leaflet (PIL) before people were 'vaccinated' even though health care professionals are supposed to do this according to protocol. Patients should also be told that they are taking part in an ongoing clinical trial. Her challenges to what is happening had seen her excluded from meetings and ridiculed in others. She said she was told to 'watch my step ... or I would find myself surplus to requirements'. The nurse, who spoke anonymously in fear of her career, said she asked her NHS manager why he/she was content with taking part in genocide against those having the 'vaccines'. The reply was that everyone had to play their part and to 'put up, shut up, and get it done'. Government was 'leaning heavily' on NHS management which was clearly leaning heavily on staff. This is how the global 'medical' hierarchy operates and it starts with the Cult and its World Health Organization.

She told the story of a doctor who had the Pfizer jab and when questioned had no idea what was in it. The doctor had never read the literature. We have to stop treating doctors as intellectual giants when so many are moral and medical pygmies. The doctor did not even know that the 'vaccines' were not fully approved or that their trials were ongoing. They were, however, asking their patients if they minded taking part in follow-ups for research purposes – yes, the *ongoing clinical trial*. The nurse said the doctor's ignorance was not rare and she had spoken to a hospital consultant who had the jab without any idea of the background or that the 'trials' had not been completed. Nurses and pharmacists had shown the same ignorance.

'My NHS colleagues have forsaken their duty of care, broken their code of conduct – Hippocratic Oath – and have been brainwashed just the same as the majority of the UK public through propaganda ...' She said she had not been able to recruit a single NHS colleague, doctor, nurse or pharmacist to stand with her and speak out. Her union had refused to help. She said that if the genocide came to light she would not hesitate to give evidence at a Nuremberg-type trial against those in power who could have affected the outcomes but didn't.

And all for what?

To put the nonsense into perspective let's say the 'virus' does exist and let's go completely crazy and accept that the official manipulated figures for cases and deaths are accurate. *Even then* a study by Stanford University epidemiologist Dr John Ioannidis published on the World Health Organization website produced an average infection to fatality rate of ... *0.23 percent!* Ioannidis said: 'If one could sample equally from all locations globally, the median infection fatality rate might even be substantially lower than the 0.23% observed in my analysis.' For healthy people under 70 it was ... *0.05 percent!* This compares with the 3.4 percent claimed by the Cult-owned World Health Organization when the hoax was first played and maximum fear needed to be generated. An updated Stanford study in April, 2021, put the 'infection' to 'fatality' rate at just 0.15 percent. Another team of scientists led by Megan O'Driscoll and Henrik Salje studied data from 45 countries and published their findings on the Nature website. For children and young people the figure is so small it virtually does not register although authorities will be hyping dangers to the young when they introduce DNA-manipulating 'vaccines' for children. The O'Driscoll study produced an average infection-fatality figure of 0.003 for children from birth to four; 0.001 for 5 to 14; 0.003 for 15 to 19; and it was still only 0.456 up to 64. To claim that children must be 'vaccinated' to protect them from 'Covid' is an obvious lie and so there must be another reason and there is. What's more the average age of a 'Covid' death is akin

to the average age that people die in general. The average age of death in England is about 80 for men and 83 for women. The average age of death from alleged 'Covid' is between 82 and 83. California doctors, Dan Erickson and Artin Massihi, said at their April media conference that projection models of millions of deaths had been 'woefully inaccurate'. They produced detailed figures showing that Californians had a 0.03 chance of dying from 'Covid' based on the number of people who tested positive (with a test not testing for the 'virus'). Erickson said there was a 0.1 percent chance of dying from 'Covid' in the *state* of New York, not just the city, and a 0.05 percent chance in Spain, a centre of 'Covid-19' hysteria at one stage. The Stanford studies supported the doctors' data with fatality rate estimates of 0.23 and 0.15 percent. How close are these figures to my estimate of *zero*? Death-rate figures claimed by the World Health Organization at the start of the hoax were some 15 times higher. The California doctors said there was no justification for lockdowns and the economic devastation they caused. Everything they had ever learned about quarantine was that you quarantine the *sick* and not the healthy. They had never seen this before and it made no medical sense.

Why in the in the light of all this would governments and medical systems the world over say that billions must go under house arrest; lose their livelihood; in many cases lose their mind, their health and their life; force people to wear masks dangerous to health and psychology; make human interaction and even family interaction a criminal offence; ban travel; close restaurants, bars, watching live sport, concerts, theatre, and any activity involving human togetherness and discourse; and closing schools to isolate children from their friends and cause many to commit suicide in acts of hopelessness and despair? The California doctors said lockdown consequences included increased child abuse, partner abuse, alcoholism, depression, and other impacts they were seeing every day. Who would do that to the entire human race if not mentally-ill psychopaths of almost unimaginable extremes like Bill Gates? We must face the reality of what we are dealing with and come out of

denial. Fascism and tyranny are made possible only by the target population submitting and acquiescing to fascism and tyranny. The whole of human history shows that to be true. Most people naively and unquestioning believed what they were told about a 'deadly virus' and meekly and weakly submitted to house arrest. Those who didn't believe it – at least in total – still submitted in fear of the consequences of not doing so. For the rest who wouldn't submit draconian fines have been imposed, brutal policing by psychopaths *for* psychopaths, and condemnation from the meek and weak who condemn the Pushbackers on behalf of the very force that has them, too, in its gunights. 'Pathetic' does not even begin to suffice. Britain's brainless 'Health' Secretary Matt Hancock warned anyone lying to border officials about returning from a list of 'hotspot' countries could face a jail sentence of up to ten years which is more than for racially-aggravated assault, incest and attempting to have sex with a child under 13. Hancock is a lunatic, but he has the state apparatus behind him in a Cult-led chain reaction and the same with UK 'Vaccine Minister' Nadhim Zahawi, a prominent member of the mega-Cult secret society, Le Cercle, which featured in my earlier books. The Cult enforces its will on governments and medical systems; government and medical systems enforce their will on business and police; business enforces its will on staff who enforce it on customers; police enforce the will of the Cult on the population and play their essential part in creating a world of fascist control that their own children and grandchildren will have to live in their entire lives. It is a hierarchical pyramid of imposition and acquiescence and, yes indeed, of clinical insanity.

Does anyone bright enough to read this book have to ask what the answer is? I think not, but I will reveal it anyway in the fewest of syllables: Tell the psychos and their moronic lackeys to fuck off and let's get on with our lives. We are many – They are few.

CHAPTER SEVEN

War on your mind

One believes things because one has been conditioned to believe them

Aldous Huxley, Brave New World

I have described the 'Covid' hoax as a 'Psyop' and that is true in every sense and on every level in accordance with the definition of that term which is psychological warfare. Break down the 'Covid pandemic' to the foundation themes and it is psychological warfare on the human individual and collective mind.

The same can be said for the entire human belief system involving every subject you can imagine. Huxley was right in his contention that people believe what they are conditioned to believe and this comes from the repetition throughout their lives of the same falsehoods. They spew from government, corporations, media and endless streams of 'experts' telling you what the Cult wants you to believe and often believing it themselves (although *far* from always). 'Experts' are rewarded with 'prestigious' jobs and titles and as agents of perceptual programming with regular access to the media. The Cult has to control the narrative – control *information* – or they lose control of the vital, crucial, without-which-they-cannot-prevail public perception of reality. The foundation of that control today is the Internet made possible by the Defense Advanced Research Projects Agency (DARPA), the incredibly sinister technological arm of the Pentagon. The Internet is the result of military technology.

DARPA openly brags about establishing the Internet which has been a long-term project to lasso the minds of the global population. I have said for decades the plan is to control information to such an extreme that eventually no one would see or hear anything that the Cult does not approve. We are closing in on that end with ferocious censorship since the 'Covid' hoax began and in my case it started back in the 1990s in terms of books and speaking venues. I had to create my own publishing company in 1995 precisely because no one else would publish my books even then. I think they're all still running.

Cult Internet

To secure total control of information they needed the Internet in which pre-programmed algorithms can seek out 'unclean' content for deletion and even stop it being posted in the first place. The Cult had to dismantle print and non-Internet broadcast media to ensure the transfer of information to the appropriate-named 'Web' – a critical expression of the *Cult* web. We've seen the ever-quickening demise of traditional media and control of what is left by a tiny number of corporations operating worldwide. Independent journalism in the mainstream is already dead and never was that more obvious than since the turn of 2020. The Cult wants all information communicated via the Internet to globally censor and allow the plug to be pulled any time. Lockdowns and forced isolation has meant that communication between people has been through electronic means and no longer through face-to-face discourse and discussion. Cult psychopaths have targeted the bars, restaurants, sport, venues and meeting places in general for this reason. None of this is by chance and it's to stop people gathering in any kind of privacy or number while being able to track and monitor all Internet communications and block them as necessary. Even private messages between individuals have been censored by these fascists that control Cult fronts like Facebook, Twitter, Google and YouTube which are all officially run by Sabbatian place-people and from the background by higher-level Sabbatian place people.

Facebook, Google, Amazon and their like were seed-funded and supported into existence with money-no-object infusions of funds either directly or indirectly from DARPA and CIA technology arm In-Q-Tel. The Cult plays the long game and prepares very carefully for big plays like 'Covid'. Amazon is another front in the psychological war and pretty much controls the global market in book sales and increasingly publishing. Amazon's limitless funds have deleted fantastic numbers of independent publishers to seize global domination on the way to deciding which books can be sold and circulated and which cannot. Moves in that direction are already happening. Amazon's leading light Jeff Bezos is the grandson of Lawrence Preston Gise who worked with DARPA predecessor ARPA. Amazon has big connections to the CIA and the Pentagon. The plan I have long described went like this:

1. Employ military technology to establish the Internet.
2. Sell the Internet as a place where people can freely communicate without censorship and allow that to happen until the Net becomes the central and irreversible pillar of human society. If the Internet had been highly censored from the start many would have rejected it.
3. Fund and manipulate major corporations into being to control the circulation of information on your Internet using cover stories about geeks in garages to explain how they came about. Give them unlimited funds to expand rapidly with no need to make a profit for years while non-Cult companies who need to balance the books cannot compete. You know that in these circumstances your Googles, YouTubes, Facebooks and Amazons are going to secure near monopolies by either crushing or buying up the opposition.
4. Allow freedom of expression on both the Internet and communication platforms to draw people in until the Internet is the central and irreversible pillar of human society and your communication corporations have reached a stage of near monopoly domination.
5. Then unleash your always-planned frenzy of censorship on the basis of 'where else are you going to go?' and continue to expand that until nothing remains that the Cult does not want its human targets to see.

The process was timed to hit the 'Covid' hoax to ensure the best chance possible of controlling the narrative which they knew they had to do at all costs. They were, after all, about to unleash a 'deadly virus' that didn't really exist. If you do that in an environment of free-flowing information and opinion you would be dead in the

water before you could say Gates is a psychopath. The network was in place through which the Cult-created-and-owned World Health Organization could dictate the 'Covid' narrative and response policy slavishly supported by Cult-owned Internet communication giants and mainstream media while those telling a different story were censored. Google, YouTube, Facebook and Twitter openly announced that they would do this. What else would we expect from Cult-owned operations like Facebook which former executives have confirmed set out to make the platform more addictive than cigarettes and coldly manipulates emotions of its users to sow division between people and groups and scramble the minds of the young? If Zuckerberg lives out the rest of his life without going to jail for crimes against humanity, and most emphatically against the young, it will be a travesty of justice. Still, no matter, cause and effect will catch up with him eventually and the same with Sergey Brin and Larry Page at Google with its CEO Sundar Pichai who fix the Google search results to promote Cult narratives and hide the opposition. Put the same key words into Google and other search engines like DuckDuckGo and you will see how different results can be. Wikipedia is another intensely biased 'encyclopaedia' which skews its content to the Cult agenda. YouTube links to Wikipedia's version of 'Covid' and 'climate change' on video pages in which experts in their field offer a different opinion (even that is increasingly rare with Wojcicki censorship). Into this 'Covid' silence-them network must be added government media censors, sorry 'regulators', such as Ofcom in the UK which imposed tyrannical restrictions on British broadcasters that had the effect of banning me from ever appearing. Just to debate with me about my evidence and views on 'Covid' would mean breaking the fascistic impositions of Ofcom and its CEO career government bureaucrat Melanie Dawes. Gutless British broadcasters tremble at the very thought of fascist Ofcom.

Psychos behind 'Covid'

The reason for the 'Covid' catastrophe in all its facets and forms can be seen by whom and what is driving the policies worldwide in such a coordinated way. Decisions are not being made to protect health, but to target psychology. The dominant group guiding and 'advising' government policy are not medical professionals. They are psychologists and behavioural scientists. Every major country has its own version of this phenomenon and I'll use the British example to show how it works. In many ways the British version has been affecting the wider world in the form of the huge behaviour manipulation network in the UK which operates in other countries. The network involves private companies, government, intelligence and military. The Cabinet Office is at the centre of the government 'Covid' Psyop and part-owns, with 'innovation charity' Nesta, the Behavioural Insights Team (BIT) which claims to be independent of government but patently isn't. The BIT was established in 2010 and its job is to manipulate the psyche of the population to acquiesce to government demands and so much more. It is also known as the 'Nudge Unit', a name inspired by the 2009 book by two ultra-Zionists, Cass Sunstein and Richard Thaler, called *Nudge: Improving Decisions About Health, Wealth, and Happiness*. The book, as with the Behavioural Insights Team, seeks to 'nudge' behaviour (manipulate it) to make the public follow patterns of action and perception that suit those in authority (the Cult). Sunstein is so skilled at this that he advises the World Health Organization and the UK Behavioural Insights Team and was Administrator of the White House Office of Information and Regulatory Affairs in the Obama administration. Biden appointed him to the Department of Homeland Security – another ultra-Zionist in the fold to oversee new immigration laws which is another policy the Cult wants to control. Sunstein is desperate to silence anyone exposing conspiracies and co-authored a 2008 report on the subject in which suggestions were offered to ban 'conspiracy theorizing' or impose 'some kind of tax, financial or otherwise, on those who disseminate such theories'. I guess a psychiatrist's chair is out of the question?

Sunstein's mate Richard Thaler, an 'academic affiliate' of the UK Behavioural Insights Team, is a proponent of 'behavioural economics' which is defined as the study of 'the effects of psychological, cognitive, emotional, cultural and social factors on the decisions of individuals and institutions'. Study the effects so they can be manipulated to be what you want them to be. Other leading names in the development of behavioural economics are ultra-Zionists Daniel Kahneman and Robert J. Shiller and they, with Thaler, won the Nobel Memorial Prize in Economic Sciences for their work in this field. The Behavioural Insights Team is operating at the heart of the UK government and has expanded globally through partnerships with several universities including Harvard, Oxford, Cambridge, University College London (UCL) and Pennsylvania. They claim to have 'trained' (reframed) 20,000 civil servants and run more than 750 projects involving 400 randomised controlled trials in dozens of countries' as another version of mind reframers Common Purpose. BIT works from its office in New York with cities and their agencies, as well as other partners, across the United States and Canada – this is a company part-owned by the British government Cabinet Office. An executive order by President Cult-servant Obama established a US Social and Behavioral Sciences Team in 2015. They all have the same reason for being and that's to brainwash the population directly and by brainwashing those in positions of authority.

'Covid' mind game

Another prime aspect of the UK mind-control network is the 'independent' [joke] Scientific Pandemic Insights Group on Behaviours (SPI-B) which 'provides behavioural science advice aimed at anticipating and helping people adhere to interventions that are recommended by medical or epidemiological experts'. That means manipulating public perception and behaviour to do whatever government tells them to do. It's disgusting and if they really want the public to be 'safe' this lot should all be under lock and key. According to the government website SPI-B consists of

'behavioural scientists, health and social psychologists, anthropologists and historians' and advises the Whitty-Vallance-led Scientific Advisory Group for Emergencies (SAGE) which in turn advises the government on 'the science' (it doesn't) and 'Covid' policy. When politicians say they are being guided by 'the science' this is the rabble in each country they are talking about and that 'science' is dominated by behaviour manipulators to enforce government fascism through public compliance. The Behaviour Insight Team is headed by psychologist David Solomon Halpern, a visiting professor at King's College London, and connects with a national and global web of other civilian and military organisations as the Cult moves towards its goal of fusing them into one fascistic whole in every country through its 'Fusion Doctrine'. The behaviour manipulation network involves, but is not confined to, the Foreign Office; National Security Council; government communications headquarters (GCHQ); MI5; MI6; the Cabinet Office-based Media Monitoring Unit; and the Rapid Response Unit which 'monitors digital trends to spot emerging issues; including misinformation and disinformation; and identifies the best way to respond'.

There is also the 77th Brigade of the UK military which operates like the notorious Israeli military's Unit 8200 in manipulating information and discussion on the Internet by posing as members of the public to promote the narrative and discredit those who challenge it. Here we have the military seeking to manipulate *domestic* public opinion while the Nazis in government are fine with that. Conservative Member of Parliament Tobias Ellwood, an advocate of lockdown and control through 'vaccine passports', is a Lieutenant Colonel reservist in the 77th Brigade which connects with the military operation jHub, the 'innovation centre' for the Ministry of Defence and Strategic Command. jHub has also been involved with the civilian National Health Service (NHS) in 'symptom tracing' the population. The NHS is a key part of this mind control network and produced a document in December, 2020, explaining to staff how to use psychological manipulation with different groups and ages to get them to have the DNA-manipulating 'Covid vaccine'

that's designed to cumulatively rewrite human genetics. The document, called 'Optimising Vaccination Roll Out – Do's and Don'ts for all messaging, documents and "communications" in the widest sense', was published by NHS England and the NHS Improvement *Behaviour Change Unit* in partnership with Public Health England and Warwick Business School. I hear the mantra about 'save the NHS' and 'protect the NHS' when we need to scrap the NHS and start again. The current version is far too corrupt, far too anti-human and totally compromised by Cult operatives and their assets. UK government broadcast media censor Ofcom will connect into this web – as will the BBC with its tremendous Ofcom influence – to control what the public see and hear and dictate mass perception. Nuremberg trials must include personnel from all these organisations.

The fear factor

The 'Covid' hoax has led to the creation of the UK Cabinet Office-connected Joint Biosecurity Centre (JBC) which is officially described as providing 'expert advice on pandemics' using its independent [all Cult operations are 'independent'] analytical function to provide real-time analysis about infection outbreaks to identify and respond to outbreaks of Covid-19'. Another role is to advise the government on a response to spikes in infections – 'for example by closing schools or workplaces in local areas where infection levels have risen'. Put another way, promoting the Cult agenda. The Joint Biosecurity Centre is modelled on the Joint Terrorism Analysis Centre which analyses intelligence to set 'terrorism threat levels' and here again you see the fusion of civilian and military operations and intelligence that has led to military intelligence producing documents about 'vaccine hesitancy' and how it can be combated. Domestic civilian matters and opinions should not be the business of the military. The Joint Biosecurity Centre is headed by Tom Hurd, director general of the Office for Security and Counter-Terrorism from the establishment-to-its-fingertips Hurd family. His father is former Foreign Secretary Douglas Hurd. How coincidental that Tom

Hurd went to the elite Eton College and Oxford University with Boris Johnson. Imperial College with its ridiculous computer modeller Neil Ferguson will connect with this gigantic web that will itself interconnect with similar set-ups in other major and not so major countries. Compared with this Cult network the politicians, be they Boris Johnson, Donald Trump or Joe Biden, are bit-part players 'following the science'. The network of psychologists was on the 'Covid' case from the start with the aim of generating maximum fear of the 'virus' to ensure compliance by the population. A government behavioural science group known as SPI-B produced a paper in March, 2020, for discussion by the main government science advisory group known as SAGE. It was headed 'Options for increasing adherence to social distancing measures' and it said the following in a section headed 'Persuasion':

- A substantial number of people still do not feel sufficiently personally threatened; it could be that they are reassured by the low death rate in their demographic group, although levels of concern may be rising. Having a good understanding of the risk has been found to be positively associated with adoption of COVID-19 social distancing measures in Hong Kong.
- The perceived level of personal threat needs to be increased among those who are complacent, using hard-hitting evaluation of options for increasing social distancing emotional messaging. To be effective this must also empower people by making clear the actions they can take to reduce the threat.
- Responsibility to others: There seems to be insufficient understanding of, or feelings of responsibility about, people's role in transmitting the infection to others ... Messaging about actions need to be framed positively in terms of protecting oneself and the community, and increase confidence that they will be effective.
- Some people will be more persuaded by appeals to play by the rules, some by duty to the community, and some to personal risk.

All these different approaches are needed. The messaging also needs to take account of the realities of different people's lives. Messaging needs to take account of the different motivational levers and circumstances of different people.

All this could be achieved the SPI-B psychologists said by *using the media to increase the sense of personal threat* which translates as terrify the shit out of the population, including children, so they all do what we want. That's not happened has it? Those excuses for 'journalists' who wouldn't know journalism if it bit them on the arse (the great majority) have played their crucial part in serving this Cult-government Psyop to enslave their own kids and grandkids. How they live with themselves I have no idea. The psychological war has been underpinned by constant government 'Covid' propaganda in almost every television and radio ad break, plus the Internet and print media, which has pounded out the fear with taxpayers footing the bill for their own programming. The result has been people terrified of a 'virus' that doesn't exist or one with a tiny fatality rate even if you believe it does. People walk down the street and around the shops wearing face-nappies damaging their health and psychology while others report those who refuse to be that naïve to the police who turn up in their own face-nappies. I had a cameraman come to my flat and he was so frightened of 'Covid' he came in wearing a mask and refused to shake my hand in case he caught something. He had – naïveitis – and the thought that he worked in the mainstream media was both depressing and made his behaviour perfectly explainable. The fear which has gripped the minds of so many and frozen them into compliance has been carefully cultivated by these psychologists who are really psychopaths. If lives get destroyed and a lot of young people commit suicide it shows our plan is working. SPI-B then turned to compulsion on the public to comply. 'With adequate preparation, rapid change can be achieved', it said. Some countries had introduced mandatory self-isolation on a wide scale without evidence of major public unrest and a large majority of the UK's population appeared to be supportive of more coercive measures with 64 percent of adults saying they would

support putting London under a lockdown (watch the ‘polls’ which are designed to make people believe that public opinion is in favour or against whatever the subject in hand).

For ‘aggressive protective measures’ to be effective, the SPI-B paper said, special attention should be devoted to those population groups that are more at risk. Translated from the Orwellian this means making the rest of population feel guilty for not protecting the ‘vulnerable’ such as old people which the Cult and its agencies were about to kill on an industrial scale with lockdown, lack of treatment and the Gates ‘vaccine’. Psychopath psychologists sold their guilt-trip so comprehensively that Los Angeles County Supervisor Hilda Solis reported that children were apologising (from a distance) to their parents and grandparents for bringing ‘Covid’ into their homes and getting them sick. ‘... These apologies are just some of the last words that loved ones will ever hear as they die alone,’ she said. Gut-wrenchingly Solis then used this childhood tragedy to tell children to stay at home and ‘keep your loved ones alive’. Imagine heaping such potentially life-long guilt on a kid when it has absolutely nothing to do with them. These people are deeply disturbed and the psychologists behind this even more so.

Uncivil war – divide and rule

Professional mind-controllers at SPI-B wanted the media to increase a sense of responsibility to others (do as you’re told) and promote ‘positive messaging’ for those actions while in contrast to invoke ‘social disapproval’ by the unquestioning, obedient, community of anyone with a mind of their own. Again the compliant Goebbels-like media obliged. This is an old, old, trick employed by tyrannies the world over throughout human history. You get the target population to keep the target population in line – *your* line. SPI-B said this could ‘play an important role in preventing anti-social behaviour or discouraging failure to enact pro-social behaviour’. For ‘anti-social’ in the Orwellian parlance of SPI-B see any behaviour that government doesn’t approve. SPI-B recommendations said that ‘social disapproval’ should be accompanied by clear messaging and

promotion of strong collective identity – hence the government and celebrity mantra of ‘we’re all in this together’. Sure we are. The mind doctors have such contempt for their targets that they think some clueless comedian, actor or singer telling them to do what the government wants will be enough to win them over. We have had UK comedian Lenny Henry, actor Michael Caine and singer Elton John wheeled out to serve the propagandists by urging people to have the DNA-manipulating ‘Covid’ non-‘vaccine’. The role of Henry and fellow black celebrities in seeking to coax a ‘vaccine’ reluctant black community into doing the government’s will was especially stomach-turning. An emotion-manipulating script and carefully edited video featuring these black ‘celebs’ was such an insult to the intelligence of black people and where’s the self-respect of those involved selling their souls to a fascist government agenda? Henry said he heard black people’s ‘legitimate worries and concerns’, but people must ‘trust the facts’ when they were doing exactly that by not having the ‘vaccine’. They had to include the obligatory reference to Black Lives Matter with the line ... ‘Don’t let coronavirus cost even more black lives – because we matter’. My god, it was pathetic. ‘I know the vaccine is safe and what it does.’ How? ‘I’m a comedian and it says so in my script.’

SPI-B said social disapproval needed to be carefully managed to avoid victimisation, scapegoating and misdirected criticism, but they knew that their ‘recommendations’ would lead to exactly that and the media were specifically used to stir-up the divide-and-conquer hostility. Those who conform like good little baa, baas, are praised while those who have seen through the tidal wave of lies are ‘Covidiot’s’. The awake have been abused by the fast asleep for not conforming to fascism and impositions that the awake know are designed to endanger their health, dehumanise them, and tear asunder the very fabric of human society. We have had the curtain-twitchers and morons reporting neighbours and others to the face-napped police for breaking ‘Covid rules’ with fascist police delighting in posting links and phone numbers where this could be done. The Cult cannot impose its will without a compliant police

and military or a compliant population willing to play their part in enslaving themselves and their kids. The words of a pastor in Nazi Germany are so appropriate today:

First they came for the socialists and I did not speak out because I was not a socialist.

Then they came for the trade unionists and I did not speak out because I was not a trade unionist.

Then they came for the Jews and I did not speak out because I was not a Jew.

Then they came for me and there was no one left to speak for me.

Those who don't learn from history are destined to repeat it and so many are.

'Covid' rules: Rewiring the mind

With the background laid out to this gigantic national and global web of psychological manipulation we can put 'Covid' rules into a clear and sinister perspective. Forget the claims about protecting health. 'Covid' rules are about dismantling the human mind, breaking the human spirit, destroying self-respect, and then putting Humpty Dumpty together again as a servile, submissive slave. Social isolation through lockdown and distancing have devastating effects on the human psyche as the psychological psychopaths well know and that's the real reason for them. Humans need contact with each other, discourse, closeness and touch, or they eventually, and literally, go crazy. Masks, which I will address at some length, fundamentally add to the effects of isolation and the Cult agenda to dehumanise and de-individualise the population. To do this while knowing – in fact *seeking* – this outcome is the very epitome of evil and psychologists involved in this *are* the epitome of evil. They must like all the rest of the Cult demons and their assets stand trial for crimes against humanity on a scale that defies the imagination. Psychopaths in uniform use isolation to break enemy troops and agents and make them subservient and submissive to tell what they know. The technique is rightly considered a form of torture and

torture is most certainly what has been imposed on the human population.

Clinically-insane American psychologist Harry Harlow became famous for his isolation experiments in the 1950s in which he separated baby monkeys from their mothers and imprisoned them for months on end in a metal container or 'pit of despair'. They soon began to show mental distress and depression as any idiot could have predicted. Harlow put other monkeys in steel chambers for three, six or twelve months while denying them any contact with animals or humans. He said that the effects of total social isolation for six months were 'so devastating and debilitating that we had assumed initially that twelve months of isolation would not produce any additional decrement'; but twelve months of isolation 'almost obliterated the animals socially'. This is what the Cult and its psychopaths are doing to you and your children. Even monkeys in partial isolation in which they were not allowed to form relationships with other monkeys became 'aggressive and hostile, not only to others, but also towards their own bodies'. We have seen this in the young as a consequence of lockdown. UK government psychopaths launched a public relations campaign telling people not to hug each other even after they received the 'Covid-19 vaccine' which we were told with more lies would allow a return to 'normal life'. A government source told *The Telegraph*: 'It will be along the lines that it is great that you have been vaccinated, but if you are going to visit your family and hug your grandchildren there is a chance you are going to infect people you love.' The source was apparently speaking from a secure psychiatric facility. Janet Lord, director of Birmingham University's Institute of Inflammation and Ageing, said that parents and grandparents should avoid hugging their children. Well, how can I put it, Ms Lord? Fuck off. Yep, that'll do.

Destroying the kids – where are the parents?

Observe what has happened to people enslaved and isolated by lockdown as suicide and self-harm has soared worldwide,

particularly among the young denied the freedom to associate with their friends. A study of 49,000 people in English-speaking countries concluded that almost half of young adults are at clinical risk of mental health disorders. A national survey in America of 1,000 currently enrolled high school and college students found that 5 percent reported attempting suicide during the pandemic. Data from the US CDC's National Syndromic Surveillance Program from January 1st to October 17th, 2020, revealed a 31 percent increase in mental health issues among adolescents aged 12 to 17 compared with 2019. The CDC reported that America in general suffered the biggest drop in life expectancy since World War Two as it fell by a year in the first half of 2020 as a result of 'deaths of despair' – overdoses and suicides. Deaths of despair have leapt by more than 20 percent during lockdown and include the highest number of fatal overdoses ever recorded in a single year – 81,000. Internet addiction is another consequence of being isolated at home which lowers interest in physical activities as kids fall into inertia and what's the point? Children and young people are losing hope and giving up on life, sometimes literally. A 14-year-old boy killed himself in Maryland because he had 'given up' when his school district didn't reopen; an 11-year-old boy shot himself during a zoom class; a teenager in Maine succumbed to the isolation of the 'pandemic' when he ended his life after experiencing a disrupted senior year at school. Children as young as nine have taken their life and all these stories can be repeated around the world. Careers are being destroyed before they start and that includes those in sport in which promising youngsters have not been able to take part. The plan of the psycho-psychologists is working all right. Researchers at Cambridge University found that lockdowns cause significant harm to children's mental health. Their study was published in the *Archives of Disease in Childhood*, and followed 168 children aged between 7 and 11. The researchers concluded:

During the UK lockdown, children's depression symptoms have increased substantially, relative to before lockdown. The scale of this effect has direct relevance for the continuation of different elements of lockdown policy, such as complete or partial school closures ...

... Specifically, we observed a statistically significant increase in ratings of depression, with a medium-to-large effect size. Our findings emphasise the need to incorporate the potential impact of lockdown on child mental health in planning the ongoing response to the global pandemic and the recovery from it.

Not a chance when the Cult's psycho-psychologists were getting exactly what they wanted. The UK's Royal College of Paediatrics and Child Health has urged parents to look for signs of eating disorders in children and young people after a three to four fold increase. Specialists say the 'pandemic' is a major reason behind the rise. You don't say. The College said isolation from friends during school closures, exam cancellations, loss of extra-curricular activities like sport, and an increased use of social media were all contributory factors along with fears about the virus (psycho-psychologists again), family finances, and students being forced to quarantine. Doctors said young people were becoming severely ill by the time they were seen with 'Covid' regulations reducing face-to-face consultations. Nor is it only the young that have been devastated by the psychopaths. Like all bullies and cowards the Cult is targeting the young, elderly, weak and infirm. A typical story was told by a British lady called Lynn Parker who was not allowed to visit her husband in 2020 for the last ten and half months of his life 'when he needed me most' between March 20th and when he died on December 19th. This vacates the criminal and enters the territory of evil. The emotional impact on the immune system alone is immense as are the number of people of all ages worldwide who have died as a result of Cult-demanded, Gates-demanded, lockdowns.

Isolation is torture

The experience of imposing solitary confinement on millions of prisoners around the world has shown how a large percentage become 'actively psychotic and/or acutely suicidal'. Social isolation has been found to trigger 'a specific psychiatric syndrome, characterized by hallucinations; panic attacks; overt paranoia; diminished impulse control; hypersensitivity to external stimuli; and difficulties with thinking, concentration and memory'. Juan Mendez,

a United Nations rapporteur (investigator), said that isolation is a form of torture. Research has shown that even after isolation prisoners find it far more difficult to make social connections and I remember chatting to a shop assistant after one lockdown who told me that when her young son met another child again he had no idea how to act or what to do. Hannah Flanagan, Director of Emergency Services at Journey Mental Health Center in Dane County, Wisconsin, said: 'The specificity about Covid social distancing and isolation that we've come across as contributing factors to the suicides are really new to us this year.' But they are not new to those that devised them. They are getting the effect they want as the population is psychologically dismantled to be rebuilt in a totally different way. Children and the young are particularly targeted. They will be the adults when the full-on fascist AI-controlled technocracy is planned to be imposed and they are being prepared to meekly submit. At the same time older people who still have a memory of what life was like before – and how fascist the new normal really is – are being deleted. You are going to see efforts to turn the young against the old to support this geriatric genocide. Hannah Flanagan said the big increase in suicide in her county proved that social isolation is not only harmful, but deadly. Studies have shown that isolation from others is one of the main risk factors in suicide and even more so with women. Warnings that lockdown could create a 'perfect storm' for suicide were ignored. After all this was one of the *reasons* for lockdown. Suicide, however, is only the most extreme of isolation consequences. There are many others. Dr Dhruv Khullar, assistant professor of healthcare policy at Weill Cornell Medical College, said in a *New York Times* article in 2016 long before the fake 'pandemic':

A wave of new research suggests social separation is bad for us. Individuals with less social connection have disrupted sleep patterns, altered immune systems, more inflammation and higher levels of stress hormones. One recent study found that isolation increases the risk of heart disease by 29 percent and stroke by 32 percent. Another analysis that pooled data from 70 studies and 3.4 million people found that socially isolated individuals had a 30 percent higher risk of dying in the next seven years, and that this effect was largest in middle age.

Loneliness can accelerate cognitive decline in older adults, and isolated individuals are twice as likely to die prematurely as those with more robust social interactions. These effects start early: Socially isolated children have significantly poorer health 20 years later, even after controlling for other factors. All told, loneliness is as important a risk factor for early death as obesity and smoking.

There you have proof from that one article alone four years before 2020 that those who have enforced lockdown, social distancing and isolation knew what the effect would be and that is even more so with professional psychologists that have been driving the policy across the globe. We can go back even further to the years 2000 and 2003 and the start of a major study on the effects of isolation on health by Dr Janine Gronewold and Professor Dirk M. Hermann at the University Hospital in Essen, Germany, who analysed data on 4,316 people with an average age of 59 who were recruited for the long-term research project. They found that socially isolated people are more than 40 percent more likely to have a heart attack, stroke, or other major cardiovascular event and nearly 50 percent more likely to die from any cause. Given the financial Armageddon unleashed by lockdown we should note that the study found a relationship between increased cardiovascular risk and lack of financial support. After excluding other factors social isolation was still connected to a 44 percent increased risk of cardiovascular problems and a 47 percent increased risk of death by any cause. Lack of financial support was associated with a 30 percent increase in the risk of cardiovascular health events. Dr Gronewold said it had been known for some time that feeling lonely or lacking contact with close friends and family can have an impact on physical health and the study had shown that having strong social relationships is of high importance for heart health. Gronewold said they didn't understand yet why people who are socially isolated have such poor health outcomes, but this was obviously a worrying finding, particularly during these times of prolonged social distancing. Well, it can be explained on many levels. You only have to identify the point in the body where people feel loneliness and missing people they are parted from – it's in the centre of the chest where they feel the ache of loneliness and the ache of missing people. 'My heart aches for

you' ... 'My heart aches for some company.' I will explain this more in the chapter Escaping Wetiko, but when you realise that the body is the mind – they are expressions of each other – the reason why state of the mind dictates state of the body becomes clear.

American psychologist Ranjit Powar was highlighting the effects of lockdown isolation as early as April, 2020. She said humans have evolved to be social creatures and are wired to live in interactive groups. Being isolated from family, friends and colleagues could be unbalancing and traumatic for most people and could result in short or even long-term psychological and physical health problems. An increase in levels of anxiety, aggression, depression, forgetfulness and hallucinations were possible psychological effects of isolation. 'Mental conditions may be precipitated for those with underlying pre-existing susceptibilities and show up in many others without any pre-condition.' Powar said personal relationships helped us cope with stress and if we lost this outlet for letting off steam the result can be a big emotional void which, for an average person, was difficult to deal with. 'Just a few days of isolation can cause increased levels of anxiety and depression' – so what the hell has been the effect on the global population of *18 months* of this at the time of writing? Powar said: 'Add to it the looming threat of a dreadful disease being repeatedly hammered in through the media and you have a recipe for many shades of mental and physical distress.' For those with a house and a garden it is easy to forget that billions have had to endure lockdown isolation in tiny overcrowded flats and apartments with nowhere to go outside. The psychological and physical consequences of this are unimaginable and with lunatic and abusive partners and parents the consequences have led to tremendous increases in domestic and child abuse and alcoholism as people seek to shut out the horror. Ranjit Powar said:

Staying in a confined space with family is not all a rosy picture for everyone. It can be extremely oppressive and claustrophobic for large low-income families huddled together in small single-room houses. Children here are not lucky enough to have many board/electronic games or books to keep them occupied.

Add to it the deep insecurity of running out of funds for food and basic necessities. On the other hand, there are people with dysfunctional family dynamics, such as domineering, abusive or alcoholic partners, siblings or parents which makes staying home a period of trial. Incidence of suicide and physical abuse against women has shown a worldwide increase. Heightened anxiety and depression also affect a person's immune system, making them more susceptible to illness.

To think that Powar's article was published on April 11th, 2020.

Six-foot fantasy

Social (unsocial) distancing demanded that people stay six feet or two metres apart. UK government advisor Robert Dingwall from the New and Emerging Respiratory Virus Threats Advisory Group said in a radio interview that the two-metre rule was 'conjured up out of nowhere' and was not based on science. No, it was not based on *medical* science, but it didn't come out of nowhere. The distance related to *psychological* science. Six feet/two metres was adopted in many countries and we were told by people like the criminal Anthony Fauci and his ilk that it was founded on science. Many schools could not reopen because they did not have the space for six-foot distancing. Then in March, 2021, after a year of six-foot 'science', a study published in the *Journal of Infectious Diseases* involving more than 500,000 students and almost 100,000 staff over 16 weeks revealed no significant difference in 'Covid' cases between six feet and three feet and Fauci changed his tune. Now three feet was okay. There is no difference between six feet and three *inches* when there is no 'virus' and they got away with six feet for psychological reasons for as long as they could. I hear journalists and others talk about 'unintended consequences' of lockdown. They are not *unintended* at all; they have been coldly-calculated for a specific outcome of human control and that's why super-psychopaths like Gates have called for them so vehemently. Super-psychopath psychologists have demanded them and psychopathic or clueless, spineless, politicians have gone along with them by 'following the science'. But it's not science at all. 'Science' is not what is; it's only what people can be manipulated to believe it is. The whole 'Covid' catastrophe is

founded on mind control. Three word or three statement mantras issued by the UK government are a well-known mind control technique and so we've had 'Stay home/protect the NHS/save lives', 'Stay alert/control the virus/save lives' and 'hands/face/space'. One of the most vocal proponents of extreme 'Covid' rules in the UK has been Professor Susan Michie, a member of the British Communist Party, who is not a medical professional. Michie is the director of the Centre for Behaviour Change at University College London. She is a *behavioural psychologist* and another filthy rich 'Marxist' who praised China's draconian lockdown. She was known by fellow students at Oxford University as 'Stalin's nanny' for her extreme Marxism. Michie is an influential member of the UK government's Scientific Advisory Group for Emergencies (SAGE) and behavioural manipulation groups which have dominated 'Covid' policy. She is a consultant adviser to the World Health Organization on 'Covid-19' and behaviour. Why the hell are lockdowns anything to do with her when they are claimed to be about health? Why does a behavioural psychologist from a group charged with changing the behaviour of the public want lockdown, human isolation and mandatory masks? Does that question really need an answer? Michie *absolutely* has to explain herself before a Nuremberg court when humanity takes back its world again and even more so when you see the consequences of masks that she demands are compulsory. This is a Michie classic:

The benefits of getting primary school children to wear masks is that regardless of what little degree of transmission is occurring in those age groups it could help normalise the practice. Young children wearing masks may be more likely to get their families to accept masks.

Those words alone should carry a prison sentence when you ponder on the callous disregard for children involved and what a statement it makes about the mind and motivations of Susan Michie. What a lovely lady and what she said there encapsulates the mentality of the psychopaths behind the 'Covid' horror. Let us compare what Michie said with a countrywide study in Germany published at [researchsquare.com](https://www.researchsquare.com) involving 25,000 school children and 17,854 health complaints submitted by parents. Researchers

found that masks are harming children physically, psychologically, and behaviourally with 24 health issues associated with mask wearing. They include: shortness of breath (29.7%); dizziness (26.4%); increased headaches (53%); difficulty concentrating (50%); drowsiness or fatigue (37%); and malaise (42%). Nearly a third of children experienced more sleep issues than before and a quarter developed new fears. Researchers found health issues and other impairments in 68 percent of masked children covering their faces for an average of 4.5 hours a day. Hundreds of those taking part experienced accelerated respiration, tightness in the chest, weakness, and short-term impairment of consciousness. A reminder of what Michie said again:

The benefits of getting primary school children to wear masks is that regardless of what little degree of transmission is occurring in those age groups it could help normalise the practice. Young children wearing masks may be more likely to get their families to accept masks.

Psychopaths in government and psychology now have children and young people – plus all the adults – wearing masks for hours on end while clueless teachers impose the will of the psychopaths on the young they should be protecting. What the hell are parents doing?

Cult lab rats

We have some schools already imposing on students microchipped buzzers that activate when they get 'too close' to their pals in the way they do with lab rats. How apt. To the Cult and its brain-dead servants our children *are* lab rats being conditioned to be unquestioning, dehumanised slaves for the rest of their lives. Children and young people are being weaned and frightened away from the most natural human instincts including closeness and touch. I have tracked in the books over the years how schools were banning pupils from greeting each other with a hug and the whole Cult-induced Me Too movement has terrified men and boys from a relaxed and natural interaction with female friends and work colleagues to the point where many men try never to be in a room

alone with a woman that's not their partner. Airhead celebrities have as always played their virtue-signalling part in making this happen with their gross exaggeration. For every monster like Harvey Weinstein there are at least tens of thousands of men that don't treat women like that; but everyone must be branded the same and policy changed for them as well as the monster. I am going to be using the word 'dehumanise' many times in this chapter because that is what the Cult is seeking to do and it goes very deep as we shall see. Don't let them kid you that social distancing is planned to end one day. That's not the idea. We are seeing more governments and companies funding and producing wearable gadgets to keep people apart and they would not be doing that if this was meant to be short-term. A tech start-up company backed by GCHQ, the British Intelligence and military surveillance headquarters, has created a social distancing wrist sensor that alerts people when they get too close to others. The CIA has also supported tech companies developing similar devices. The wearable sensor was developed by Tended, one of a number of start-up companies supported by GCHQ (see the CIA and DARPA). The device can be worn on the wrist or as a tag on the waistband and will vibrate whenever someone wearing the device breaches social distancing and gets anywhere near natural human contact. The company had a lucky break in that it was developing a distancing sensor when the 'Covid' hoax arrived which immediately provided a potentially enormous market. How fortunate. The government in big-time Cult-controlled Ontario in Canada is investing \$2.5 million in wearable contact tracing technology that 'will alert users if they may have been exposed to the Covid-19 in the workplace and will beep or vibrate if they are within six feet of another person'. Facedrive Inc., the technology company behind this, was founded in 2016 with funding from the Ontario Together Fund and obviously they, too, had a prophet on the board of directors. The human surveillance and control technology is called TraceSCAN and would be worn by the human cyborgs in places such as airports, workplaces, construction sites, care homes and ... *schools*.

I emphasise schools with children and young people the prime targets. You know what is planned for society as a whole if you keep your eyes on the schools. They have always been places where the state program the next generation of slaves to be its compliant worker-ants – or Woker-ants these days; but in the mist of the ‘Covid’ madness they have been transformed into mind laboratories on a scale never seen before. Teachers and head teachers are just as programmed as the kids – often more so. Children are kept apart from human interaction by walk lanes, classroom distancing, staggered meal times, masks, and the rolling-out of buzzer systems. Schools are now physically laid out as a laboratory maze for lab-rats. Lunatics at a school in Anchorage, Alaska, who should be prosecuted for child abuse, took away desks and forced children to kneel (know your place) on a mat for five hours a day while wearing a mask and using their chairs as a desk. How this was supposed to impact on a ‘virus’ only these clinically insane people can tell you and even then it would be clap-trap. The school banned recess (interaction), art classes (creativity), and physical exercise (getting body and mind moving out of inertia). Everyone behind this outrage should be in jail or better still a mental institution. The behavioural manipulators are all for this dystopian approach to schools. Professor Susan Michie, the mind-doctor and British Communist Party member, said it was wrong to say that schools were safe. They had to be made so by ‘distancing’, masks and ventilation (sitting all day in the cold). I must ask this lady round for dinner on a night I know I am going to be out and not back for weeks. She probably wouldn’t be able to make it, anyway, with all the visits to her own psychologist she must have block-booked.

Masking identity

I know how shocking it must be for you that a behaviour manipulator like Michie wants everyone to wear masks which have long been a feature of mind-control programs like the infamous MKUltra in the United States, but, there we are. We live and learn. I spent many years from 1996 to right across the millennium

researching mind control in detail on both sides of the Atlantic and elsewhere. I met a large number of mind-control survivors and many had been held captive in body and mind by MKUltra. MK stands for mind-control, but employs the German spelling in deference to the Nazis spirited out of Germany at the end of World War Two by Operation Paperclip in which the US authorities, with help from the Vatican, transported Nazi mind-controllers and engineers to America to continue their work. Many of them were behind the creation of NASA and they included Nazi scientist and SS officer Wernher von Braun who swapped designing V-2 rockets to bombard London with designing the Saturn V rockets that powered the NASA moon programme's Apollo craft. I think I may have mentioned that the Cult has no borders. Among Paperclip escapees was Josef Mengele, the Angel of Death in the Nazi concentration camps where he conducted mind and genetic experiments on children often using twins to provide a control twin to measure the impact of his 'work' on the other. If you want to observe the Cult mentality in all its extremes of evil then look into the life of Mengele. I have met many people who suffered mercilessly under Mengele in the United States where he operated under the name Dr Greene and became a stalwart of MKUltra programming and torture. Among his locations was the underground facility in the Mojave Desert in California called the China Lake Naval Weapons Station which is almost entirely below the surface. My books *The Biggest Secret*, *Children of the Matrix* and *The Perception Deception* have the detailed background to MKUltra.

The best-known MKUltra survivor is American Cathy O'Brien. I first met her and her late partner Mark Phillips at a conference in Colorado in 1996. Mark helped her escape and deprogram from decades of captivity in an offshoot of MKUltra known as Project Monarch in which 'sex slaves' were provided for the rich and famous including Father George Bush, Dick Cheney and the Clintons. Read Cathy and Mark's book *Trance-Formation of America* and if you are new to this you will be shocked to the core. I read it in 1996 shortly before, with the usual synchronicity of my life, I found

myself given a book table at the conference right next to hers. MKUltra never ended despite being very publicly exposed (only a small part of it) in the 1970s and continues in other guises. I am still in touch with Cathy. She contacted me during 2020 after masks became compulsory in many countries to tell me how they were used as part of MKUltra programming. I had been observing 'Covid regulations' and the relationship between authority and public for months. I saw techniques that I knew were employed on individuals in MKUltra being used on the global population. I had read many books and manuals on mind control including one called *Silent Weapons for Quiet Wars* which came to light in the 1980s and was a guide on how to perceptually program on a mass scale. 'Silent Weapons' refers to mind-control. I remembered a line from the manual as governments, medical authorities and law enforcement agencies have so obviously talked to – or rather at – the adult population since the 'Covid' hoax began as if they are children. The document said:

If a person is spoken to by a T.V. advertiser as if he were a twelve-year-old, then, due to suggestibility, he will, with a certain probability, respond or react to that suggestion with the uncritical response of a twelve-year-old and will reach in to his economic reservoir and deliver its energy to buy that product on impulse when he passes it in the store.

That's why authority has spoken to adults like children since all this began.

Why did Michael Jackson wear masks?

Every aspect of the 'Covid' narrative has mind-control as its central theme. Cathy O'Brien wrote an article for davidicke.com about the connection between masks and mind control. Her daughter Kelly who I first met in the 1990s was born while Cathy was still held captive in MKUltra. Kelly was forced to wear a mask as part of her programming from the age of *two* to dehumanise her, target her sense of individuality and reduce the amount of oxygen her brain and body received. *Bingo*. This is the real reason for compulsory

masks, why they have been enforced en masse, and why they seek to increase the number they demand you wear. First one, then two, with one disgraceful alleged 'doctor' recommending four which is nothing less than a death sentence. Where and how often they must be worn is being expanded for the purpose of mass mind control and damaging respiratory health which they can call 'Covid-19'. Canada's government headed by the man-child Justin Trudeau, says it's fine for children of two and older to wear masks. An insane 'study' in Italy involving just 47 children concluded there was no problem for babies as young as *four months* wearing them. Even after people were 'vaccinated' they were still told to wear masks by the criminal that is Anthony Fauci. Cathy wrote that mandating masks is allowing the authorities literally to control the air we breathe which is what was done in MKUltra. You might recall how the singer Michael Jackson wore masks and there is a reason for that. He was subjected to MKUltra mind control through Project Monarch and his psyche was scrambled by these simpletons. Cathy wrote:

In MKUltra Project Monarch mind control, Michael Jackson had to wear a mask to silence his voice so he could not reach out for help. Remember how he developed that whisper voice when he wasn't singing? Masks control the mind from the outside in, like the redefining of words is doing. By controlling what we can and cannot say for fear of being labeled racist or beaten, for example, it ultimately controls thought that drives our words and ultimately actions (or lack thereof).

Likewise, a mask muffles our speech so that we are not heard, which controls voice ... words ... mind. This is Mind Control. Masks are an obvious mind control device, and I am disturbed so many people are complying on a global scale. Masks depersonalize while making a person feel as though they have no voice. It is a barrier to others. People who would never choose to comply but are forced to wear a mask in order to keep their job, and ultimately their family fed, are compromised. They often feel shame and are subdued. People have stopped talking with each other while media controls the narrative.

The 'no voice' theme has often become literal with train passengers told not to speak to each other in case they pass on the 'virus', singing banned for the same reason and bonkers California officials telling people riding roller coasters that they cannot shout and scream. Cathy said she heard every day from healed MKUltra survivors who cannot wear a mask without flashing back on ways

their breathing was controlled – ‘from ball gags and penises to water boarding’. She said that through the years when she saw images of people in China wearing masks ‘due to pollution’ that it was really to control their oxygen levels. ‘I knew it was as much of a population control mechanism of depersonalisation as are burkas’, she said. Masks are another Chinese communist/fascist method of control that has been swept across the West as the West becomes China at lightning speed since we entered 2020.

Mask-19

There are other reasons for mandatory masks and these include destroying respiratory health to call it ‘Covid-19’ and stunting brain development of children and the young. Dr Margarite Griesz-Brisson MD, PhD, is a Consultant Neurologist and Neurophysiologist and the Founder and Medical Director of the London Neurology and Pain Clinic. Her CV goes down the street and round the corner. She is clearly someone who cares about people and won’t parrot the propaganda. Griesz-Brisson has a PhD in pharmacology, with special interest in neurotoxicology, environmental medicine, neuroregeneration and neuroplasticity (the way the brain can change in the light of information received). She went public in October, 2020, with a passionate warning about the effects of mask-wearing laws:

The reinhalation of our exhaled air will without a doubt create oxygen deficiency and a flooding of carbon dioxide. We know that the human brain is very sensitive to oxygen deprivation. There are nerve cells for example in the hippocampus that can’t be longer than 3 minutes without oxygen – they cannot survive. The acute warning symptoms are headaches, drowsiness, dizziness, issues in concentration, slowing down of reaction time – reactions of the cognitive system.

Oh, I know, let’s tell bus, truck and taxi drivers to wear them and people working machinery. How about pilots, doctors and police? Griesz-Brisson makes the important point that while the symptoms she mentions may fade as the body readjusts this does not alter the fact that people continue to operate in oxygen deficit with long list of

potential consequences. She said it was well known that neurodegenerative diseases take years or decades to develop. 'If today you forget your phone number, the breakdown in your brain would have already started 20 or 30 years ago.' She said degenerative processes in your brain are getting amplified as your oxygen deprivation continues through wearing a mask. Nerve cells in the brain are unable to divide themselves normally in these circumstances and lost nerve cells will no longer be regenerated. 'What is gone is gone.' Now consider that people like shop workers and *schoolchildren* are wearing masks for hours every day. What in the name of sanity is going to be happening to them? 'I do not wear a mask, I need my brain to think', Griesz-Brisson said, 'I want to have a clear head when I deal with my patients and not be in a carbon dioxide-induced anaesthesia'. If you are told to wear a mask anywhere ask the organisation, police, store, whatever, for their risk assessment on the dangers and negative effects on mind and body of enforcing mask-wearing. They won't have one because it has never been done not even by government. All of them must be subject to class-action lawsuits as the consequences come to light. They don't do mask risk assessments for an obvious reason. They know what the conclusions would be and independent scientific studies that *have* been done tell a horror story of consequences.

'Masks are criminal'

Dr Griesz-Brisson said that for children and adolescents, masks are an absolute no-no. They had an extremely active and adaptive immune system and their brain was incredibly active with so much to learn. 'The child's brain, or the youth's brain, is thirsting for oxygen.' The more metabolically active an organ was, the more oxygen it required; and in children and adolescents every organ was metabolically active. Griesz-Brisson said that to deprive a child's or adolescent's brain of oxygen, or to restrict it in any way, was not only dangerous to their health, it was absolutely criminal. 'Oxygen deficiency inhibits the development of the brain, and the damage that has taken place as a result CANNOT be reversed.' Mind

manipulators of MKUltra put masks on two-year-olds they wanted to neurologically rewire and you can see why. Griesz-Brisson said a child needs the brain to learn and the brain needs oxygen to function. 'We don't need a clinical study for that. This is simple, indisputable physiology.' Consciously and purposely induced oxygen deficiency was an absolutely deliberate health hazard, and an absolute medical contraindication which means that 'this drug, this therapy, this method or measure should not be used, and is not allowed to be used'. To coerce an entire population to use an absolute medical contraindication by force, she said, there had to be definite and serious reasons and the reasons must be presented to competent interdisciplinary and independent bodies to be verified and authorised. She had this warning of the consequences that were coming if mask wearing continued:

When, in ten years, dementia is going to increase exponentially, and the younger generations couldn't reach their god-given potential, it won't help to say 'we didn't need the masks'. I know how damaging oxygen deprivation is for the brain, cardiologists know how damaging it is for the heart, pulmonologists know how damaging it is for the lungs. Oxygen deprivation damages every single organ. Where are our health departments, our health insurance, our medical associations? It would have been their duty to be vehemently against the lockdown and to stop it and stop it from the very beginning.

Why do the medical boards issue punishments to doctors who give people exemptions? Does the person or the doctor seriously have to prove that oxygen deprivation harms people? What kind of medicine are our doctors and medical associations representing? Who is responsible for this crime? The ones who want to enforce it? The ones who let it happen and play along, or the ones who don't prevent it?

All of the organisations and people she mentions there either answer directly to the Cult or do whatever hierarchical levels above them tell them to do. The outcome of both is the same. 'It's not about masks, it's not about viruses, it's certainly not about your health', Griesz-Brisson said. 'It is about much, much more. I am not participating. I am not afraid.' They were taking our air to breathe and there was no unfounded medical exemption from face masks. Oxygen deprivation was dangerous for every single brain. It had to be the free decision of every human being whether they want to

wear a mask that was absolutely ineffective to protect themselves from a virus. She ended by rightly identifying where the responsibility lies for all this:

The imperative of the hour is personal responsibility. We are responsible for what we think, not the media. We are responsible for what we do, not our superiors. We are responsible for our health, not the World Health Organization. And we are responsible for what happens in our country, not the government.

Halle-bloody-lujah.

But surgeons wear masks, right?

Independent studies of mask-wearing have produced a long list of reports detailing mental, emotional and physical dangers. What a definition of insanity to see police officers imposing mask-wearing on the public which will cumulatively damage their health while the police themselves wear masks that will cumulatively damage *their* health. It's utter madness and both public and police do this because 'the government says so' – yes a government of brain-donor idiots like UK Health Secretary Matt Hancock reading the 'follow the science' scripts of psychopathic, lunatic psychologists. The response you get from Stockholm syndrome sufferers defending the very authorities that are destroying them and their families is that 'surgeons wear masks'. This is considered the game, set and match that they must work and don't cause oxygen deficit. Well, actually, scientific studies have shown that they *do* and oxygen levels are monitored in operating theatres to compensate. Surgeons wear masks to stop spittle and such like dropping into open wounds – not to stop 'viral particles' which are so miniscule they can only be seen through an electron microscope. Holes in the masks are significantly bigger than 'viral particles' and if you sneeze or cough they will breach the mask. I watched an incredibly disingenuous 'experiment' that claimed to prove that masks work in catching 'virus' material from the mouth and nose. They did this with a slow motion camera and the mask did block big stuff which stayed inside the mask and

against the face to be breathed in or cause infections on the face as we have seen with many children. 'Viral particles', however, would never have been picked up by the camera as they came through the mask when they are far too small to be seen. The 'experiment' was therefore disingenuous *and* useless.

Studies have concluded that wearing masks in operating theatres (and thus elsewhere) make no difference to preventing infection while the opposite is true with toxic shite building up in the mask and this had led to an explosion in tooth decay and gum disease dubbed by dentists 'mask mouth'. You might have seen the Internet video of a furious American doctor urging people to take off their masks after a four-year-old patient had been rushed to hospital the night before and nearly died with a lung infection that doctors sourced to mask wearing. A study in the journal *Cancer Discovery* found that inhalation of harmful microbes can contribute to advanced stage lung cancer in adults and long-term use of masks can help breed dangerous pathogens. Microbiologists have said frequent mask wearing creates a moist environment in which microbes can grow and proliferate before entering the lungs. The Canadian Agency for Drugs and Technologies in Health, or CADTH, a Canadian national organisation that provides research and analysis to healthcare decision-makers, said this as long ago as 2013 in a report entitled 'Use of Surgical Masks in the Operating Room: A Review of the Clinical Effectiveness and Guidelines'. It said:

- No evidence was found to support the use of surgical face masks to reduce the frequency of surgical site infections
- No evidence was found on the effectiveness of wearing surgical face masks to protect staff from infectious material in the operating room.
- Guidelines recommend the use of surgical face masks by staff in the operating room to protect both operating room staff and patients (despite the lack of evidence).

We were told that the world could go back to 'normal' with the arrival of the 'vaccines'. When they came, fraudulent as they are, the story changed as I knew that it would. We are in the midst of transforming 'normal', not going back to it. Mary Ramsay, head of immunisation at Public Health England, echoed the words of US criminal Anthony Fauci who said masks and other regulations must stay no matter if people are vaccinated. The Fauci idiot continued to wear two masks – different colours so both could be clearly seen – after he *claimed* to have been vaccinated. Senator Rand Paul told Fauci in one exchange that his double-masks were 'theatre' and he was right. It's all theatre. Mary Ramsay back-tracked on the vaccine-return-to-normal theme when she said the public may need to wear masks and social-distance for years despite the jabs. 'People have got used to those lower-level restrictions now, and [they] can live with them', she said telling us what the idea has been all along. 'The vaccine does not give you a pass, even if you have had it, you must continue to follow all the guidelines' said a Public Health England statement which reneged on what we had been told before and made having the 'vaccine' irrelevant to 'normality' even by the official story. Spain's fascist government trumped everyone by passing a law mandating the wearing of masks on the beach and even when swimming in the sea. The move would have devastated what's left of the Spanish tourist industry, posed potential breathing dangers to swimmers and had Northern European sunbathers walking around with their forehead brown and the rest of their face white as a sheet. The ruling was so crazy that it had to be retracted after pressure from public and tourist industry, but it confirmed where the Cult wants to go with masks and how clinically insane authority has become. The determination to make masks permanent and hide the serious dangers to body and mind can be seen in the censorship of scientist Professor Denis Rancourt by Bill Gates-funded academic publishing website ResearchGate over his papers exposing the dangers and uselessness of masks. Rancourt said:

ResearchGate today has permanently locked my account, which I have had since 2015. Their reasons graphically show the nature of their attack against democracy, and their corruption of

science ... By their obscene non-logic, a scientific review of science articles reporting on harms caused by face masks has a 'potential to cause harm'. No criticism of the psychological device (face masks) is tolerated, if the said criticism shows potential to influence public policy.

This is what happens in a fascist world.

Where are the 'greens' (again)?

Other dangers of wearing masks especially regularly relate to the inhalation of minute plastic fibres into the lungs and the deluge of discarded masks in the environment and oceans. Estimates predicted that more than 1.5 billion disposable masks will end up in the world's oceans every year polluting the water with tons of plastic and endangering marine wildlife. Studies project that humans are using 129 billion face masks each month worldwide – about three million a minute. Most are disposable and made from plastic, non-biodegradable microfibers that break down into smaller plastic particles that become widespread in ecosystems. They are littering cities, clogging sewage channels and turning up in bodies of water. I have written in other books about the immense amounts of microplastics from endless sources now being absorbed into the body. Rolf Halden, director of the Arizona State University (ASU) Biodesign Center for Environmental Health Engineering, was the senior researcher in a 2020 study that analysed 47 human tissue samples and found microplastics in all of them. 'We have detected these chemicals of plastics in every single organ that we have investigated', he said. I wrote in *The Answer* about the world being deluged with microplastics. A study by the Worldwide Fund for Nature (WWF) found that people are consuming on average every week some 2,000 tiny pieces of plastic mostly through water and also through marine life and the air. Every year humans are ingesting enough microplastics to fill a heaped dinner plate and in a life-time of 79 years it is enough to fill two large waste bins. Marco Lambertini, WWF International director general said: 'Not only are plastics polluting our oceans and waterways and killing marine life – it's in all of us and we can't escape consuming plastics,' American

geologists found tiny plastic fibres, beads and shards in rainwater samples collected from the remote slopes of the Rocky Mountain National Park near Denver, Colorado. Their report was headed: 'It is raining plastic.' Rachel Adams, senior lecturer in Biomedical Science at Cardiff Metropolitan University, said that among health consequences are internal inflammation and immune responses to a 'foreign body'. She further pointed out that microplastics become carriers of toxins including mercury, pesticides and dioxins (a known cause of cancer and reproductive and developmental problems). These toxins accumulate in the fatty tissues once they enter the body through microplastics. Now this is being compounded massively by people putting plastic on their face and throwing it away.

Workers exposed to polypropylene plastic fibres known as 'flock' have developed 'flock worker's lung' from inhaling small pieces of the flock fibres which can damage lung tissue, reduce breathing capacity and exacerbate other respiratory problems. *Now ...* commonly used surgical masks have three layers of melt-blown textiles made of ... polypropylene. We have billions of people putting these microplastics against their mouth, nose and face for hours at a time day after day in the form of masks. How does anyone think that will work out? I mean – what could possibly go wrong? We posted a number of scientific studies on this at davidicke.com, but when I went back to them as I was writing this book the links to the science research website where they were hosted were dead. Anything that challenges the official narrative in any way is either censored or vilified. The official narrative is so unsupportable by the evidence that only deleting the truth can protect it. A study by Chinese scientists still survived – with the usual twist which it why it was still active, I guess. Yes, they found that virtually all the masks they tested increased the daily intake of microplastic fibres, but people should still wear them because the danger from the 'virus' was worse said the crazy 'team' from the Institute of Hydrobiology in Wuhan. Scientists first discovered microplastics in lung tissue of some patients who died of lung cancer

in the 1990s. Subsequent studies have confirmed the potential health damage with the plastic degrading slowly and remaining in the lungs to accumulate in volume. Wuhan researchers used a machine simulating human breathing to establish that masks shed up to nearly 4,000 microplastic fibres in a month with reused masks producing more. Scientists said some masks are laced with toxic chemicals and a variety of compounds seriously restricted for both health and environmental reasons. They include cobalt (used in blue dye) and formaldehyde known to cause watery eyes, burning sensations in the eyes, nose, and throat, plus coughing, wheezing and nausea. No – that must be ‘Covid-19’.

Mask ‘worms’

There is another and potentially even more sinister content of masks. Mostly new masks of different makes filmed under a microscope around the world have been found to contain strange black fibres or ‘worms’ that appear to move or ‘crawl’ by themselves and react to heat and water. The nearest I have seen to them are the self-replicating fibres that are pulled out through the skin of those suffering from Morgellons disease which has been connected to the phenomena of ‘chemtrails’ which I will bring into the story later on. Morgellons fibres continue to grow outside the body and have a form of artificial intelligence. Black ‘worm’ fibres in masks have that kind of feel to them and there is a nanotechnology technique called ‘worm micelles’ which carry and release drugs or anything else you want to deliver to the body. For sure the suppression of humanity by mind altering drugs is the Cult agenda big time and the more excuses they can find to gain access to the body the more opportunities there are to make that happen whether through ‘vaccines’ or masks pushed against the mouth and nose for hours on end.

So let us summarise the pros and cons of masks:

Against masks: Breathing in your own carbon dioxide; depriving the body and brain of sufficient oxygen; build-up of toxins in the mask that can be breathed into the lungs and cause rashes on the face and 'mask-mouth'; breathing microplastic fibres and toxic chemicals into the lungs; dehumanisation and deleting individualisation by literally making people faceless; destroying human emotional interaction through facial expression and deleting parental connection with their babies which look for guidance to their facial expression.

For masks: They don't protect you from a 'virus' that doesn't exist and even if it did 'viral' particles are so minute they are smaller than the holes in the mask.

Governments, police, supermarkets, businesses, transport companies, and all the rest who seek to impose masks have done no risk assessment on their consequences for health and psychology and are now open to group lawsuits when the impact becomes clear with a cumulative epidemic of respiratory and other disease. Authorities will try to exploit these effects and hide the real cause by dubbing them 'Covid-19'. Can you imagine setting out to force the population to wear health-destroying masks without doing any assessment of the risks? It is criminal and it is evil, but then how many people targeted in this way, who see their children told to wear them all day at school, have asked for a risk assessment? Billions can't be imposed upon by the few unless the billions allow it. Oh, yes, with just a tinge of irony, 85 percent of all masks made worldwide come from *China*.

Wash your hands in toxic shite

'Covid' rules include the use of toxic sanitisers and again the health consequences of constantly applying toxins to be absorbed through the skin is obvious to any level of Renegade Mind. America's Food and Drug Administration (FDA) said that sanitisers are drugs and issued a warning about 75 dangerous brands which contain

methanol used in antifreeze and can cause death, kidney damage and blindness. The FDA circulated the following warning even for those brands that it claims to be safe:

Store hand sanitizer out of the reach of pets and children, and children should use it only with adult supervision. Do not drink hand sanitizer. This is particularly important for young children, especially toddlers, who may be attracted by the pleasant smell or brightly colored bottles of hand sanitizer.

Drinking even a small amount of hand sanitizer can cause alcohol poisoning in children. (However, there is no need to be concerned if your children eat with or lick their hands after using hand sanitizer.) During this coronavirus pandemic, poison control centers have had an increase in calls about accidental ingestion of hand sanitizer, so it is important that adults monitor young children's use.

Do not allow pets to swallow hand sanitizer. If you think your pet has eaten something potentially dangerous, call your veterinarian or a pet poison control center right away. Hand sanitizer is flammable and should be stored away from heat and flames. When using hand sanitizer, rub your hands until they feel completely dry before performing activities that may involve heat, sparks, static electricity, or open flames.

There you go, perfectly safe, then, and that's without even a mention of the toxins absorbed through the skin. Come on kids – sanitise your hands everywhere you go. It will save you from the 'virus'. Put all these elements together of the 'Covid' normal and see how much health and psychology is being cumulatively damaged, even devastated, to 'protect your health'. Makes sense, right? They are only imposing these things because they care, right? *Right?*

Submitting to insanity

Psychological reframing of the population goes very deep and is done in many less obvious ways. I hear people say how contradictory and crazy 'Covid' rules are and how they are ever changing. This is explained away by dismissing those involved as idiots. It is a big mistake. The Cult is delighted if its cold calculation is perceived as incompetence and idiocy when it is anything but. Oh, yes, there are idiots within the system – lots of them – but they are *administering* the Cult agenda, mostly unknowingly. They are not deciding and dictating it. The bulwark against tyranny is self-

respect, always has been, always will be. It is self-respect that has broken every tyranny in history. By its very nature self-respect will not bow to oppression and its perpetrators. There is so little self-respect that it's always the few that overturn dictators. Many may eventually follow, but the few with the iron spines (self-respect) kick it off and generate the momentum. The Cult targets self-respect in the knowledge that once this has gone only submission remains. Crazy, contradictory, ever-changing 'Covid' rules are systematically applied by psychologists to delete self-respect. They *want* you to see that the rules make no sense. It is one thing to decide to do something when *you* have made the choice based on evidence and logic. You still retain your self-respect. It is quite another when you can see what you are being told to do is insane, ridiculous and makes no sense, and *yet you still do it*. Your self-respect is extinguished and this has been happening as ever more obviously stupid and nonsensical things have been demanded and the great majority have complied even when they can see they are stupid and nonsensical.

People walk around in face-nappies knowing they are damaging their health and make no difference to a 'virus'. They do it in fear of not doing it. I know it's daft, but I'll do it anyway. When that happens something dies inside of you and submissive reframing has begun. Next there's a need to hide from yourself that you have conceded your self-respect and you convince yourself that you have not really submitted to fear and intimidation. You begin to believe that you are complying with craziness because it's the right thing to do. When first you concede your self-respect of $2+2 = 4$ to $2+2 = 5$ you *know* you are compromising your self-respect. Gradually to avoid facing that fact you begin to *believe* that $2+2=5$. You have been reframed and I have been watching this process happening in the human psyche on an industrial scale. The Cult is working to break your spirit and one of its major tools in that war is humiliation. I read how former American soldier Bradley Manning (later Chelsea Manning after a sex-change) was treated after being jailed for supplying WikiLeaks with documents exposing the enormity of

government and elite mendacity. Manning was isolated in solitary confinement for eight months, put under 24-hour surveillance, forced to hand over clothing before going to bed, and stand naked for every roll call. This is systematic humiliation. The introduction of anal swab 'Covid' tests in China has been done for the same reason to delete self-respect and induce compliant submission. Anal swabs are mandatory for incoming passengers in parts of China and American diplomats have said they were forced to undergo the indignity which would have been calculated humiliation by the Cult-owned Chinese government that has America in its sights.

Government-people: An abusive relationship

Spirit-breaking psychological techniques include giving people hope and apparent respite from tyranny only to take it away again. This happened in the UK during Christmas, 2020, when the psychopsychologists and their political lackeys announced an easing of restrictions over the holiday only to reimpose them almost immediately on the basis of yet another lie. There is a big psychological difference between getting used to oppression and being given hope of relief only to have that dashed. Psychologists know this and we have seen the technique used repeatedly. Then there is traumatising people before you introduce more extreme regulations that require compliance. A perfect case was the announcement by the dark and sinister Whitty and Vallance in the UK that 'new data' predicted that 4,000 could die every day over the winter of 2020/2021 if we did not lockdown again. I think they call it lying and after traumatising people with that claim out came Jackboot Johnson the next day with new curbs on human freedom. Psychologists know that a frightened and traumatised mind becomes suggestable to submission and behaviour reframing. Underpinning all this has been to make people fearful and suspicious of each other and see themselves as a potential danger to others. In league with deleted self-respect you have the perfect psychological recipe for self-loathing. The relationship between authority and public is now demonstrably the same as that of

subservience to an abusive partner. These are signs of an abusive relationship explained by psychologist Leslie Becker-Phelps:

Psychological and emotional abuse: Undermining a partner's self-worth with verbal attacks, name-calling, and belittling. Humiliating the partner in public, unjustly accusing them of having an affair, or interrogating them about their every behavior. Keeping partner confused or off balance by saying they were just kidding or blaming the partner for 'making' them act this way ... Feigning in public that they care while turning against them in private. This leads to victims frequently feeling confused, incompetent, unworthy, hopeless, and chronically self-doubting. [Apply these techniques to how governments have treated the population since New Year, 2020, and the parallels are obvious.]

Physical abuse: The abuser might physically harm their partner in a range of ways, such as grabbing, hitting, punching, or shoving them. They might throw objects at them or harm them with a weapon. [Observe the physical harm imposed by masks, lockdown, and so on.]

Threats and intimidation: One way abusers keep their partners in line is by instilling fear. They might be verbally threatening, or give threatening looks or gestures. Abusers often make it known that they are tracking their partner's every move. They might destroy their partner's possessions, threaten to harm them, or threaten to harm their family members. Not surprisingly, victims of this abuse often feel anxiety, fear, and panic. [No words necessary.]

Isolation: Abusers often limit their partner's activities, forbidding them to talk or interact with friends or family. They might limit access to a car or even turn off their phone. All of this might be done by physically holding them against their will, but is often accomplished through psychological abuse and intimidation. The more isolated a person feels, the fewer resources they have to help gain perspective on their situation and to escape from it. [No words necessary.]

Economic abuse: Abusers often make their partners beholden to them for money by controlling access to funds of any kind. They might prevent their partner from getting a job or withhold access to money they earn from a job. This creates financial dependency that makes leaving the relationship very difficult. [See destruction of livelihoods and the proposed meagre 'guaranteed income' so long as you do whatever you are told.]

Using children: An abuser might disparage their partner's parenting skills, tell their children lies about their partner, threaten to take custody of their children, or threaten to harm their children. These tactics instil fear and often elicit compliance. [See reframed social service mafia and how children are being mercilessly abused by the state over 'Covid' while their parents look on too frightened to do anything.]

A further recurring trait in an abusive relationship is the abused blaming themselves for their abuse and making excuses for the abuser. We have the public blaming each other for lockdown abuse by government and many making excuses for the government while attacking those who challenge the government. How often we have heard authorities say that rules are being imposed or reimposed only because people have refused to 'behave' and follow the rules. We don't want to do it – it's *you*.

Renegade Minds are an antidote to all of these things. They will never concede their self-respect no matter what the circumstances. Even when apparent humiliation is heaped upon them they laugh in its face and reflect back the humiliation on the abuser where it belongs. Renegade Minds will never wear masks they know are only imposed to humiliate, suppress and damage both physically and psychologically. Consequences will take care of themselves and they will never break their spirit or cause them to concede to tyranny. UK newspaper columnist Peter Hitchens was one of the few in the mainstream media to speak out against lockdowns and forced vaccinations. He then announced he had taken the jab. He wanted to see family members abroad and he believed vaccine passports were inevitable even though they had not yet been introduced. Hitchens

has a questioning and critical mind, but not a Renegade one. If he had no amount of pressure would have made him concede. Hitchens excused his action by saying that the battle has been lost. Renegade Minds never accept defeat when freedom is at stake and even if they are the last one standing the self-respect of not submitting to tyranny is more important than any outcome or any consequence.

That's why Renegade Minds are the only minds that ever changed anything worth changing.

CHAPTER EIGHT

'Reframing' insanity

Insanity is relative. It depends on who has who locked in what cage
Ray Bradbury

Reframing' a mind means simply to change its perception and behaviour. This can be done subconsciously to such an extent that subjects have no idea they have been 'reframed' while to any observer changes in behaviour and attitudes are obvious.

Human society is being reframed on a ginormous scale since the start of 2020 and here we have the reason why psychologists rather than doctors have been calling the shots. Ask most people who have succumbed to 'Covid' reframing if they have changed and most will say 'no'; but they *have* and fundamentally. The Cult's long-game has been preparing for these times since way back and crucial to that has been to prepare both population and officialdom mentally and emotionally. To use the mind-control parlance they had to reframe the population with a mentality that would submit to fascism and reframe those in government and law enforcement to impose fascism or at least go along with it. The result has been the fact-deleted mindlessness of 'Wokeness' and officialdom that has either enthusiastically or unquestioningly imposed global tyranny demanded by reframed politicians on behalf of psychopathic and deeply evil cultists. 'Cognitive reframing' identifies and challenges the way someone sees the world in the form of situations, experiences and emotions and then restructures those perceptions to view the same set of circumstances in a different way. This can have

benefits if the attitudes are personally destructive while on the other side it has the potential for individual and collective mind control which the subject has no idea has even happened.

Cognitive therapy was developed in the 1960s by Aaron T. Beck who was born in Rhode Island in 1921 as the son of Jewish immigrants from the Ukraine. He became interested in the techniques as a treatment for depression. Beck's daughter Judith S. Beck is prominent in the same field and they founded the Beck Institute for Cognitive Behavior Therapy in Philadelphia in 1994. Cognitive reframing, however, began to be used worldwide by those with a very dark agenda. The Cult reframes politicians to change their attitudes and actions until they are completely at odds with what they once appeared to stand for. The same has been happening to government administrators at all levels, law enforcement, military and the human population. Cultists love mind control for two main reasons: It allows them to control what people think, do and say to secure agenda advancement and, by definition, it calms their legendary insecurity and fear of the unexpected. I have studied mind control since the time I travelled America in 1996. I may have been talking to next to no one in terms of an audience in those years, but my goodness did I gather a phenomenal amount of information and knowledge about so many things including the techniques of mind control. I have described this in detail in other books going back to *The Biggest Secret* in 1998. I met a very large number of people recovering from MKUltra and its offshoots and successors and I began to see how these same techniques were being used on the population in general. This was never more obvious than since the 'Covid' hoax began.

Reframing the enforcers

I have observed over the last two decades and more the very clear transformation in the dynamic between the police, officialdom and the public. I tracked this in the books as the relationship mutated from one of serving the public to seeing them as almost the enemy and certainly a lower caste. There has always been a class divide

based on income and always been some psychopathic, corrupt, and big-I-am police officers. This was different. Wholesale change was unfolding in the collective dynamic; it was less about money and far more about position and perceived power. An us-and-them was emerging. Noses were lifted skyward by government administration and law enforcement and their attitude to the public they were *supposed* to be serving changed to one of increasing contempt, superiority and control. The transformation was so clear and widespread that it had to be planned. Collective attitudes and dynamics do not change naturally and organically that quickly on that scale. I then came across an organisation in Britain called Common Purpose created in the late 1980s by Julia Middleton who would work in the office of Deputy Prime Minister John Prescott during the long and disastrous premiership of war criminal Tony Blair. When Blair speaks the Cult is speaking and the man should have been in jail a long time ago. Common Purpose proclaims itself to be one of the biggest 'leadership development' organisations in the world while functioning as a *charity* with all the financial benefits which come from that. It hosts 'leadership development' courses and programmes all over the world and claims to have 'brought together' what it calls 'leaders' from more than 100 countries on six continents. The modus operandi of Common Purpose can be compared with the work of the UK government's reframing network that includes the Behavioural Insights Team 'nudge unit' and 'Covid' reframing specialists at SPI-B. WikiLeaks described Common Purpose long ago as 'a hidden virus in our government and schools' which is unknown to the general public: 'It recruits and trains "leaders" to be loyal to the directives of Common Purpose and the EU, instead of to their own departments, which they then undermine or subvert, the NHS [National Health Service] being an example.' This is a vital point to understand the 'Covid' hoax. The NHS, and its equivalent around the world, has been utterly reframed in terms of administrators and much of the medical personnel with the transformation underpinned by recruitment policies. The outcome has been the criminal and psychopathic behaviour of the

NHS over 'Covid' and we have seen the same in every other major country. WikiLeaks said Common Purpose trainees are 'learning to rule without regard to democracy' and to usher in a police state (current events explained). Common Purpose operated like a 'glue' and had members in the NHS, BBC, police, legal profession, church, many of Britain's 7,000 quangos, local councils, the Civil Service, government ministries and Parliament, and controlled many RDA's (Regional Development Agencies). Here we have one answer for how and why British institutions and their like in other countries have changed so negatively in relation to the public. This further explains how and why the beyond-disgraceful reframed BBC has become a propaganda arm of 'Covid' fascism. They are all part of a network pursuing the same goal.

By 2019 Common Purpose was quoting a figure of 85,000 'leaders' that had attended its programmes. These 'students' of all ages are known as Common Purpose 'graduates' and they consist of government, state and local government officials and administrators, police chiefs and officers, and a whole range of others operating within the national, local and global establishment. Cressida Dick, Commissioner of the London Metropolitan Police, is the Common Purpose graduate who was the 'Gold Commander' that oversaw what can only be described as the murder of Brazilian electrician Jean Charles de Menezes in 2005. He was held down by psychopathic police and shot seven times in the head by a psychopathic lunatic after being mistaken for a terrorist when he was just a bloke going about his day. Dick authorised officers to pursue and keep surveillance on de Menezes and ordered that he be stopped from entering the underground train system. Police psychopaths took her at her word clearly. She was 'disciplined' for this outrage by being *promoted* – eventually to the top of the 'Met' police where she has been a disaster. Many Chief Constables controlling the police in different parts of the UK are and have been Common Purpose graduates. I have heard the 'graduate' network described as a sort of Mafia or secret society operating within the fabric of government at all levels pursuing a collective policy

ingrained at Common Purpose training events. Founder Julia Middleton herself has said:

Locally and internationally, Common Purpose graduates will be 'lighting small fires' to create change in their organisations and communities ... The Common Purpose effect is best illustrated by the many stories of small changes brought about by leaders, who themselves have changed.

A Common Purpose mission statement declared:

Common Purpose aims to improve the way society works by expanding the vision, decision-making ability and influence of all kinds of leaders. The organisation runs a variety of educational programmes for leaders of all ages, backgrounds and sectors, in order to provide them with the inspirational, information and opportunities they need to change the world.

Yes, but into what? Since 2020 the answer has become clear.

NLP and the Delphi technique

Common Purpose would seem to be a perfect name or would common programming be better? One of the foundation methods of reaching 'consensus' (group think) is by setting the agenda theme and then encouraging, cajoling or pressuring everyone to agree a 'consensus' in line with the core theme promoted by Common Purpose. The methodology involves the 'Delphi technique', or an adaptation of it, in which opinions are expressed that are summarised by a 'facilitator or change agent' at each stage. Participants are 'encouraged' to modify their views in the light of what others have said. Stage by stage the former individual opinions are merged into group consensus which just happens to be what Common Purpose wants them to believe. A key part of this is to marginalise anyone refusing to concede to group think and turn the group against them to apply pressure to conform. We are seeing this very technique used on the general population to make 'Covid' group-thinkers hostile to those who have seen through the bullshit. People can be reframed by using perception manipulation methods such as Neuro-Linguistic Programming (NLP) in which you change perception with the use of

carefully constructed language. An NLP website described the technique this way:

... A method of influencing brain behaviour (the 'neuro' part of the phrase) through the use of language (the 'linguistic' part) and other types of communication to enable a person to 'recode' the way the brain responds to stimuli (that's the 'programming') and manifest new and better behaviours. Neuro-Linguistic Programming often incorporates hypnosis and self-hypnosis to help achieve the change (or 'programming') that is wanted.

British alternative media operation UKColumn has done very detailed research into Common Purpose over a long period. I quoted co-founder and former naval officer Brian Gerrish in my book *Remember Who You Are*, published in 2011, as saying the following years before current times:

It is interesting that many of the mothers who have had children taken by the State speak of the Social Services people being icily cool, emotionless and, as two ladies said in slightly different words, '... like little robots'. We know that NLP is cumulative, so people can be given small imperceptible doses of NLP in a course here, another in a few months, next year etc. In this way, major changes are accrued in their personality, but the day by day change is almost unnoticeable.

In these and other ways 'graduates' have had their perceptions uniformly reframed and they return to their roles in the institutions of government, law enforcement, legal profession, military, 'education', the UK National Health Service and the whole swathe of the establishment structure to pursue a common agenda preparing for the 'post-industrial', 'post-democratic' society. I say 'preparing' but we are now there. 'Post-industrial' is code for the Great Reset and 'post-democratic' is 'Covid' fascism. UKColumn has spoken to partners of those who have attended Common Purpose 'training'. They have described how personalities and attitudes of 'graduates' changed very noticeably for the worse by the time they had completed the course. They had been 'reframed' and told they are the 'leaders' – the special ones – who know better than the population. There has also been the very demonstrable recruitment of psychopaths and narcissists into government administration at all

levels and law enforcement. If you want psychopathy hire psychopaths and you get a simple cause and effect. If you want administrators, police officers and 'leaders' to perceive the public as lesser beings who don't matter then employ narcissists. These personalities are identified using 'psychometrics' that identifies knowledge, abilities, attitudes and personality traits, mostly through carefully-designed questionnaires and tests. As this policy has passed through the decades we have had power-crazy, power-trippers appointed into law enforcement, security and government administration in preparation for current times and the dynamic between public and law enforcement/officialdom has been transformed. UKColumn's Brian Gerrish said of the narcissistic personality:

Their love of themselves and power automatically means that they will crush others who get in their way. I received a major piece of the puzzle when a friend pointed out that when they made public officials re-apply for their own jobs several years ago they were also required to do psychometric tests. This was undoubtedly the start of the screening process to get 'their' sort of people in post.

How obvious that has been since 2020 although it was clear what was happening long before if people paid attention to the changing public-establishment dynamic.

Change agents

At the centre of events in 'Covid' Britain is the National Health Service (NHS) which has behaved disgracefully in slavishly following the Cult agenda. The NHS management structure is awash with Common Purpose graduates or 'change agents' working to a common cause. Helen Bevan, a Chief of Service Transformation at the NHS Institute for Innovation and Improvement, co-authored a document called 'Towards a million change agents, a review of the social movements literature: implications for large scale change in the NHS'. The document compared a project management approach to that of change and social movements where 'people change

themselves and each other – peer to peer’. Two definitions given for a ‘social movement’ were:

A group of people who consciously attempt to build a radically new social order; involves people of a broad range of social backgrounds; and deploys politically confrontational and socially disruptive tactics – Cyrus Zirakzadeh 1997

Collective challenges, based on common purposes and social solidarities, in sustained interaction with elites, opponents, and authorities – Sidney Tarrow 1994

Helen Bevan wrote another NHS document in which she defined ‘framing’ as ‘the process by which leaders construct, articulate and put across their message in a powerful and compelling way in order to win people to their cause and call them to action’. I think I could come up with another definition that would be rather more accurate. The National Health Service and institutions of Britain and the wider world have been taken over by reframed ‘change agents’ and that includes everything from the United Nations to national governments, local councils and social services which have been kidnapping children from loving parents on an extraordinary and gathering scale on the road to the end of parenthood altogether. Children from loving homes are stolen and kidnapped by the state and put into the ‘care’ (inversion) of the local authority through council homes, foster parents and forced adoption. At the same time children are allowed to be abused without response while many are under council ‘care’. UKColumn highlighted the Common Purpose connection between South Yorkshire Police and Rotherham council officers in the case of the scandal in that area of the sexual exploitation of children to which the authorities turned not one blind eye, but both:

We were alarmed to discover that the Chief Executive, the Strategic Director of Children and Young People's Services, the Manager for the Local Strategic Partnership, the Community Cohesion Manager, the Cabinet Member for Cohesion, the Chief Constable and his predecessor had all attended Leadership training courses provided by the pseudo-charity Common Purpose.

Once 'change agents' have secured positions of hire and fire within any organisation things start to move very quickly. Personnel are then hired and fired on the basis of whether they will work towards the agenda the change agent represents. If they do they are rapidly promoted even though they may be incompetent. Those more qualified and skilled who are pre-Common Purpose 'old school' see their careers stall and even disappear. This has been happening for decades in every institution of state, police, 'health' and social services and all of them have been transformed as a result in their attitudes to their jobs and the public. Medical professions, including nursing, which were once vocations for the caring now employ many cold, callous and couldn't give a shit personality types. The UKColumn investigation concluded:

By blurring the boundaries between people, professions, public and private sectors, responsibility and accountability, Common Purpose encourages 'graduates' to believe that as new selected leaders, they can work together, outside of the established political and social structures, to achieve a paradigm shift or CHANGE – so called 'Leading Beyond Authority'. In doing so, the allegiance of the individual becomes 'reframed' on CP colleagues and their NETWORK.

Reframing the Face-Nappies

Nowhere has this process been more obvious than in the police where recruitment of psychopaths and development of unquestioning mind-controlled group-thinkers have transformed law enforcement into a politically-correct 'Woke' joke and a travesty of what should be public service. Today they wear their face-nappies like good little gofers and enforce 'Covid' rules which are fascism under another name. Alongside the specifically-recruited psychopaths we have software minds incapable of free thought. Brian Gerrish again:

An example is the policeman who would not get on a bike for a press photo because he had not done the cycling proficiency course. Normal people say this is political correctness gone mad. Nothing could be further from the truth. The policeman has been reframed, and in his reality it is perfect common sense not to get on the bike 'because he hasn't done the cycling course'.

Another example of this is where the police would not rescue a boy from a pond until they had taken advice from above on the 'risk assessment'. A normal person would have arrived, perhaps thought of the risk for a moment, and dived in. To the police now 'reframed', they followed 'normal' procedure.

There are shocking cases of reframed ambulance crews doing the same. Sheer unthinking stupidity of London Face-Nappies headed by Common Purpose graduate Cressida Dick can be seen in their behaviour at a vigil in March, 2021, for a murdered woman, Sarah Everard. A police officer had been charged with the crime. Anyone with a brain would have left the vigil alone in the circumstances. Instead they 'manhandled' women to stop them breaking 'Covid rules' to betray classic reframing. Minds in the thrall of perception control have no capacity for seeing a situation on its merits and acting accordingly. 'Rules is rules' is their only mind-set. My father used to say that rules and regulations are for the guidance of the intelligent and the blind obedience of the idiot. Most of the intelligent, decent, coppers have gone leaving only the other kind and a few old school for whom the job must be a daily nightmare. The combination of psychopaths and rule-book software minds has been clearly on public display in the 'Covid' era with automaton robots in uniform imposing fascistic 'Covid' regulations on the population without any personal initiative or judging situations on their merits. There are thousands of examples around the world, but I'll make my point with the infamous Derbyshire police in the English East Midlands – the ones who think pouring dye into beauty spots and using drones to track people walking in the countryside away from anyone is called 'policing'. To them there are rules decreed by the government which they have to enforce and in their bewildered state a group gathering in a closed space and someone walking alone in the countryside are the same thing. It is beyond idiocy and enters the realm of clinical insanity.

Police officers in Derbyshire said they were 'horrified' – *horrified* – to find 15 to 20 'irresponsible' kids playing a football match at a closed leisure centre 'in breach of coronavirus restrictions'. When they saw the police the kids ran away leaving their belongings behind and the reframed men and women of Derbyshire police were seeking to establish their identities with a view to fining their parents. The most natural thing for youngsters to do – kicking a ball about – is turned into a criminal activity and enforced by the moronic software programs of Derbyshire police. You find the same mentality in every country. These barely conscious 'horrified' officers said they had to take action because 'we need to ensure these rules are being followed' and 'it is of the utmost importance that you ensure your children are following the rules and regulations for Covid-19'. Had any of them done ten seconds of research to see if this parroting of their masters' script could be supported by any evidence? Nope. Reframed people don't think – others think for them and that's the whole idea of reframing. I have seen police officers one after the other repeating without question word for word what officialdom tells them just as I have seen great swathes of the public doing the same. Ask either for 'their' opinion and out spews what they have been told to think by the official narrative. Police and public may seem to be in different groups, but their mentality is the same. Most people do whatever they are told in fear not doing so or because they believe what officialdom tells them; almost the entirety of the police do what they are told for the same reason. Ultimately it's the tiny inner core of the global Cult that's telling both what to do.

So Derbyshire police were 'horrified'. Oh, really? Why did they think those kids were playing football? It was to relieve the psychological consequences of lockdown and being denied human contact with their friends and interaction, touch and discourse vital to human psychological health. Being denied this month after month has dismantled the psyche of many children and young people as depression and suicide have exploded. Were Derbyshire police *horrified by that*? Are you kidding? Reframed people don't have those

mental and emotional processes that can see how the impact on the psychological health of youngsters is far more dangerous than any 'virus' even if you take the mendacious official figures to be true. The reframed are told (programmed) how to act and so they do. The Derbyshire Chief Constable in the first period of lockdown when the black dye and drones nonsense was going on was Peter Goodman. He was the man who severed the connection between his force and the Derbyshire Constabulary *Male Voice* Choir when he decided that it was not inclusive enough to allow women to join. The fact it was a male voice choir making a particular sound produced by male voices seemed to elude a guy who terrifyingly ran policing in Derbyshire. He retired weeks after his force was condemned as disgraceful by former Supreme Court Justice Jonathan Sumption for their behaviour over extreme lockdown impositions. Goodman was replaced by his deputy Rachel Swann who was in charge when her officers were 'horrified'. The police statement over the boys committing the hanging-offence of playing football included the line about the youngsters being 'irresponsible in the times we are all living through' missing the point that the real relevance of the 'times we are all living through' is the imposition of fascism enforced by psychopaths and reframed minds of police officers playing such a vital part in establishing the fascist tyranny that their own children and grandchildren will have to live in their entire lives. As a definition of insanity that is hard to beat although it might be run close by imposing masks on people that can have a serious effect on their health while wearing a face nappy all day themselves. Once again public and police do it for the same reason – the authorities tell them to and who are they to have the self-respect to say no?

Workers in uniform

How reframed do you have to be to arrest a *six-year-old* and take him to court for *picking a flower* while waiting for a bus? Brain dead police and officialdom did just that in North Carolina where criminal proceedings happen regularly for children under nine. Attorney Julie Boyer gave the six-year-old crayons and a colouring book

during the 'flower' hearing while the 'adults' decided his fate. County Chief District Court Judge Jay Corpening asked: 'Should a child that believes in Santa Claus, the Easter Bunny and the tooth fairy be making life-altering decisions?' Well, of course not, but common sense has no meaning when you have a common purpose and a reframed mind. Treating children in this way, and police operating in American schools, is all part of the psychological preparation for children to accept a police state as normal all their adult lives. The same goes for all the cameras and biometric tracking technology in schools. Police training is focused on reframing them as snowflake Wokers and this is happening in the military. Pentagon top brass said that 'training sessions on extremism' were needed for troops who asked why they were so focused on the Capitol Building riot when Black Lives Matter riots were ignored. What's the difference between them some apparently and rightly asked. Actually, there is a difference. Five people died in the Capitol riot, only one through violence, and that was a police officer shooting an unarmed protestor. BLM riots killed at least 25 people and cost billions. Asking the question prompted the psychopaths and reframed minds that run the Pentagon to say that more 'education' (programming) was needed. Troop training is all based on psychological programming to make them fodder for the Cult – 'Military men are just dumb, stupid animals to be used as pawns in foreign policy' as Cult-to-his-DNA former Secretary of State Henry Kissinger famously said. Governments see the police in similar terms and it's time for those among them who can see this to defend the people and stop being enforcers of the Cult agenda upon the people.

The US military, like the country itself, is being targeted for destruction through a long list of Woke impositions. Cult-owned gaga 'President' Biden signed an executive order when he took office to allow taxpayer money to pay for transgender surgery for active military personnel and veterans. Are you a man soldier? No, I'm a LGBTQIA+ with a hint of Skoliosexual and Spectrasexual. Oh, good man. Bad choice of words you bigot. The Pentagon announced in March, 2021, the appointment of the first 'diversity and inclusion

officer' for US Special Forces. Richard Torres-Estrada arrived with the publication of a 'D&I Strategic Plan which will guide the enterprise-wide effort to institutionalize and sustain D&I'. If you think a Special Forces 'Strategic Plan' should have something to do with defending America you haven't been paying attention. Defending Woke is now the military's new role. Torres-Estrada has posted images comparing Donald Trump with Adolf Hitler and we can expect no bias from him as a representative of the supposedly non-political Pentagon. Cable news host Tucker Carlson said: 'The Pentagon is now the Yale faculty lounge but with cruise missiles.' Meanwhile Secretary of Defense Lloyd Austin, a board member of weapons-maker Raytheon with stock and compensation interests in October, 2020, worth \$1.4 million, said he was purging the military of the 'enemy within' – anyone who isn't Woke and supports Donald Trump. Austin refers to his targets as 'racist extremists' while in true Woke fashion being himself a racist extremist. Pentagon documents pledge to 'eradicate, eliminate and conquer all forms of racism, sexism and homophobia'. The definitions of these are decided by 'diversity and inclusion committees' peopled by those who see racism, sexism and homophobia in every situation and opinion. Woke (the Cult) is dismantling the US military and purging testosterone as China expands its military and gives its troops 'masculinity training'. How do we think that is going to end when this is all Cult coordinated? The US military, like the British military, is controlled by Woke and spineless top brass who just go along with it out of personal career interests.

'Woke' means fast asleep

Mind control and perception manipulation techniques used on individuals to create group-think have been unleashed on the global population in general. As a result many have no capacity to see the obvious fascist agenda being installed all around them or what 'Covid' is really all about. Their brains are firewalled like a computer system not to process certain concepts, thoughts and realisations that are bad for the Cult. The young are most targeted as the adults they

will be when the whole fascist global state is planned to be fully implemented. They need to be prepared for total compliance to eliminate all pushback from entire generations. The Cult has been pouring billions into taking complete control of 'education' from schools to universities via its operatives and corporations and not least Bill Gates as always. The plan has been to transform 'education' institutions into programming centres for the mentality of 'Woke'. James McConnell, professor of psychology at the University of Michigan, wrote in *Psychology Today* in 1970:

The day has come when we can combine sensory deprivation with drugs, hypnosis, and astute manipulation of reward and punishment, to gain almost absolute control over an individual's behaviour. It should then be possible to achieve a very rapid and highly effective type of brainwashing that would allow us to make dramatic changes in a person's behaviour and personality ...

... We should reshape society so that we all would be trained from birth to want to do what society wants us to do. We have the techniques to do it... no-one owns his own personality you acquired, and there's no reason to believe you should have the right to refuse to acquire a new personality if your old one is anti-social.

This was the potential for mass brainwashing in 1970 and the mentality there displayed captures the arrogant psychopathy that drives it forward. I emphasise that not all young people have succumbed to Woke programming and those that haven't are incredibly impressive people given that today's young are the most perceptually-targeted generations in history with all the technology now involved. Vast swathes of the young generations, however, have fallen into the spell – and that's what it is – of Woke. The Woke mentality and perceptual program is founded on *inversion* and you will appreciate later why that is so significant. Everything with Woke is inverted and the opposite of what it is claimed to be. Woke was a term used in African-American culture from the 1900s and referred to an awareness of social and racial justice. This is not the meaning of the modern version or 'New Woke' as I call it in *The Answer*. Oh, no, Woke today means something very different no matter how much Wokers may seek to hide that and insist Old Woke and New

Woke are the same. See if you find any 'awareness of social justice' here in the modern variety:

- Woke demands 'inclusivity' while excluding anyone with a different opinion and calls for mass censorship to silence other views.
- Woke claims to stand against oppression when imposing oppression is the foundation of all that it does. It is the driver of political correctness which is nothing more than a Cult invention to manipulate the population to silence itself.
- Woke believes itself to be 'liberal' while pursuing a global society that can only be described as fascist (see 'anti-fascist' fascist Antifa).
- Woke calls for 'social justice' while spreading injustice wherever it goes against the common 'enemy' which can be easily identified as a differing view.
- Woke is supposed to be a metaphor for 'awake' when it is solid-gold asleep and deep in a Cult-induced coma that meets the criteria for 'off with the fairies'.

I state these points as obvious facts if people only care to look. I don't do this with a sense of condemnation. We need to appreciate that the onslaught of perceptual programming on the young has been incessant and merciless. I can understand why so many have been reframed, or, given their youth, framed from the start to see the world as the Cult demands. The Cult has had access to their minds day after day in its 'education' system for their entire formative years. Perception is formed from information received and the Cult-created system is a life-long download of information delivered to elicit a particular perception, thus behaviour. The more this has expanded into still new extremes in recent decades and ever-increasing censorship has deleted other opinions and information why wouldn't that lead to a perceptual reframing on a mass scale? I

have described already cradle-to-grave programming and in more recent times the targeting of young minds from birth to adulthood has entered the stratosphere. This has taken the form of skewing what is 'taught' to fit the Cult agenda and the omnipresent techniques of group-think to isolate non-believers and pressure them into line. There has always been a tendency to follow the herd, but we really are in a new world now in relation to that. We have parents who can see the 'Covid' hoax told by their children not to stop them wearing masks at school, being 'Covid' tested or having the 'vaccine' in fear of the peer-pressure consequences of being different. What is 'peer-pressure' if not pressure to conform to group-think? Renegade Minds never group-think and always retain a set of perceptions that are unique to them. Group-think is always underpinned by consequences for not group-thinking. Abuse now aimed at those refusing DNA-manipulating 'Covid vaccines' are a potent example of this. The biggest pressure to conform comes from the very group which is itself being manipulated. 'I am programmed to be part of a hive mind and so you must be.'

Woke control structures in 'education' now apply to every mainstream organisation. Those at the top of the 'education' hierarchy (the Cult) decide the policy. This is imposed on governments through the Cult network; governments impose it on schools, colleges and universities; their leadership impose the policy on teachers and academics and they impose it on children and students. At any level where there is resistance, perhaps from a teacher or university lecturer, they are targeted by the authorities and often fired. Students themselves regularly demand the dismissal of academics (increasingly few) at odds with the narrative that the students have been programmed to believe in. It is quite a thought that students who are being targeted by the Cult become so consumed by programmed group-think that they launch protests and demand the removal of those who are trying to push back against those targeting the students. Such is the scale of perceptual inversion. We see this with 'Covid' programming as the Cult imposes the rules via psycho-psychologists and governments on

shops, transport companies and businesses which impose them on their staff who impose them on their customers who pressure Pushbackers to conform to the will of the Cult which is in the process of destroying them and their families. Scan all aspects of society and you will see the same sequence every time.

Fact free Woke and hijacking the 'left'

There is no more potent example of this than 'Woke', a mentality only made possible by the deletion of factual evidence by an 'education' system seeking to produce an ever more uniform society. Why would you bother with facts when you don't know any? Deletion of credible history both in volume and type is highly relevant. Orwell said: 'Who controls the past controls the future: who controls the present controls the past.' They who control the perception of the past control the perception of the future and they who control the present control the perception of the past through the writing and deleting of history. Why would you oppose the imposition of Marxism in the name of Wokeism when you don't know that Marxism cost at least 100 million lives in the 20th century alone? Watch videos and read reports in which Woker generations are asked basic historical questions – it's mind-blowing. A survey of 2,000 people found that six percent of millennials (born approximately early 1980s to early 2000s) believed the Second World War (1939-1945) broke out with the assassination of President Kennedy (in 1963) and one in ten thought Margaret Thatcher was British Prime Minister at the time. She was in office between 1979 and 1990. We are in a post-fact society. Provable facts are no defence against the fascism of political correctness or Silicon Valley censorship. Facts don't matter anymore as we have witnessed with the 'Covid' hoax. Sacrificing uniqueness to the Woke group-think religion is all you are required to do and that means thinking for yourself is the biggest Woke no, no. All religions are an expression of group-think and censorship and Woke is just another religion with an orthodoxy defended by group-think and censorship. Burned at

the stake becomes burned on Twitter which leads back eventually to burned at the stake as Woke humanity regresses to ages past.

The biggest Woke inversion of all is its creators and funders. I grew up in a traditional left of centre political household on a council estate in Leicester in the 1950s and 60s – you know, the left that challenged the power of wealth-hoarding elites and threats to freedom of speech and opinion. In those days students went on marches defending freedom of speech while today's Wokers march for its deletion. What on earth could have happened? Those very elites (collectively the Cult) that we opposed in my youth and early life have funded into existence the antithesis of that former left and hijacked the 'brand' while inverting everything it ever stood for. We have a mentality that calls itself 'liberal' and 'progressive' while acting like fascists. Cult billionaires and their corporations have funded themselves into control of 'education' to ensure that Woke programming is unceasing throughout the formative years of children and young people and that non-Wokers are isolated (that word again) whether they be students, teachers or college professors. The Cult has funded into existence the now colossal global network of Woke organisations that have spawned and promoted all the 'causes' on the Cult wish-list for global transformation and turned Wokers into demanders of them. Does anyone really think it's a coincidence that the Cult agenda for humanity is a carbon (sorry) copy of the societal transformations desired by Woke?? These are only some of them:

Political correctness: The means by which the Cult deletes all public debates that it knows it cannot win if we had the free-flow of information and evidence.

Human-caused 'climate change': The means by which the Cult seeks to transform society into a globally-controlled dictatorship imposing its will over the fine detail of everyone's lives 'to save the planet' which doesn't actually need saving.

Transgender obsession: Preparing collective perception to accept the 'new human' which would not have genders because it would be created technologically and not through procreation. I'll have much more on this in Human 2.0.

Race obsession: The means by which the Cult seeks to divide and rule the population by triggering racial division through the perception that society is more racist than ever when the opposite is the case. Is it perfect in that regard? No. But to compare today with the racism of apartheid and segregation brought to an end by the civil rights movement in the 1960s is to insult the memory of that movement and inspirations like Martin Luther King. Why is the 'anti-racism' industry (which it is) so dominated by privileged white people?

White supremacy: This is a label used by privileged white people to demonise poor and deprived white people pushing back on tyranny to marginalise and destroy them. White people are being especially targeted as the dominant race by number within Western society which the Cult seeks to transform in its image. If you want to change a society you must weaken and undermine its biggest group and once you have done that by using the other groups you next turn on them to do the same ... 'Then they came for the Jews and I was not a Jew so I did nothing.'

Mass migration: The mass movement of people from the Middle East, Africa and Asia into Europe, from the south into the United States and from Asia into Australia are another way the Cult seeks to dilute the racial, cultural and political influence of white people on Western society. White people ask why their governments appear to be working against them while being politically and culturally biased towards incoming cultures. Well, here's your answer. In the same way sexually 'straight' people, men and women, ask why the

authorities are biased against them in favour of other sexualities. The answer is the same – that's the way the Cult wants it to be for very sinister motives.

These are all central parts of the Cult agenda and central parts of the Woke agenda and Woke was created and continues to be funded to an immense degree by Cult billionaires and corporations. If anyone begins to say 'coincidence' the syllables should stick in their throat.

Billionaire 'social justice warriors'

Joe Biden is a 100 percent-owned asset of the Cult and the Wokers' man in the White House whenever he can remember his name and for however long he lasts with his rapidly diminishing cognitive function. Even walking up the steps of an aircraft without falling on his arse would appear to be a challenge. He's not an empty-shell puppet or anything. From the minute Biden took office (or the Cult did) he began his executive orders promoting the Woke wish-list. You will see the Woke agenda imposed ever more severely because it's really the *Cult* agenda. Woke organisations and activist networks spawned by the Cult are funded to the extreme so long as they promote what the Cult wants to happen. Woke is funded to promote 'social justice' by billionaires who become billionaires by destroying social justice. The social justice mantra is only a cover for dismantling social justice and funded by billionaires that couldn't give a damn about social justice. Everything makes sense when you see that. One of Woke's premier funders is Cult billionaire financier George Soros who said: 'I am basically there to make money, I cannot and do not look at the social consequences of what I do.' This is the same Soros who has given more than \$32 billion to his Open Society Foundations global Woke network and funded Black Lives Matter, mass immigration into Europe and the United States, transgender activism, climate change activism, political correctness and groups targeting 'white supremacy' in the form of privileged white thugs that dominate Antifa. What a scam it all is and when

you are dealing with the unquestioning fact-free zone of Woke scamming them is child's play. All you need to pull it off in all these organisations are a few in-the-know agents of the Cult and an army of naïve, reframed, uninformed, narcissistic, know-nothings convinced of their own self-righteousness, self-purity and virtue.

Soros and fellow billionaires and billionaire corporations have poured hundreds of millions into Black Lives Matter and connected groups and promoted them to a global audience. None of this is motivated by caring about black people. These are the billionaires that have controlled and exploited a system that leaves millions of black people in abject poverty and deprivation which they do absolutely nothing to address. The same Cult networks funding BLM were behind the *slave trade*! Black Lives Matter hijacked a phrase that few would challenge and they have turned this laudable concept into a political weapon to divide society. You know that BLM is a fraud when it claims that *All Lives Matter*, the most inclusive statement of all, is 'racist'. BLM and its Cult masters don't want to end racism. To them it's a means to an end to control all of humanity never mind the colour, creed, culture or background. What has destroying the nuclear family got to do with ending racism? Nothing – but that is one of the goals of BLM and also happens to be a goal of the Cult as I have been exposing in my books for decades. Stealing children from loving parents and giving schools ever more power to override parents is part of that same agenda. BLM is a Marxist organisation and why would that not be the case when the Cult created Marxism *and* BLM? Patrisse Cullors, a BLM co-founder, said in a 2015 video that she and her fellow organisers, including co-founder Alicia Garza, are 'trained Marxists'. The lady known after marriage as Patrisse Khan-Cullors bought a \$1.4 million home in 2021 in one of the whitest areas of California with a black population of just 1.6 per cent and has so far bought *four* high-end homes for a total of \$3.2 million. How very Marxist. There must be a bit of spare in the BLM coffers, however, when Cult corporations and billionaires have handed over the best part of \$100 million. Many black people can see that Black Lives Matter is not

working for them, but against them, and this is still more confirmation. Black journalist Jason Whitlock, who had his account suspended by Twitter for simply linking to the story about the 'Marxist's' home buying spree, said that BLM leaders are 'making millions of dollars off the backs of these dead black men who they wouldn't spit on if they were on fire and alive'.

Black Lies Matter

Cult assets and agencies came together to promote BLM in the wake of the death of career criminal George Floyd who had been jailed a number of times including for forcing his way into the home of a black woman with others in a raid in which a gun was pointed at her stomach. Floyd was filmed being held in a Minneapolis street in 2020 with the knee of a police officer on his neck and he subsequently died. It was an appalling thing for the officer to do, but the same technique has been used by police on peaceful protestors of lockdown without any outcry from the Woke brigade. As unquestioning supporters of the Cult agenda Wokers have supported lockdown and all the 'Covid' claptrap while attacking anyone standing up to the tyranny imposed in its name. Court documents would later include details of an autopsy on Floyd by County Medical Examiner Dr Andrew Baker who concluded that Floyd had taken a fatal level of the drug fentanyl. None of this mattered to fact-free, question-free, Woke. Floyd's death was followed by worldwide protests against police brutality amid calls to defund the police. Throwing babies out with the bathwater is a Woke speciality. In the wake of the murder of British woman Sarah Everard a Green Party member of the House of Lords, Baroness Jones of Moulscroomb (Nincompoopia would have been better), called for a 6pm curfew for all men. This would be in breach of the Geneva Conventions on war crimes which ban collective punishment, but that would never have crossed the black and white Woke mind of Baroness Nincompoopia who would have been far too convinced of her own self-righteousness to compute such details. Many American cities did defund the police in the face of Floyd riots

and after \$15 million was deleted from the police budget in Washington DC under useless Woke mayor Muriel Bowser car-jacking alone rose by 300 percent and within six months the US capital recorded its highest murder rate in 15 years. The same happened in Chicago and other cities in line with the Cult/Soros plan to bring fear to streets and neighbourhoods by reducing the police, releasing violent criminals and not prosecuting crime. This is the mob-rule agenda that I have warned in the books was coming for so long. Shootings in the area of Minneapolis where Floyd was arrested increased by 2,500 percent compared with the year before. Defunding the police over George Floyd has led to a big increase in dead people with many of them black. Police protection for politicians making these decisions stayed the same or increased as you would expect from professional hypocrites. The Cult doesn't actually want to abolish the police. It wants to abolish local control over the police and hand it to federal government as the psychopaths advance the Hunger Games Society. Many George Floyd protests turned into violent riots with black stores and businesses destroyed by fire and looting across America fuelled by Black Lives Matter. Woke doesn't do irony. If you want civil rights you must loot the liquor store and the supermarket and make off with a smart TV. It's the only way.

It's not a race war – it's a class war

Black people are patronised by privileged blacks and whites alike and told they are victims of white supremacy. I find it extraordinary to watch privileged blacks supporting the very system and bloodline networks behind the slave trade and parroting the same Cult-serving manipulative crap of their privileged white, often billionaire, associates. It is indeed not a race war but a class war and colour is just a diversion. Black Senator Cory Booker and black Congresswoman Maxine Waters, more residents of Nincompoopia, personify this. Once you tell people they are victims of someone else you devalue both their own responsibility for their plight and the power they have to impact on their reality and experience. Instead

we have: 'You are only in your situation because of whitey – turn on them and everything will change.' It won't change. Nothing changes in our lives unless *we* change it. Crucial to that is never seeing yourself as a victim and always as the creator of your reality. Life is a simple sequence of choice and consequence. Make different choices and you create different consequences. *You* have to make those choices – not Black Lives Matter, the Woke Mafia and anyone else that seeks to dictate your life. Who are they these Wokers, an emotional and psychological road traffic accident, to tell you what to do? Personal empowerment is the last thing the Cult and its Black Lives Matter want black people or anyone else to have. They claim to be defending the underdog while *creating* and perpetuating the underdog. The Cult's worst nightmare is human unity and if they are going to keep blacks, whites and every other race under economic servitude and control then the focus must be diverted from what they have in common to what they can be manipulated to believe divides them. Blacks have to be told that their poverty and plight is the fault of the white bloke living on the street in the same poverty and with the same plight they are experiencing. The difference is that your plight black people is due to him, a white supremacist with 'white privilege' living on the street. Don't unite as one human family against your mutual oppressors and suppressors – fight the oppressor with the white face who is as financially deprived as you are. The Cult knows that as its 'Covid' agenda moves into still new levels of extremism people are going to respond and it has been spreading the seeds of disunity everywhere to stop a united response to the evil that targets *all of us*.

Racist attacks on 'whiteness' are getting ever more outrageous and especially through the American Democratic Party which has an appalling history for anti-black racism. Barack Obama, Joe Biden, Hillary Clinton and Nancy Pelosi all eulogised about Senator Robert Byrd at his funeral in 2010 after a nearly 60-year career in Congress. Byrd was a brutal Ku Klux Klan racist and a violent abuser of Cathy O'Brien in MKUltra. He said he would never fight in the military 'with a negro by my side' and 'rather I should die a thousand times,

and see Old Glory trampled in the dirt never to rise again, than to see this beloved land of ours become degraded by race mongrels, a throwback to the blackest specimen from the wilds'. Biden called Byrd a 'very close friend and mentor'. These 'Woke' hypocrites are not anti-racist they are anti-poor and anti-people not of their perceived class. Here is an illustration of the scale of anti-white racism to which we have now descended. Seriously Woke and moronic *New York Times* contributor Damon Young described whiteness as a 'virus' that 'like other viruses will not die until there are no bodies left for it to infect'. He went on: '... the only way to stop it is to locate it, isolate it, extract it, and kill it.' Young can say that as a black man with no consequences when a white man saying the same in reverse would be facing a jail sentence. *That's* racism. We had super-Woke numbskull senators Tammy Duckworth and Mazie Hirono saying they would object to future Biden Cabinet appointments if he did not nominate more Asian Americans and Pacific Islanders. Never mind the ability of the candidate what do they look like? Duckworth said: 'I will vote for racial minorities and I will vote for LGBTQ, but anyone else I'm not voting for.' Appointing people on the grounds of race is illegal, but that was not a problem for this ludicrous pair. They were on-message and that's a free pass in any situation.

Critical race racism

White children are told at school they are intrinsically racist as they are taught the divisive 'critical race theory'. This claims that the law and legal institutions are inherently racist and that race is a socially constructed concept used by white people to further their economic and political interests at the expense of people of colour. White is a 'virus' as we've seen. Racial inequality results from 'social, economic, and legal differences that white people create between races to maintain white interests which leads to poverty and criminality in minority communities'. I must tell that to the white guy sleeping on the street. The principal of East Side Community School in New York sent white parents a manifesto that called on

them to become 'white traitors' and advocate for full 'white abolition'. These people are teaching your kids when they urgently need a psychiatrist. The 'school' included a chart with 'eight white identities' that ranged from 'white supremacist' to 'white abolition' and defined the behaviour white people must follow to end 'the regime of whiteness'. Woke blacks and their privileged white associates are acting exactly like the slave owners of old and Ku Klux Klan racists like Robert Byrd. They are too full of their own self-purity to see that, but it's true. Racism is not a body type; it's a state of mind that can manifest through any colour, creed or culture.

Another racial fraud is '*equity*'. Not equality of treatment and opportunity – equity. It's a term spun as equality when it means something very different. Equality in its true sense is a raising up while '*equity*' is a race to the bottom. Everyone in the same level of poverty is '*equity*'. Keep everyone down – that's equity. The Cult doesn't want anyone in the human family to be empowered and BLM leaders, like all these 'anti-racist' organisations, continue their privileged, pampered existence by perpetuating the perception of gathering racism. When is the last time you heard an 'anti-racist' or 'anti-Semitism' organisation say that acts of racism and discrimination have *fallen*? It's not in the interests of their fundraising and power to influence and the same goes for the professional soccer anti-racism operation, Kick It Out. Two things confirmed that the Black Lives Matter riots in the summer of 2020 were Cult creations. One was that while anti-lockdown protests were condemned in this same period for 'transmitting 'Covid' the authorities supported mass gatherings of Black Lives Matter supporters. I even saw self-deluding people claiming to be doctors say the two types of protest were not the same. No – the non-existent 'Covid' was in favour of lockdowns and attacked those that protested against them while 'Covid' supported Black Lives Matter and kept well away from its protests. The whole thing was a joke and as lockdown protestors were arrested, often brutally, by reframed Face-Nappies we had the grotesque sight of police officers taking the knee to Black Lives Matter, a Cult-funded Marxist

organisation that supports violent riots and wants to destroy the nuclear family and white people.

He's not white? Shucks!

Woke obsession with race was on display again when ten people were shot dead in Boulder, Colorado, in March, 2021. Cult-owned Woke TV channels like CNN said the shooter appeared to be a white man and Wokers were on Twitter condemning 'violent white men' with the usual mantras. Then the shooter's name was released as Ahmad Al Aliwi Alissa, an anti-Trump Arab-American, and the sigh of disappointment could be heard five miles away. Never mind that ten people were dead and what that meant for their families. Race baiting was all that mattered to these sick Cult-serving people like Barack Obama who exploited the deaths to further divide America on racial grounds which is his job for the Cult. This is the man that 'racist' white Americans made the first black president of the United States and then gave him a second term. Not-very-bright Obama has become filthy rich on the back of that and today appears to have a big influence on the Biden administration. Even so he's still a downtrodden black man and a victim of white supremacy. This disingenuous fraud reveals the contempt he has for black people when he puts on a Deep South Alabama accent whenever he talks to them, no, *at* them.

Another BLM red flag was how the now fully-Woke (fully-Cult) and fully-virtue-signalled professional soccer authorities had their teams taking the knee before every match in support of Marxist Black Lives Matter. Soccer authorities and clubs displayed 'Black Lives Matter' on the players' shirts and flashed the name on electronic billboards around the pitch. Any fans that condemned what is a Freemasonic taking-the-knee ritual were widely condemned as you would expect from the Woke virtue-signallers of professional sport and the now fully-Woke media. We have reverse racism in which you are banned from criticising any race or culture except for white people for whom anything goes – say what you like, no problem. What has this got to do with racial harmony and

equality? We've had black supremacists from Black Lives Matter telling white people to fall to their knees in the street and apologise for their white supremacy. Black supremacists acting like white supremacist slave owners of the past couldn't breach their self-obsessed, race-obsessed sense of self-purity. Joe Biden appointed a race-obsessed black supremacist Kristen Clarke to head the Justice Department Civil Rights Division. Clarke claimed that blacks are endowed with 'greater mental, physical and spiritual abilities' than whites. If anyone reversed that statement they would be vilified. Clarke is on-message so no problem. She's never seen a black-white situation in which the black figure is anything but a virtuous victim and she heads the Civil Rights Division which should treat everyone the same or it isn't civil rights. Another perception of the Renegade Mind: If something or someone is part of the Cult agenda they will be supported by Woke governments and media no matter what. If they're not, they will be condemned and censored. It really is that simple and so racist Clarke prospers despite (make that because of) her racism.

The end of culture

Biden's administration is full of such racial, cultural and economic bias as the Cult requires the human family to be divided into warring factions. We are now seeing racially-segregated graduations and everything, but everything, is defined through the lens of perceived 'racism. We have 'racist' mathematics, 'racist' food and even 'racist' *plants*. World famous Kew Gardens in London said it was changing labels on plants and flowers to tell its pre-'Covid' more than two million visitors a year how racist they are. Kew director Richard Deverell said this was part of an effort to 'move quickly to decolonise collections' after they were approached by one Ajay Chhabra 'an actor with an insight into how sugar cane was linked to slavery'. They are *plants* you idiots. 'Decolonisation' in the Woke manual really means colonisation of society with its mentality and by extension colonisation by the Cult. We are witnessing a new Chinese-style 'Cultural Revolution' so essential to the success of all

Marxist takeovers. Our cultural past and traditions have to be swept away to allow a new culture to be built-back-better. Woke targeting of long-standing Western cultural pillars including historical monuments and cancelling of historical figures is what happened in the Mao revolution in China which 'purged remnants of capitalist and traditional elements from Chinese society' and installed Maoism as the dominant ideology'. For China see the Western world today and for 'dominant ideology' see Woke. Better still see Marxism or Maoism. The 'Covid' hoax has specifically sought to destroy the arts and all elements of Western culture from people meeting in a pub or restaurant to closing theatres, music venues, sports stadiums, places of worship and even banning *singing*. Destruction of Western society is also why criticism of any religion is banned except for Christianity which again is the dominant religion as white is the numerically-dominant race. Christianity may be fading rapidly, but its history and traditions are weaved through the fabric of Western society. Delete the pillars and other structures will follow until the whole thing collapses. I am not a Christian defending that religion when I say that. I have no religion. It's just a fact. To this end Christianity has itself been turned Woke to usher its own downfall and its ranks are awash with 'change agents' – knowing and unknowing – at every level including Pope Francis (*definitely* knowing) and the clueless Archbishop of Canterbury Justin Welby (possibly not, but who can be sure?). Woke seeks to coordinate attacks on Western culture, traditions, and ways of life through 'intersectionality' defined as 'the complex, cumulative way in which the effects of multiple forms of discrimination (such as racism, sexism, and classism) combine, overlap, or intersect especially in the experiences of marginalised individuals or groups'. Wade through the Orwellian Woke-speak and this means coordinating disparate groups in a common cause to overthrow freedom and liberal values.

The entire structure of public institutions has been infested with Woke – government at all levels, political parties, police, military, schools, universities, advertising, media and trade unions. This abomination has been achieved through the Cult web by appointing

Wokers to positions of power and battering non-Wokers into line through intimidation, isolation and threats to their job. Many have been fired in the wake of the empathy-deleted, vicious hostility of 'social justice' Wokers and the desire of gutless, spineless employers to virtue-signal their Wokeness. Corporations are filled with Wokers today, most notably those in Silicon Valley. Ironically at the top they are not Woke at all. They are only exploiting the mentality their Cult masters have created and funded to censor and enslave while the Wokers cheer them on until it's their turn. Thus the Woke 'liberal left' is an inversion of the traditional liberal left. Campaigning for justice on the grounds of power and wealth distribution has been replaced by campaigning for identity politics. The genuine traditional left would never have taken money from today's billionaire abusers of fairness and justice and nor would the billionaires have wanted to fund that genuine left. It would not have been in their interests to do so. The division of opinion in those days was between the haves and have nots. This all changed with Cult manipulated and funded identity politics. The division of opinion today is between Wokers and non-Wokers and not income brackets. Cult corporations and their billionaires may have taken wealth disparity to cataclysmic levels of injustice, but as long as they speak the language of Woke, hand out the dosh to the Woke network and censor the enemy they are 'one of us'. Billionaires who don't give a damn about injustice are laughing at them till their bellies hurt. Wokers are not even close to self-aware enough to see that. The transformed 'left' dynamic means that Wokers who drone on about 'social justice' are funded by billionaires that have destroyed social justice the world over. It's *why* they are billionaires.

The climate con

Nothing encapsulates what I have said more comprehensively than the hoax of human-caused global warming. I have detailed in my books over the years how Cult operatives and organisations were the pump-primers from the start of the climate con. A purpose-built vehicle for this is the Club of Rome established by the Cult in 1968

with the Rockefellers and Rothschilds centrally involved all along. Their gofer frontman Maurice Strong, a Canadian oil millionaire, hosted the Earth Summit in Rio de Janeiro, Brazil, in 1992 where the global 'green movement' really expanded in earnest under the guiding hand of the Cult. The Earth Summit established Agenda 21 through the Cult-created-and-owned United Nations to use the illusion of human-caused climate change to justify the transformation of global society to save the world from climate disaster. It is a No-Problem-Reaction-Solution sold through governments, media, schools and universities as whole generations have been terrified into believing that the world was going to end in their lifetimes unless what old people had inflicted upon them was stopped by a complete restructuring of how everything is done. Chill, kids, it's all a hoax. Such restructuring is precisely what the Cult agenda demands (purely by coincidence of course). Today this has been given the codename of the Great Reset which is only an updated term for Agenda 21 and its associated Agenda 2030. The latter, too, is administered through the UN and was voted into being by the General Assembly in 2015. Both 21 and 2030 seek centralised control of all resources and food right down to the raindrops falling on your own land. These are some of the demands of Agenda 21 established in 1992. See if you recognise this society emerging today:

- End national sovereignty
- State planning and management of all land resources, ecosystems, deserts, forests, mountains, oceans and fresh water; agriculture; rural development; biotechnology; and ensuring 'equity'
- The state to 'define the role' of business and financial resources
- Abolition of private property
- 'Restructuring' the family unit (see BLM)
- Children raised by the state
- People told what their job will be
- Major restrictions on movement
- Creation of 'human settlement zones'

- Mass resettlement as people are forced to vacate land where they live
- Dumbing down education
- Mass global depopulation in pursuit of all the above

The United Nations was created as a Trojan horse for world government. With the climate con of critical importance to promoting that outcome you would expect the UN to be involved. Oh, it's involved all right. The UN is promoting Agenda 21 and Agenda 2030 justified by 'climate change' while also driving the climate hoax through its Intergovernmental Panel on Climate Change (IPCC), one of the world's most corrupt organisations. The IPCC has been lying ferociously and constantly since the day it opened its doors with the global media hanging unquestioningly on its every mendacious word. The Green movement is entirely Woke and has long lost its original environmental focus since it was co-opted by the Cult. An obsession with 'global warming' has deleted its values and scrambled its head. I experienced a small example of what I mean on a beautiful country walk that I have enjoyed several times a week for many years. The path merged into the fields and forests and you felt at one with the natural world. Then a 'Green' organisation, the Hampshire and Isle of Wight Wildlife Trust, took over part of the land and proceeded to cut down a large number of trees, including mature ones, to install a horrible big, bright steel 'this-is-ours-stay-out' fence that destroyed the whole atmosphere of this beautiful place. No one with a feel for nature would do that. Day after day I walked to the sound of chainsaws and a magnificent mature weeping willow tree that I so admired was cut down at the base of the trunk. When I challenged a Woke young girl in a green shirt (of course) about this vandalism she replied: 'It's a weeping willow – it will grow back.' This is what people are paying for when they donate to the Hampshire and Isle of Wight Wildlife Trust and many other 'green' organisations today. It is not the environmental movement that I knew and instead has become a support-system – as with Extinction Rebellion – for a very dark agenda.

Private jets for climate justice

The Cult-owned, Gates-funded, World Economic Forum and its founder Klaus Schwab were behind the emergence of Greta Thunberg to harness the young behind the climate agenda and she was invited to speak to the world at ... the UN. Schwab published a book, *Covid-19: The Great Reset* in 2020 in which he used the 'Covid' hoax and the climate hoax to lay out a new society straight out of Agenda 21 and Agenda 2030. Bill Gates followed in early 2021 when he took time out from destroying the world to produce a book in his name about the way to save it. Gates flies across the world in private jets and admitted that 'I probably have one of the highest greenhouse gas footprints of anyone on the planet ... my personal flying alone is gigantic.' He has also bid for the planet's biggest private jet operator. Other climate change saviours who fly in private jets include John Kerry, the US Special Presidential Envoy for Climate, and actor Leonardo DiCaprio, a 'UN Messenger of Peace with special focus on climate change'. These people are so full of bullshit they could corner the market in manure. We mustn't be sceptical, though, because the Gates book, *How to Avoid a Climate Disaster: The Solutions We Have and the Breakthroughs We Need*, is a genuine attempt to protect the world and not an obvious pile of excrement attributed to a mega-psychopath aimed at selling his masters' plans for humanity. The Gates book and the other shite-pile by Klaus Schwab could have been written by the same person and may well have been. Both use 'climate change' and 'Covid' as the excuses for their new society and by coincidence the Cult's World Economic Forum and Bill and Melinda Gates Foundation promote the climate hoax and hosted Event 201 which pre-empted with a 'simulation' the very 'coronavirus' hoax that would be simulated for real on humanity within weeks. The British 'royal' family is promoting the 'Reset' as you would expect through Prince 'climate change caused the war in Syria' Charles and his hapless son Prince William who said that we must 'reset our relationship with nature and our trajectory as a species' to avoid a climate disaster. Amazing how many promoters of the 'Covid' and 'climate change' control

systems are connected to Gates and the World Economic Forum. A 'study' in early 2021 claimed that carbon dioxide emissions must fall by the equivalent of a global lockdown roughly every two years for the next decade to save the planet. The 'study' appeared in the same period that the Schwab mob claimed in a video that lockdowns destroying the lives of billions are good because they make the earth 'quieter' with less 'ambient noise'. They took down the video amid a public backlash for such arrogant, empathy-deleted stupidity You see, however, where they are going with this. Corinne Le Quéré, a professor at the Tyndall Centre for Climate Change Research, University of East Anglia, was lead author of the climate lockdown study, and she writes for ... the World Economic Forum. Gates calls in 'his' book for changing 'every aspect of the economy' (long-time Cult agenda) and for humans to eat synthetic 'meat' (predicted in my books) while cows and other farm animals are eliminated. Australian TV host and commentator Alan Jones described what carbon emission targets would mean for farm animals in Australia alone if emissions were reduced as demanded by 35 percent by 2030 and zero by 2050:

Well, let's take agriculture, the total emissions from agriculture are about 75 million tonnes of carbon dioxide, equivalent. Now reduce that by 35 percent and you have to come down to 50 million tonnes, I've done the maths. So if you take for example 1.5 million cows, you're going to have to reduce the herd by 525,000 [by] 2030, nine years, that's 58,000 cows a year. The beef herd's 30 million, reduce that by 35 percent, that's 10.5 million, which means 1.2 million cattle have to go every year between now and 2030. This is insanity!

There are 75 million sheep. Reduce that by 35 percent, that's 26 million sheep, that's almost 3 million a year. So under the Paris Agreement over 30 million beasts. dairy cows, cattle, pigs and sheep would go. More than 8,000 every minute of every hour for the next decade, do these people know what they're talking about?

Clearly they don't at the level of campaigners, politicians and administrators. The Cult *does* know; that's the outcome it wants. We are faced with not just a war on humanity. Animals and the natural world are being targeted and I have been saying since the 'Covid' hoax began that the plan eventually was to claim that the 'deadly virus' is able to jump from animals, including farm animals and

domestic pets, to humans. Just before this book went into production came this story: 'Russia registers world's first Covid-19 vaccine for cats & dogs as makers of Sputnik V warn pets & farm animals could spread virus'. The report said 'top scientists warned that the deadly pathogen could soon begin spreading through homes and farms' and 'the next stage is the infection of farm and domestic animals'. Know the outcome and you'll see the journey. Think what that would mean for animals and keep your eye on a term called zoonosis or zoonotic diseases which transmit between animals and humans. The Cult wants to break the connection between animals and people as it does between people and people. Farm animals fit with the Cult agenda to transform food from natural to synthetic.

The gas of life is killing us

There can be few greater examples of Cult inversion than the condemnation of carbon dioxide as a dangerous pollutant when it is the gas of life. Without it the natural world would be dead and so we would all be dead. We breathe in oxygen and breathe out carbon dioxide while plants produce oxygen and absorb carbon dioxide. It is a perfect symbiotic relationship that the Cult wants to dismantle for reasons I will come to in the final two chapters. Gates, Schwab, other Cult operatives and mindless repeaters, want the world to be 'carbon neutral' by at least 2050 and the earlier the better. 'Zero carbon' is the cry echoed by lunatics calling for 'Zero Covid' when we already have it. These carbon emission targets will deindustrialise the world in accordance with Cult plans – the post-industrial, post-democratic society – and with so-called renewables like solar and wind not coming even close to meeting human energy needs blackouts and cold are inevitable. Texans got the picture in the winter of 2021 when a snow storm stopped wind turbines and solar panels from working and the lights went down along with water which relies on electricity for its supply system. Gates wants everything to be powered by electricity to ensure that his masters have the kill switch to stop all human activity, movement, cooking, water and warmth any time they like. The climate lie is so

stupendously inverted that it claims we must urgently reduce carbon dioxide when we *don't have enough*.

Co2 in the atmosphere is a little above 400 parts per million when the optimum for plant growth is 2,000 ppm and when it falls anywhere near 150 ppm the natural world starts to die and so do we. It fell to as low as 280 ppm in an 1880 measurement in Hawaii and rose to 413 ppm in 2019 with industrialisation which is why the planet has become *greener* in the industrial period. How insane then that psychopathic madman Gates is not satisfied only with blocking the rise of Co2. He's funding technology to suck it out of the atmosphere. The reason why will become clear. The industrial era is not destroying the world through Co2 and has instead turned around a potentially disastrous ongoing fall in Co2. Greenpeace co-founder and scientist Patrick Moore walked away from Greenpeace in 1986 and has exposed the green movement for fear-mongering and lies. He said that 500 million years ago there was *17 times* more Co2 in the atmosphere than we have today and levels have been falling for hundreds of millions of years. In the last 150 million years Co2 levels in Earth's atmosphere had reduced by *90 percent*. Moore said that by the time humanity began to unlock carbon dioxide from fossil fuels we were at '38 seconds to midnight' and in that sense: 'Humans are [the Earth's] salvation.' Moore made the point that only half the Co2 emitted by fossil fuels stays in the atmosphere and we should remember that all pollution pouring from chimneys that we are told is carbon dioxide is in fact nothing of the kind. It's pollution. Carbon dioxide is an invisible gas.

William Happer, Professor of Physics at Princeton University and long-time government adviser on climate, has emphasised the Co2 deficiency for maximum growth and food production. Greenhouse growers don't add carbon dioxide for a bit of fun. He said that most of the warming in the last 100 years, after the earth emerged from the super-cold period of the 'Little Ice Age' into a natural warming cycle, was over by 1940. Happer said that a peak year for warming in 1988 can be explained by a 'monster El Nino' which is a natural and cyclical warming of the Pacific that has nothing to do with 'climate

change'. He said the effect of Co2 could be compared to painting a wall with red paint in that once two or three coats have been applied it didn't matter how much more you slapped on because the wall will not get much redder. Almost all the effect of the rise in Co2 has already happened, he said, and the volume in the atmosphere would now have to *double* to increase temperature by a single degree. Climate hoaxers know this and they have invented the most ridiculously complicated series of 'feedback' loops to try to overcome this rather devastating fact. You hear puppet Greta going on cluelessly about feedback loops and this is why.

The Sun affects temperature? No you *climate denier*

Some other nonsense to contemplate: Climate graphs show that rises in temperature do not follow rises in Co2 – *it's the other way round* with a lag between the two of some 800 years. If we go back 800 years from present time we hit the Medieval Warm Period when temperatures were higher than now without any industrialisation and this was followed by the Little Ice Age when temperatures plummeted. The world was still emerging from these centuries of serious cold when many climate records began which makes the ever-repeated line of the 'hottest year since records began' meaningless when you are not comparing like with like. The coldest period of the Little Ice Age corresponded with the lowest period of sunspot activity when the Sun was at its least active. Proper scientists will not be at all surprised by this when it confirms the obvious fact that earth temperature is affected by the scale of Sun activity and the energetic power that it subsequently emits; but when is the last time you heard a climate hoaxer talking about the Sun as a source of earth temperature?? Everything has to be focussed on Co2 which makes up just 0.117 percent of so-called greenhouse gases and only a fraction of even that is generated by human activity. The rest is natural. More than *90 percent* of those greenhouse gases are water vapour and clouds ([Fig 9](#)). Ban moisture I say. Have you noticed that the climate hoaxers no longer use the polar bear as their promotion image? That's because far from becoming extinct polar

bear communities are stable or thriving. Joe Bastardi, American meteorologist, weather forecaster and outspoken critic of the climate lie, documents in his book *The Climate Chronicles* how weather patterns and events claimed to be evidence of climate change have been happening since long before industrialisation: 'What happened before naturally is happening again, as is to be expected given the cyclical nature of the climate due to the design of the planet.' If you read the detailed background to the climate hoax in my other books you will shake your head and wonder how anyone could believe the crap which has spawned a multi-trillion dollar industry based on absolute garbage (see HIV causes AIDs and Sars-Cov-2 causes 'Covid-19'). Climate and 'Covid' have much in common given they have the same source. They both have the contradictory *everything* factor in which everything is explained by reference to them. It's hot – 'it's climate change'. It's cold – 'it's climate change'. I got a sniffle – 'it's Covid'. I haven't got a sniffle – 'it's Covid'. Not having a sniffle has to be a symptom of 'Covid'. Everything is and not having a sniffle is especially dangerous if you are a slow walker. For sheer audacity I offer you a Cambridge University 'study' that actually linked 'Covid' to 'climate change'. It had to happen eventually. They concluded that climate change played a role in 'Covid-19' spreading from animals to humans because ... wait for it ... I kid you not ... *the two groups were forced closer together as populations grow*. Er, that's it. The whole foundation on which this depended was that 'Bats are the likely zoonotic origin of SARS-CoV-1 and SARS-CoV-2'. Well, they are not. They are nothing to do with it. Apart from bats not being the origin and therefore 'climate change' effects on bats being irrelevant I am in awe of their academic insight. Where would we be without them? Not where we are that's for sure.

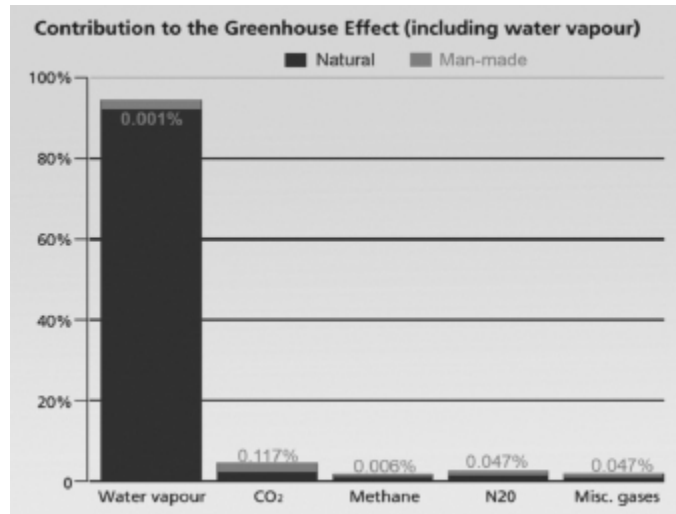


Figure 9: The idea that the gas of life is disastrously changing the climate is an insult to brain cell activity.

One other point about the weather is that climate modification is now well advanced and not every major weather event is natural – or earthquake come to that. I cover this subject at some length in other books. China is openly planning a rapid expansion of its weather modification programme which includes changing the climate in an area more than one and a half times the size of India. China used weather manipulation to ensure clear skies during the 2008 Olympics in Beijing. I have quoted from US military documents detailing how to employ weather manipulation as a weapon of war and they did that in the 1960s and 70s during the conflict in Vietnam with Operation Popeye manipulating monsoon rains for military purposes. Why would there be international treaties on weather modification if it wasn't possible? Of course it is. Weather is energetic information and it can be changed.

How was the climate hoax pulled off? See 'Covid'

If you can get billions to believe in a 'virus' that doesn't exist you can get them to believe in human-caused climate change that doesn't exist. Both are being used by the Cult to transform global society in the way it has long planned. Both hoaxes have been achieved in pretty much the same way. First you declare a lie is a fact. There's a

'virus' you call SARS-Cov-2 or humans are warming the planet with their behaviour. Next this becomes, via Cult networks, the foundation of government, academic and science policy and belief. Those who parrot the mantra are given big grants to produce research that confirms the narrative is true and ever more 'symptoms' are added to make the 'virus'/'climate change' sound even more scary. Scientists and researchers who challenge the narrative have their grants withdrawn and their careers destroyed. The media promote the lie as the unquestionable truth and censor those with an alternative view or evidence. A great percentage of the population believe what they are told as the lie becomes an everybody-knows-that and the believing-masses turn on those with a mind of their own. The technique has been used endlessly throughout human history. Wokers are the biggest promoters of the climate lie *and* 'Covid' fascism because their minds are owned by the Cult; their sense of self-righteous self-purity knows no bounds; and they exist in a bubble of reality in which facts are irrelevant and only get in the way of looking without seeing.

Running through all of this like veins in a blue cheese is control of information, which means control of perception, which means control of behaviour, which collectively means control of human society. The Cult owns the global media and Silicon Valley fascists for the simple reason that it *has* to. Without control of information it can't control perception and through that human society. Examine every facet of the Cult agenda and you will see that anything supporting its introduction is never censored while anything pushing back is always censored. I say again: Psychopaths that know why they are doing this must go before Nuremberg trials and those that follow their orders must trot along behind them into the same dock. 'I was just following orders' didn't work the first time and it must not work now. Nuremberg trials must be held all over the world before public juries for politicians, government officials, police, compliant doctors, scientists and virologists, and all Cult operatives such as Gates, Tedros, Fauci, Vallance, Whitty, Ferguson, Zuckerberg, Wojcicki, Brin, Page, Dorsey, the whole damn lot of

them – including, no *especially*, the psychopath psychologists. Without them and the brainless, gutless excuses for journalists that have repeated their lies, none of this could be happening. Nobody can be allowed to escape justice for the psychological and economic Armageddon they are all responsible for visiting upon the human race.

As for the compliant, unquestioning, swathes of humanity, and the self-obsessed, all-knowing ignorance of the Wokers ... don't start me. God help their kids. God help their grandkids. God *help them*.

CHAPTER NINE

We must have it? So what is it?

Well I won't back down. No, I won't back down. You can stand me up at the Gates of Hell. But I won't back down

Tom Petty

I will now focus on the genetically-manipulating 'Covid vaccines' which do not meet this official definition of a vaccine by the US Centers for Disease Control (CDC): 'A product that stimulates a person's immune system to produce immunity to a specific disease, protecting the person from that disease.' On that basis 'Covid vaccines' are not a vaccine in that the makers don't even claim they stop infection or transmission.

They are instead part of a multi-levelled conspiracy to change the nature of the human body and what it means to be 'human' and to depopulate an enormous swathe of humanity. What I shall call Human 1.0 is on the cusp of becoming Human 2.0 and for very sinister reasons. Before I get to the 'Covid vaccine' in detail here's some background to vaccines in general. Government regulators do not test vaccines – the makers do – and the makers control which data is revealed and which isn't. Children in America are given 50 vaccine doses by age six and 69 by age 19 and the effect of the whole combined schedule has never been tested. Autoimmune diseases when the immune system attacks its own body have soared in the mass vaccine era and so has disease in general in children and the young. Why wouldn't this be the case when vaccines target the *immune system*? The US government gave Big Pharma drug

companies immunity from prosecution for vaccine death and injury in the 1986 National Childhood Vaccine Injury Act (NCVIA) and since then the government (taxpayer) has been funding compensation for the consequences of Big Pharma vaccines. The criminal and satanic drug giants can't lose and the vaccine schedule has increased dramatically since 1986 for this reason. There is no incentive to make vaccines safe and a big incentive to make money by introducing ever more. Even against a ridiculously high bar to prove vaccine liability, and with the government controlling the hearing in which it is being challenged for compensation, the vaccine court has so far paid out more than \$4 billion. These are the vaccines we are told are safe and psychopaths like Zuckerberg censor posts saying otherwise. The immunity law was even justified by a ruling that vaccines by their nature were 'unavoidably unsafe'.

Check out the ingredients of vaccines and you will be shocked if you are new to this. *They put that in children's bodies?? What??* Try aluminium, a brain toxin connected to dementia, aborted foetal tissue and formaldehyde which is used to embalm corpses. World-renowned aluminium expert Christopher Exley had his research into the health effect of aluminium in vaccines shut down by Keele University in the UK when it began taking funding from the Bill and Melinda Gates Foundation. Research when diseases 'eradicated' by vaccines began to decline and you will find the fall began long *before* the vaccine was introduced. Sometimes the fall even plateaued after the vaccine. Diseases like scarlet fever for which there was no vaccine declined in the same way because of environmental and other factors. A perfect case in point is the polio vaccine. Polio began when lead arsenate was first sprayed as an insecticide and residues remained in food products. Spraying started in 1892 and the first US polio epidemic came in Vermont in 1894. The simple answer was to stop spraying, but Rockefeller-created Big Pharma had a better idea. Polio was decreed to be caused by the *poliovirus* which 'spreads from person to person and can infect a person's spinal cord'. Lead arsenate was replaced by the lethal DDT which had the same effect of causing paralysis by damaging the brain and central nervous

system. Polio plummeted when DDT was reduced and then banned, but the vaccine is still given the credit for something it didn't do. Today by far the biggest cause of polio is the vaccines promoted by Bill Gates. Vaccine justice campaigner Robert Kennedy Jr, son of assassinated (by the Cult) US Attorney General Robert Kennedy, wrote:

In 2017, the World Health Organization (WHO) reluctantly admitted that the global explosion in polio is predominantly vaccine strain. The most frightening epidemics in Congo, Afghanistan, and the Philippines, are all linked to vaccines. In fact, by 2018, 70% of global polio cases were vaccine strain.

Vaccines make fortunes for Cult-owned Gates and Big Pharma while undermining the health and immune systems of the population. We had a glimpse of the mentality behind the Big Pharma cartel with a report on WION (World is One News), an international English language TV station based in India, which exposed the extraordinary behaviour of US drug company Pfizer over its 'Covid vaccine'. The WION report told how Pfizer had made fantastic demands of Argentina, Brazil and other countries in return for its 'vaccine'. These included immunity from prosecution, even for Pfizer negligence, government insurance to protect Pfizer from law suits and handing over as collateral sovereign assets of the country to include Argentina's bank reserves, military bases and embassy buildings. Pfizer demanded the same of Brazil in the form of waiving sovereignty of its assets abroad; exempting Pfizer from Brazilian laws; and giving Pfizer immunity from all civil liability. This is a 'vaccine' developed with government funding. Big Pharma is evil incarnate as a creation of the Cult and all must be handed tickets to Nuremberg.

Phantom 'vaccine' for a phantom 'disease'

I'll expose the 'Covid vaccine' fraud and then go on to the wider background of why the Cult has set out to 'vaccinate' every man, woman and child on the planet for an alleged 'new disease' with a survival rate of 99.77 percent (or more) even by the grotesquely-

manipulated figures of the World Health Organization and Johns Hopkins University. The 'infection' to 'death' ratio is 0.23 to 0.15 percent according to Stanford epidemiologist Dr John Ioannidis and while estimates vary the danger remains tiny. I say that if the truth be told the fake infection to fake death ratio is zero. Never mind all the evidence I have presented here and in *The Answer* that there is no 'virus' let us just focus for a moment on that death-rate figure of say 0.23 percent. The figure includes all those worldwide who have tested positive with a test not testing for the 'virus' and then died within 28 days or even longer of any other cause – *any other cause*. Now subtract all those illusory 'Covid' deaths on the global data sheets from the 0.23 percent. What do you think you would be left with? *Zero*. A vaccination has never been successfully developed for a so-called coronavirus. They have all failed at the animal testing stage when they caused hypersensitivity to what they were claiming to protect against and made the impact of a disease far worse. Cult-owned vaccine corporations got around that problem this time by bypassing animal trials, going straight to humans and making the length of the 'trials' before the public rollout as short as they could get away with. Normally it takes five to ten years or more to develop vaccines that still cause demonstrable harm to many people and that's without including the long-term effects that are never officially connected to the vaccination. 'Covid' non-vaccines have been officially produced and approved in a matter of months from a standing start and part of the reason is that (a) they were developed before the 'Covid' hoax began and (b) they are based on computer programs and not natural sources. Official non-trials were so short that government agencies gave *emergency*, not full, approval. 'Trials' were not even completed and full approval cannot be secured until they are. Public 'Covid vaccination' is actually a *continuation of the trial*. Drug company 'trials' are not scheduled to end until 2023 by which time a lot of people are going to be dead. Data on which government agencies gave this emergency approval was supplied by the Big Pharma corporations themselves in the form of Pfizer/BioNTech, AstraZeneca, Moderna, Johnson & Johnson, and

others, and this is the case with all vaccines. By its very nature *emergency* approval means drug companies do not have to prove that the 'vaccine' is 'safe and effective'. How could they with trials way short of complete? Government regulators only have to *believe* that they *could* be safe and effective. It is criminal manipulation to get products in circulation with no testing worth the name. Agencies giving that approval are infested with Big Pharma-connected place-people and they act in the interests of Big Pharma (the Cult) and not the public about whom they do not give a damn.

More human lab rats

'Covid vaccines' produced in record time by Pfizer/BioNTech and Moderna employ a technique *never approved before for use on humans*. They are known as mRNA 'vaccines' and inject a synthetic version of 'viral' mRNA or 'messenger RNA'. The key is in the term 'messenger'. The body works, or doesn't, on the basis of information messaging. Communications are constantly passing between and within the genetic system and the brain. Change those messages and you change the state of the body and even its very nature and you can change psychology and behaviour by the way the brain processes information. I think you are going to see significant changes in personality and perception of many people who have had the 'Covid vaccine' synthetic potions. Insider Aldous Huxley predicted the following in 1961 and mRNA 'vaccines' can be included in the term 'pharmacological methods':

There will be, in the next generation or so, a pharmacological method of making people love their servitude, and producing dictatorship without tears, so to speak, producing a kind of painless concentration camp for entire societies, so that people will in fact have their own liberties taken away from them, but rather enjoy it, because they will be distracted from any desire to rebel by propaganda or brainwashing, or brainwashing enhanced by pharmacological methods. And this seems to be the final revolution.

Apologists claim that mRNA synthetic 'vaccines' don't change the DNA genetic blueprint because RNA does not affect DNA only the other way round. This is so disingenuous. A process called 'reverse

transcription' can convert RNA into DNA and be integrated into DNA in the cell nucleus. This was highlighted in December, 2020, by scientists at Harvard and Massachusetts Institute of Technology (MIT). Geneticists report that more than 40 percent of mammalian genomes results from reverse transcription. On the most basic level if messaging changes then that sequence must lead to changes in DNA which is receiving and transmitting those communications. How can introducing synthetic material into cells not change the cells where DNA is located? The process is known as transfection which is defined as 'a technique to insert foreign nucleic acid (DNA or RNA) into a cell, typically with the intention of altering the properties of the cell'. Researchers at the Sloan Kettering Institute in New York found that changes in messenger RNA can deactivate tumour-suppressing proteins and thereby promote cancer. This is what happens when you mess with messaging. 'Covid vaccine' maker Moderna was founded in 2010 by Canadian stem cell biologist Derrick J. Rossi after his breakthrough discovery in the field of transforming and reprogramming stem cells. These are neutral cells that can be programmed to become any cell including sperm cells. Moderna was therefore founded on the principle of genetic manipulation and has never produced any vaccine or drug before its genetically-manipulating synthetic 'Covid' shite. Look at the name – Mode-RNA or Modify-RNA. Another important point is that the US Supreme Court has ruled that genetically-modified DNA, or complementary DNA (cDNA) synthesized in the laboratory from messenger RNA, can be patented and owned. These psychopaths are doing this to the human body.

Cells replicate synthetic mRNA in the 'Covid vaccines' and in theory the body is tricked into making antigens which trigger antibodies to target the 'virus spike proteins' which as Dr Tom Cowan said have *never been seen*. Cut the crap and these 'vaccines' deliver *self-replicating* synthetic material to the cells with the effect of changing human DNA. The more of them you have the more that process is compounded while synthetic material is all the time self-replicating. 'Vaccine'-maker Moderna describes mRNA as 'like

software for the cell' and so they are messing with the body's software. What happens when you change the software in a computer? Everything changes. For this reason the Cult is preparing a production line of mRNA 'Covid vaccines' and a long list of excuses to use them as with all the 'variants' of a 'virus' never shown to exist. The plan is further to transfer the mRNA technique to other vaccines mostly given to children and young people. The cumulative consequences will be a transformation of human DNA through a constant infusion of synthetic genetic material which will kill many and change the rest. Now consider that governments that have given emergency approval for a vaccine that's not a vaccine; never been approved for humans before; had no testing worth the name; and the makers have been given immunity from prosecution for any deaths or adverse effects suffered by the public. The UK government awarded *permanent legal indemnity* to itself and its employees for harm done when a patient is being treated for 'Covid-19' or 'suspected Covid-19'. That is quite a thought when these are possible 'side-effects' from the 'vaccine' (they are not 'side', they are effects) listed by the US Food and Drug Administration:

Guillain-Barre syndrome; acute disseminated encephalomyelitis; transverse myelitis; encephalitis; myelitis; encephalomyelitis; meningoencephalitis; meningitis; encephalopathy; convulsions; seizures; stroke; narcolepsy; cataplexy; anaphylaxis; acute myocardial infarction (heart attack); myocarditis; pericarditis; autoimmune disease; death; implications for pregnancy, and birth outcomes; other acute demyelinating diseases; non anaphylactic allergy reactions; thrombocytopenia ; disseminated intravascular coagulation; venous thromboembolism; arthritis; arthralgia; joint pain; Kawasaki disease; multisystem inflammatory syndrome in children; vaccine enhanced disease. The latter is the way the 'vaccine' has the potential to make diseases far worse than they would otherwise be.

UK doctor and freedom campaigner Vernon Coleman described the conditions in this list as 'all unpleasant, most of them very serious, and you can't get more serious than death'. The thought that anyone at all has had the 'vaccine' in these circumstances is testament to the potential that humanity has for clueless, unquestioning, stupidity and for many that programmed stupidity has already been terminal.

An insider speaks

Dr Michael Yeadon is a former Vice President, head of research and Chief Scientific Adviser at vaccine giant Pfizer. Yeadon worked on the inside of Big Pharma, but that did not stop him becoming a vocal critic of 'Covid vaccines' and their potential for multiple harms, including infertility in women. By the spring of 2021 he went much further and even used the no, no, term 'conspiracy'. When you begin to see what is going on it is impossible not to do so. Yeadon spoke out in an interview with freedom campaigner James Delingpole and I mentioned earlier how he said that no one had samples of 'the virus'. He explained that the mRNA technique originated in the anti-cancer field and ways to turn on and off certain genes which could be advantageous if you wanted to stop cancer growing out of control. 'That's the origin of them. They are a very unusual application, really.' Yeadon said that treating a cancer patient with an aggressive procedure might be understandable if the alternative was dying, but it was quite another thing to use the same technique as a public health measure. Most people involved wouldn't catch the infectious agent you were vaccinating against and if they did they probably wouldn't die:

If you are really using it as a public health measure you really want to as close as you can get to zero sides-effects ... I find it odd that they chose techniques that were really cutting their teeth in the field of oncology and I'm worried that in using gene-based vaccines that have to be injected in the body and spread around the body, get taken up into some cells, and the regulators haven't quite told us which cells they get taken up into ... you are going to be generating a wide range of responses ... with multiple steps each of which could go well or badly.

I doubt the Cult intends it to go well. Yeadon said that you can put any gene you like into the body through the 'vaccine'. 'You can certainly give them a gene that would do them some harm if you wanted.' I was intrigued when he said that when used in the cancer field the technique could turn genes on and off. I explore this process in *The Answer* and with different genes having different functions you could create mayhem – physically and psychologically – if you turned the wrong ones on and the right ones off. I read reports of an experiment by researchers at the University of Washington's school of computer science and engineering in which they encoded DNA to infect computers. The body is itself a biological computer and if human DNA can inflict damage on a computer why can't the computer via synthetic material mess with the human body? It can. The Washington research team said it was possible to insert malicious malware into 'physical DNA strands' and corrupt the computer system of a gene sequencing machine as it 'reads gene letters and stores them as binary digits 0 and 1'. They concluded that hackers could one day use blood or spit samples to access computer systems and obtain sensitive data from police forensics labs or infect genome files. It is at this level of digital interaction that synthetic 'vaccines' need to be seen to get the full picture and that will become very clear later on. Michael Yeadon said it made no sense to give the 'vaccine' to younger people who were in no danger from the 'virus'. What was the benefit? It was all downside with potential effects:

The fact that my government in what I thought was a civilised, rational country, is raining [the 'vaccine'] on people in their 30s and 40s, even my children in their 20s, they're getting letters and phone calls, I know this is not right and any of you doctors who are vaccinating you know it's not right, too. They are not at risk. They are not at risk from the disease, so you are now hoping that the side-effects are so rare that you get away with it. You don't give new technology ... that you don't understand to 100 percent of the population.

Blood clot problems with the AstraZeneca 'vaccine' have been affecting younger people to emphasise the downside risks with no benefit. AstraZeneca's version, produced with Oxford University, does not use mRNA, but still gets its toxic cocktail inside cells where

it targets DNA. The Johnson & Johnson 'vaccine' which uses a similar technique has also produced blood clot effects to such an extent that the United States paused its use at one point. They are all 'gene therapy' (cell modification) procedures and not 'vaccines'. The truth is that once the content of these injections enter cells we have no idea what the effect will be. People can speculate and some can give very educated opinions and that's good. In the end, though, only the makers know what their potions are designed to do and even they won't know every last consequence. Michael Yeadon was scathing about doctors doing what they knew to be wrong. 'Everyone's mute', he said. Doctors in the NHS must know this was not right, coming into work and injecting people. 'I don't know how they sleep at night. I know I couldn't do it. I know that if I were in that position I'd have to quit.' He said he knew enough about toxicology to know this was not a good risk-benefit. Yeadon had spoken to seven or eight university professors and all except two would not speak out publicly. Their universities had a policy that no one said anything that countered the government and its medical advisors. They were afraid of losing their government grants. This is how intimidation has been used to silence the truth at every level of the system. I say silence, but these people could still speak out if they made that choice. Yeadon called them 'moral cowards' – 'This is about your children and grandchildren's lives and you have just buggered off and left it.'

'Variant' nonsense

Some of his most powerful comments related to the alleged 'variants' being used to instil more fear, justify more lockdowns, and introduce more 'vaccines'. He said government claims about 'variants' were nonsense. He had checked the alleged variant 'codes' and they were 99.7 percent identical to the 'original'. This was the human identity difference equivalent to putting a baseball cap on and off or wearing it the other way round. A 0.3 percent difference would make it impossible for that 'variant' to escape immunity from the 'original'. This made no sense of having new 'vaccines' for

'variants'. He said there would have to be at least a *30 percent* difference for that to be justified and even then he believed the immune system would still recognise what it was. Gates-funded 'variant modeller' and 'vaccine'-pusher John Edmunds might care to comment. Yeadon said drug companies were making new versions of the 'vaccine' as a 'top up' for 'variants'. Worse than that, he said, the 'regulators' around the world like the MHRA in the UK had got together and agreed that because 'vaccines' for 'variants' were so similar to the first 'vaccines' *they did not have to do safety studies*. How transparently sinister that is. This is when Yeadon said: 'There is a conspiracy here.' There was no need for another vaccine for 'variants' and yet we were told that there was and the country had shut its borders because of them. 'They are going into hundreds of millions of arms without passing 'go' or any regulator. Why did they do that? Why did they pick this method of making the vaccine?'

The reason had to be something bigger than that it seemed and 'it's not protection against the virus'. It's was a far bigger project that meant politicians and advisers were willing to do things and not do things that knowingly resulted in avoidable deaths – 'that's already happened when you think about lockdown and deprivation of health care for a year.' He spoke of people prepared to do something that results in the avoidable death of their fellow human beings and it not bother them. This is the penny-drop I have been working to get across for more than 30 years – the level of pure evil we are dealing with. Yeadon said his friends and associates could not believe there could be that much evil, but he reminded them of Stalin, Pol Pot and Hitler and of what Stalin had said: 'One death is a tragedy. A million? A statistic.' He could not think of a benign explanation for why you need top-up vaccines 'which I'm sure you don't' and for the regulators 'to just get out of the way and wave them through'. Why would the regulators do that when they were still wrestling with the dangers of the 'parent' vaccine? He was clearly shocked by what he had seen since the 'Covid' hoax began and now he was thinking the previously unthinkable:

If you wanted to depopulate a significant proportion of the world and to do it in a way that doesn't involve destruction of the environment with nuclear weapons, poisoning everyone with anthrax or something like that, and you wanted plausible deniability while you had a multi-year infectious disease crisis, I actually don't think you could come up with a better plan of work than seems to be in front of me. I can't say that's what they are going to do, but I can't think of a benign explanation why they are doing it.

He said he never thought that they would get rid of 99 percent of humans, but now he wondered. 'If you wanted to that this would be a hell of a way to do it – it would be unstoppable folks.' Yeadon had concluded that those who submitted to the 'vaccine' would be allowed to have some kind of normal life (but for how long?) while screws were tightened to coerce and mandate the last few percent. 'I think they'll put the rest of them in a prison camp. I wish I was wrong, but I don't think I am.' Other points he made included: There were no coronavirus vaccines then suddenly they all come along at the same time; we have no idea of the long term affect with trials so short; coercing or forcing people to have medical procedures is against the Nuremberg Code instigated when the Nazis did just that; people should at least delay having the 'vaccine'; a quick Internet search confirms that masks don't reduce respiratory viral transmission and 'the government knows that'; they have smashed civil society and they know that, too; two dozen peer-reviewed studies show no connection between lockdown and reducing deaths; he knew from personal friends the elite were still flying around and going on holiday while the public were locked down; the elite were not having the 'vaccines'. He was also asked if 'vaccines' could be made to target difference races. He said he didn't know, but the document by the Project for the New American Century in September, 2000, said developing 'advanced forms of biological warfare that can target *specific genotypes* may transform biological warfare from the realm of terror to a politically useful tool.' Oh, they're evil all right. Of that we can be *absolutely* sure.

Another cull of old people

We have seen from the CDC definition that the mRNA 'Covid vaccine' is not a vaccine and nor are the others that *claim* to reduce 'severity of symptoms' in *some* people, but not protect from infection or transmission. What about all the lies about returning to 'normal' if people were 'vaccinated'? If they are not claimed to stop infection and transmission of the alleged 'virus', how does anything change? This was all lies to manipulate people to take the jabs and we are seeing that now with masks and distancing still required for the 'vaccinated'. How did they think that elderly people with fragile health and immune responses were going to be affected by infusing their cells with synthetic material and other toxic substances? They *knew* that in the short and long term it would be devastating and fatal as the culling of the old that began with the first lockdowns was continued with the 'vaccine'. Death rates in care homes soared immediately residents began to be 'vaccinated' – infused with synthetic material. Brave and committed whistleblower nurses put their careers at risk by exposing this truth while the rest kept their heads down and their mouths shut to put their careers before those they are supposed to care for. A long-time American Certified Nursing Assistant who gave his name as James posted a video in which he described emotionally what happened in his care home when vaccination began. He said that during 2020 very few residents were sick with 'Covid' and no one died during the entire year; but shortly after the Pfizer mRNA injections 14 people died within two weeks and many others were near death. 'They're dropping like flies', he said. Residents who walked on their own before the shot could no longer and they had lost their ability to conduct an intelligent conversation. The home's management said the sudden deaths were caused by a 'super-spreader' of 'Covid-19'. Then how come, James asked, that residents who refused to take the injections were not sick? It was a case of inject the elderly with mRNA synthetic potions and blame their illness and death that followed on the 'virus'. James described what was happening in care homes as 'the greatest crime of genocide this country has ever seen'. Remember the NHS staff nurse from earlier who used the same

word 'genocide' for what was happening with the 'vaccines' and that it was an 'act of human annihilation'. A UK care home whistleblower told a similar story to James about the effect of the 'vaccine' in deaths and 'outbreaks' of illness dubbed 'Covid' after getting the jab. She told how her care home management and staff had zealously imposed government regulations and no one was allowed to even question the official narrative let alone speak out against it. She said the NHS was even worse. Again we see the results of reframing. A worker at a local care home where I live said they had not had a single case of 'Covid' there for almost a year and when the residents were 'vaccinated' they had 19 positive cases in two weeks with eight dying.

It's not the 'vaccine' – honest

The obvious cause and effect was being ignored by the media and most of the public. Australia's health minister Greg Hunt (a former head of strategy at the World Economic Forum) was admitted to hospital after he had the 'vaccine'. He was suffering according to reports from the skin infection 'cellulitis' and it must have been a severe case to have warranted days in hospital. Immediately the authorities said this was nothing to do with the 'vaccine' when an effect of some vaccines is a 'cellulitis-like reaction'. We had families of perfectly healthy old people who died after the 'vaccine' saying that if only they had been given the 'vaccine' earlier they would still be alive. As a numbskull rating that is off the chart. A father of four 'died of Covid' at aged 48 when he was taken ill two days after having the 'vaccine'. The man, a health administrator, had been 'shielding during the pandemic' and had 'not really left the house' until he went for the 'vaccine'. Having the 'vaccine' and then falling ill and dying does not seem to have qualified as a possible cause and effect and 'Covid-19' went on his death certificate. His family said they had no idea how he 'caught the virus'. A family member said: 'Tragically, it could be that going for a vaccination ultimately led to him catching Covid ...The sad truth is that they are never going to know where it came from.' The family warned people to remember

that the virus still existed and was 'very real'. So was their stupidity. Nurses and doctors who had the first round of the 'vaccine' were collapsing, dying and ending up in a hospital bed while they or their grieving relatives were saying they'd still have the 'vaccine' again despite what happened. I kid you not. You mean if your husband returned from the dead he'd have the same 'vaccine' again that killed him??

Doctors at the VCU Medical Center in Richmond, Virginia, said the Johnson & Johnson 'vaccine' was to blame for a man's skin peeling off. Patient Richard Terrell said: 'It all just happened so fast. My skin peeled off. It's still coming off on my hands now.' He said it was stinging, burning and itching and when he bent his arms and legs it was very painful with 'the skin swollen and rubbing against itself'. Pfizer/BioNTech and Moderna vaccines use mRNA to change the cell while the Johnson & Johnson version uses DNA in a process similar to AstraZeneca's technique. Johnson & Johnson and AstraZeneca have both had their 'vaccines' paused by many countries after causing serious blood problems. Terrell's doctor Fnu Nutan said he could have died if he hadn't got medical attention. It sounds terrible so what did Nutan and Terrell say about the 'vaccine' now? Oh, they still recommend that people have it. A nurse in a hospital bed 40 minutes after the vaccination and unable to swallow due to throat swelling was told by a doctor that he lost mobility in his arm for 36 hours following the vaccination. What did he say to the ailing nurse? 'Good for you for getting the vaccination.' We are dealing with a serious form of cognitive dissonance madness in both public and medical staff. There is a remarkable correlation between those having the 'vaccine' and trumpeting the fact and suffering bad happenings shortly afterwards. Witold Rogiewicz, a Polish doctor, made a video of his 'vaccination' and ridiculed those who were questioning its safety and the intentions of Bill Gates: 'Vaccinate yourself to protect yourself, your loved ones, friends and also patients. And to mention quickly I have info for anti-vaxxers and anti-Coviders if you want to contact Bill Gates you can do this through me.' He further ridiculed the dangers of 5G. Days later he

was dead, but naturally the vaccination wasn't mentioned in the verdict of 'heart attack'.

Lies, lies and more lies

So many members of the human race have slipped into extreme states of insanity and unfortunately they include reframed doctors and nursing staff. Having a 'vaccine' and dying within minutes or hours is not considered a valid connection while death from any cause within 28 days or longer of a positive test with a test not testing for the 'virus' means 'Covid-19' goes on the death certificate. How could that 'vaccine'-death connection not have been made except by calculated deceit? US figures in the initial rollout period to February 12th, 2020, revealed that a third of the deaths reported to the CDC after 'Covid vaccines' happened within 48 hours. Five men in the UK suffered an 'extremely rare' blood clot problem after having the AstraZeneca 'vaccine', but no causal link was established said the Gates-funded Medicines and Healthcare products Regulatory Agency (MHRA) which had given the 'vaccine' emergency approval to be used. Former Pfizer executive Dr Michael Yeadon explained in his interview how the procedures could cause blood coagulation and clots. People who should have been at no risk were dying from blood clots in the brain and he said he had heard from medical doctor friends that people were suffering from skin bleeding and massive headaches. The AstraZeneca 'shot' was stopped by some 20 countries over the blood clotting issue and still the corrupt MHRA, the European Medicines Agency (EMA) and the World Health Organization said that it should continue to be given even though the EMA admitted that it 'still cannot rule out definitively' a link between blood clotting and the 'vaccine'. Later Marco Cavaleri, head of EMA vaccine strategy, said there was indeed a clear link between the 'vaccine' and thrombosis, but they didn't know why. So much for the trials showing the 'vaccine' is safe. Blood clots were affecting younger people who would be under virtually no danger from 'Covid' even if it existed which makes it all the more stupid and sinister.

The British government responded to public alarm by wheeling out June Raine, the terrifyingly weak infant school headmistress sound-alike who heads the UK MHRA drug 'regulator'. The idea that she would stand up to Big Pharma and government pressure is laughable and she told us that all was well in the same way that she did when allowing untested, never-used-on-humans-before, genetically-manipulating 'vaccines' to be exposed to the public in the first place. Mass lying is the new normal of the 'Covid' era. The MHRA later said 30 cases of rare blood clots had by then been connected with the AstraZeneca 'vaccine' (that means a lot more in reality) while stressing that the benefits of the jab in preventing 'Covid-19' outweighed any risks. A more ridiculous and disingenuous statement with callous disregard for human health it is hard to contemplate. Immediately after the mendacious 'all-clears' two hospital workers in Denmark experienced blood clots and cerebral haemorrhaging following the AstraZeneca jab and one died. Top Norwegian health official Pål Andre Holme said the 'vaccine' was the only common factor: 'There is nothing in the patient history of these individuals that can give such a powerful immune response ... I am confident that the antibodies that we have found are the cause, and I see no other explanation than it being the vaccine which triggers it.' Strokes, a clot or bleed in the brain, were clearly associated with the 'vaccine' from word of mouth and whistleblower reports. Similar consequences followed with all these 'vaccines' that we were told were so safe and as the numbers grew by the day it was clear we were witnessing human carnage.

Learning the hard way

A woman interviewed by UKColumn told how her husband suffered dramatic health effects after the vaccine when he'd been in good health all his life. He went from being a little unwell to losing all feeling in his legs and experiencing 'excruciating pain'. Misdiagnosis followed twice at Accident and Emergency (an 'allergy' and 'sciatica') before he was admitted to a neurology ward where doctors said his serious condition had been caused by the

'vaccine'. Another seven 'vaccinated' people were apparently being treated on the same ward for similar symptoms. The woman said he had the 'vaccine' because they believed media claims that it was safe. 'I didn't think the government would give out a vaccine that does this to somebody; I believed they would be bringing out a vaccination that would be safe.' What a tragic way to learn that lesson. Another woman posted that her husband was transporting stroke patients to hospital on almost every shift and when he asked them if they had been 'vaccinated' for 'Covid' they all replied 'yes'. One had a 'massive brain bleed' the day after his second dose. She said her husband reported the 'just been vaccinated' information every time to doctors in A and E only for them to ignore it, make no notes and appear annoyed that it was even mentioned. This particular report cannot be verified, but it expresses a common theme that confirms the monumental underreporting of 'vaccine' consequences. Interestingly as the 'vaccines' and their brain blood clot/stroke consequences began to emerge the UK National Health Service began a publicity campaign telling the public what to do in the event of a stroke. A Scottish NHS staff nurse who quit in disgust in March, 2021, said:

I have seen traumatic injuries from the vaccine, they're not getting reported to the yellow card [adverse reaction] scheme, they're treating the symptoms, not asking why, why it's happening. It's just treating the symptoms and when you speak about it you're dismissed like you're crazy, I'm not crazy, I'm not crazy because every other colleague I've spoken to is terrified to speak out, they've had enough.

Videos appeared on the Internet of people uncontrollably shaking after the 'vaccine' with no control over muscles, limbs and even their face. A Scottish mother broke out in a severe rash all over her body almost immediately after she was given the AstraZeneca 'vaccine'. The pictures were horrific. Leigh King, a 41-year-old hairdresser from Lanarkshire said: 'Never in my life was I prepared for what I was about to experience ... My skin was so sore and constantly hot ... I have never felt pain like this ...' But don't you worry, the 'vaccine' is perfectly safe. Then there has been the effect on medical

staff who have been pressured to have the 'vaccine' by psychopathic 'health' authorities and government. A London hospital consultant who gave the name K. Polyakova wrote this to the *British Medical Journal* or *BMJ*:

I am currently struggling with ... the failure to report the reality of the morbidity caused by our current vaccination program within the health service and staff population. The levels of sickness after vaccination is unprecedented and staff are getting very sick and some with neurological symptoms which is having a huge impact on the health service function. Even the young and healthy are off for days, some for weeks, and some requiring medical treatment. Whole teams are being taken out as they went to get vaccinated together.

Mandatory vaccination in this instance is stupid, unethical and irresponsible when it comes to protecting our staff and public health. We are in the voluntary phase of vaccination, and encouraging staff to take an unlicensed product that is impacting on their immediate health ... it is clearly stated that these vaccine products do not offer immunity or stop transmission. In which case why are we doing it?

Not to protect health that's for sure. Medical workers are lauded by governments for agenda reasons when they couldn't give a toss about them any more than they can for the population in general. Schools across America faced the same situation as they closed due to the high number of teachers and other staff with bad reactions to the Pfizer/BioNTech, Moderna, and Johnson & Johnson 'Covid vaccines' all of which were linked to death and serious adverse effects. The *BMJ* took down the consultant's comments pretty quickly on the grounds that they were being used to spread 'disinformation'. They were exposing the truth about the 'vaccine' was the real reason. The cover-up is breathtaking.

Hiding the evidence

The scale of the 'vaccine' death cover-up worldwide can be confirmed by comparing official figures with the personal experience of the public. I heard of many people in my community who died immediately or soon after the vaccine that would never appear in the media or even likely on the official totals of 'vaccine' fatalities and adverse reactions when only about ten percent are estimated to be

reported and I have seen some estimates as low as one percent in a Harvard study. In the UK alone by April 29th, 2021, some 757,654 adverse reactions had been officially reported from the Pfizer/BioNTech, Oxford/AstraZeneca and Moderna 'vaccines' with more than a thousand deaths linked to jabs and that means an estimated ten times this number in reality from a ten percent reporting rate percentage. That's seven million adverse reactions and 10,000 potential deaths and a one percent reporting rate would be ten times *those* figures. In 1976 the US government pulled the swine flu vaccine after 53 deaths. The UK data included a combined 10,000 eye disorders from the 'Covid vaccines' with more than 750 suffering visual impairment or blindness and again multiply by the estimated reporting percentages. As 'Covid cases' officially fell hospitals virtually empty during the 'Covid crisis' began to fill up with a range of other problems in the wake of the 'vaccine' rollout. The numbers across America have also been catastrophic. Deaths linked to *all* types of vaccine increased by 6,000 percent in the first quarter of 2021 compared with 2020. A 39-year-old woman from Ogden, Utah, died four days after receiving a second dose of Moderna's 'Covid vaccine' when her liver, heart and kidneys all failed despite the fact that she had no known medical issues or conditions. Her family sought an autopsy, but Dr Erik Christensen, Utah's chief medical examiner, said proving vaccine injury as a cause of death almost never happened. He could think of only one instance where an autopsy would name a vaccine as the official cause of death and that would be anaphylaxis where someone received a vaccine and died almost instantaneously. 'Short of that, it would be difficult for us to definitively say this is the vaccine,' Christensen said. If that is true this must be added to the estimated ten percent (or far less) reporting rate of vaccine deaths and serious reactions and the conclusion can only be that vaccine deaths and serious reactions – including these 'Covid' potions' – are phenomenally understated in official figures. The same story can be found everywhere. Endless accounts of deaths and serious reactions among the public, medical

and care home staff while official figures did not even begin to reflect this.

Professional script-reader Dr David Williams, a 'top public-health official' in Ontario, Canada, insulted our intelligence by claiming only four serious adverse reactions and no deaths from the more than 380,000 vaccine doses then given. This bore no resemblance to what people knew had happened in their own circles and we had Dirk Huyer in charge of getting millions vaccinated in Ontario while at the same time he was Chief Coroner for the province investigating causes of death including possible death from the vaccine. An aide said he had stepped back from investigating deaths, but evidence indicated otherwise. Rosemary Frei, who secured a Master of Science degree in molecular biology at the Faculty of Medicine at Canada's University of Calgary before turning to investigative journalism, was one who could see that official figures for 'vaccine' deaths and reactions made no sense. She said that doctors seldom reported adverse events and when people got really sick or died after getting a vaccination they would attribute that to anything except the vaccines. It had been that way for years and anyone who wondered aloud whether the 'Covid vaccines' or other shots cause harm is immediately branded as 'anti-vax' and 'anti-science'. This was 'career-threatening' for health professionals. Then there was the huge pressure to support the push to 'vaccinate' billions in the quickest time possible. Frei said:

So that's where we're at today. More than half a million vaccine doses have been given to people in Ontario alone. The rush is on to vaccinate all 15 million of us in the province by September. And the mainstream media are screaming for this to be sped up even more. That all adds up to only a very slim likelihood that we're going to be told the truth by officials about how many people are getting sick or dying from the vaccines.

What is true of Ontario is true of everywhere.

They KNEW – and still did it

The authorities knew what was going to happen with multiple deaths and adverse reactions. The UK government's Gates-funded

and Big Pharma-dominated Medicines and Healthcare products Regulatory Agency (MHRA) hired a company to employ AI in compiling the projected reactions to the 'vaccine' that would otherwise be uncountable. The request for applications said: 'The MHRA urgently seeks an Artificial Intelligence (AI) software tool to process the expected high volume of Covid-19 vaccine Adverse Drug Reaction ...' This was from the agency, headed by the disingenuous June Raine, that gave the 'vaccines' emergency approval and the company was hired before the first shot was given. 'We are going to kill and maim you – is that okay?' 'Oh, yes, perfectly fine – I'm very grateful, thank you, doctor.' The range of 'Covid vaccine' adverse reactions goes on for page after page in the MHRA criminally underreported 'Yellow Card' system and includes affects to eyes, ears, skin, digestion, blood and so on. Raine's MHRA amazingly claimed that the 'overall safety experience ... is so far as expected from the clinical trials'. The death, serious adverse effects, deafness and blindness were *expected*? When did they ever mention that? If these human tragedies were expected then those that gave approval for the use of these 'vaccines' must be guilty of crimes against humanity including murder – a definition of which is 'killing a person with malice aforethought or with recklessness manifesting extreme indifference to the value of human life.' People involved at the MHRA, the CDC in America and their equivalent around the world must go before Nuremberg trials to answer for their callous inhumanity. We are only talking here about the immediate effects of the 'vaccine'. The longer-term impact of the DNA synthetic manipulation is the main reason they are so hysterically desperate to inoculate the entire global population in the shortest possible time.

Africa and the developing world are a major focus for the 'vaccine' depopulation agenda and a mass vaccination sales-pitch is underway thanks to caring people like the Rockefellers and other Cult assets. The Rockefeller Foundation, which pre-empted the 'Covid pandemic' in a document published in 2010 that 'predicted' what happened a decade later, announced an initial \$34.95 million grant in February, 2021, 'to ensure more equitable access to Covid-19

testing and vaccines' among other things in Africa in collaboration with '24 organizations, businesses, and government agencies'. The pan-Africa initiative would focus on 10 countries: Burkina Faso, Ethiopia, Ghana, Kenya, Nigeria, Rwanda, South Africa, Tanzania, Uganda, and Zambia'. Rajiv Shah, President of the Rockefeller Foundation and former administrator of CIA-controlled USAID, said that if Africa was not mass-vaccinated (to change the DNA of its people) it was a 'threat to all of humanity' and not fair on Africans. When someone from the Rockefeller Foundation says they want to do something to help poor and deprived people and countries it is time for a belly-laugh. They are doing this out of the goodness of their 'heart' because 'vaccinating' the entire global population is what the 'Covid' hoax set out to achieve. Official 'decolonisation' of Africa by the Cult was merely a prelude to financial colonisation on the road to a return to physical colonisation. The 'vaccine' is vital to that and the sudden and convenient death of the 'Covid' sceptic president of Tanzania can be seen in its true light. A lot of people in Africa are aware that this is another form of colonisation and exploitation and they need to stand their ground.

The 'vaccine is working' scam

A potential problem for the Cult was that the 'vaccine' is meant to change human DNA and body messaging and not to protect anyone from a 'virus' never shown to exist. The vaccine couldn't work because it was not designed to work and how could they make it *appear* to be working so that more people would have it? This was overcome by lowering the amplification rate of the PCR test to produce fewer 'cases' and therefore fewer 'deaths'. Some of us had been pointing out since March, 2020, that the amplification rate of the test not testing for the 'virus' had been made artificially high to generate positive tests which they could call 'cases' to justify lockdowns. The World Health Organization recommended an absurdly high 45 amplification cycles to ensure the high positives required by the Cult and then remained silent on the issue until January 20th, 2021 – Biden's Inauguration Day. This was when the

'vaccinations' were seriously underway and on that day the WHO recommended after discussions with America's CDC that laboratories *lowered their testing amplification*. Dr David Samadi, a certified urologist and health writer, said the WHO was encouraging all labs to reduce their cycle count for PCR tests. He said the current cycle was much too high and was 'resulting in any particle being declared a positive case'. Even one mainstream news report I saw said this meant the number of 'Covid' infections may have been 'dramatically inflated'. Oh, just a little bit. The CDC in America issued new guidance to laboratories in April, 2021, to use 28 cycles *but only for 'vaccinated' people*. The timing of the CDC/WHO interventions were cynically designed to make it appear the 'vaccines' were responsible for falling cases and deaths when the real reason can be seen in the following examples. New York's state lab, the Wadsworth Center, identified 872 positive tests in July, 2020, based on a threshold of 40 cycles. When the figure was lowered to 35 cycles 43 percent of the 872 were no longer 'positives'. At 30 cycles the figure was 63 percent. A Massachusetts lab found that between 85 to 90 percent of people who tested positive in July with a cycle threshold of 40 would be negative at 30 cycles, Ashish Jha, MD, director of the Harvard Global Health Institute, said: 'I'm really shocked that it could be that high ... Boy, does it really change the way we need to be thinking about testing.' I'm shocked that I could see the obvious in the spring of 2020, with no medical background, and most medical professionals still haven't worked it out. No, that's not shocking – it's terrifying.

Three weeks after the WHO directive to lower PCR cycles the London *Daily Mail* ran this headline: 'Why ARE Covid cases plummeting? New infections have fallen 45% in the US and 30% globally in the past 3 weeks but experts say vaccine is NOT the main driver because only 8% of Americans and 13% of people worldwide have received their first dose.' They acknowledged that the drop could not be attributed to the 'vaccine', but soon this morphed throughout the media into the 'vaccine' has caused cases and deaths to fall when it was the PCR threshold. In December, 2020, there was

chaos at English Channel ports with truck drivers needing negative 'Covid' tests before they could board a ferry home for Christmas. The government wanted to remove the backlog as fast as possible and they brought in troops to do the 'testing'. Out of 1,600 drivers just 36 tested positive and the rest were given the all clear to cross the Channel. I guess the authorities thought that 36 was the least they could get away with without the unquestioning catching on. The amplification trick which most people believed in the absence of information in the mainstream applied more pressure on those refusing the 'vaccine' to succumb when it 'obviously worked'. The truth was the exact opposite with deaths in care homes soaring with the 'vaccine' and in Israel the term used was 'skyrocket'. A re-analysis of published data from the Israeli Health Ministry led by Dr Hervé Seligmann at the Medicine Emerging Infectious and Tropical Diseases at Aix-Marseille University found that Pfizer's 'Covid vaccine' killed 'about 40 times more [elderly] people than the disease itself would have killed' during a five-week vaccination period and *260 times* more younger people than would have died from the 'virus' even according to the manipulated 'virus' figures. Dr Seligmann and his co-study author, Haim Yativ, declared after reviewing the Israeli 'vaccine' death data: 'This is a new Holocaust.'

Then, in mid-April, 2021, after vast numbers of people worldwide had been 'vaccinated', the story changed with clear coordination. The UK government began to prepare the ground for more future lockdowns when Nuremberg-destined Boris Johnson told yet another whopper. He said that cases had fallen because of *lockdowns* not 'vaccines'. Lockdowns are irrelevant when *there is no 'virus'* and the test and fraudulent death certificates are deciding the number of 'cases' and 'deaths'. Study after study has shown that lockdowns don't work and instead kill and psychologically destroy people. Meanwhile in the United States Anthony Fauci and Rochelle Walensky, the ultra-Zionist head of the CDC, peddled the same line. More lockdown was the answer and not the 'vaccine', a line repeated on cue by the moron that is Canadian Prime Minister Justin Trudeau. Why all the hysteria to get everyone 'vaccinated' if lockdowns and

not 'vaccines' made the difference? None of it makes sense on the face of it. Oh, but it does. The Cult wants lockdowns *and* the 'vaccine' and if the 'vaccine' is allowed to be seen as the total answer lockdowns would no longer be justified when there are still livelihoods to destroy. 'Variants' and renewed upward manipulation of PCR amplification are planned to instigate never-ending lockdown *and* more 'vaccines'.

You *must* have it – we're desperate

Israel, where the Jewish and Arab population are ruled by the Sabbatian Cult, was the front-runner in imposing the DNA-manipulating 'vaccine' on its people to such an extent that Jewish refusers began to liken what was happening to the early years of Nazi Germany. This would seem to be a fantastic claim. Why would a government of Jewish people be acting like the Nazis did? If you realise that the Sabbatian Cult was behind the Nazis and that Sabbatians hate Jews the pieces start to fit and the question of why a 'Jewish' government would treat Jews with such callous disregard for their lives and freedom finds an answer. Those controlling the government of Israel *aren't Jewish* – they're Sabbatian. Israeli lawyer Tamir Turgal was one who made the Nazi comparison in comments to German lawyer Reiner Fuellmich who is leading a class action lawsuit against the psychopaths for crimes against humanity. Turgal described how the Israeli government was vaccinating children and pregnant women on the basis that there was no evidence that this was dangerous when they had no evidence that it *wasn't* dangerous either. They just had no evidence. This was medical experimentation and Turgal said this breached the Nuremberg Code about medical experimentation and procedures requiring informed consent and choice. Think about that. A Nuremberg Code developed because of Nazi experimentation on Jews and others in concentration camps by people like the evil-beyond-belief Josef Mengele is being breached by the *Israeli* government; but when you know that it's a *Sabbatian* government along with its intelligence and military agencies like Mossad, Shin Bet and the Israeli Defense Forces, and that Sabbatians

were the force behind the Nazis, the kaleidoscope comes into focus. What have we come to when Israeli Jews are suing their government for violating the Nuremberg Code by essentially making Israelis subject to a medical experiment using the controversial 'vaccines'? It's a shocker that this has to be done in the light of what happened in Nazi Germany. The Anshe Ha-Emet, or 'People of the Truth', made up of Israeli doctors, lawyers, campaigners and public, have launched a lawsuit with the International Criminal Court. It says:

When the heads of the Ministry of Health as well as the prime minister presented the vaccine in Israel and began the vaccination of Israeli residents, the vaccinated were not advised, that, in practice, they are taking part in a medical experiment and that their consent is required for this under the Nuremberg Code.

The irony is unbelievable, but easily explained in one word: Sabbatians. The foundation of Israeli 'Covid' apartheid is the 'green pass' or 'green passport' which allows Jews and Arabs who have had the DNA-manipulating 'vaccine' to go about their lives – to work, fly, travel in general, go to shopping malls, bars, restaurants, hotels, concerts, gyms, swimming pools, theatres and sports venues, while non-'vaccinated' are banned from all those places and activities. Israelis have likened the 'green pass' to the yellow stars that Jews in Nazi Germany were forced to wear – the same as the yellow stickers that a branch of UK supermarket chain Morrisons told exempt mask-wearers they had to display when shopping. How very sensitive. The Israeli system is blatant South African-style apartheid on the basis of compliance or non-compliance to fascism rather than colour of the skin. How appropriate that the Sabbatian Israeli government was so close to the pre-Mandela apartheid regime in Pretoria. The Sabbatian-instigated 'vaccine passport' in Israel is planned for everywhere. Sabbatians struck a deal with Pfizer that allowed them to lead the way in the percentage of a national population infused with synthetic material and the result was catastrophic. Israeli freedom activist Shai Dannon told me how chairs were appearing on beaches that said 'vaccinated only'. Health Minister Yuli Edelstein said that anyone unwilling or unable to get

the jabs that 'confer immunity' will be 'left behind'. The man's a liar. Not even the makers claim the 'vaccines' confer immunity. When you see those figures of 'vaccine' deaths these psychopaths were saying that you must take the chance the 'vaccine' will kill you or maim you while knowing it will change your DNA or lockdown for you will be permanent. That's fascism. The Israeli parliament passed a law to allow personal information of the non-vaccinated to be shared with local and national authorities for three months. This was claimed by its supporters to be a way to 'encourage' people to be vaccinated. Hadas Ziv from Physicians for Human Rights described this as a 'draconian law which crushed medical ethics and the patient rights'. But that's the idea, the Sabbatians would reply.

Your papers, please

Sabbatian Israel was leading what has been planned all along to be a global 'vaccine pass' called a 'green passport' without which you would remain in permanent lockdown restriction and unable to do anything. This is how badly – *desperately* – the Cult is to get everyone 'vaccinated'. The term and colour 'green' was not by chance and related to the psychology of fusing the perception of the green climate hoax with the 'Covid' hoax and how the 'solution' to both is the same Great Reset. Lying politicians, health officials and psychologists denied there were any plans for mandatory vaccinations or restrictions based on vaccinations, but they knew that was exactly what was meant to happen with governments of all countries reaching agreements to enforce a global system. 'Free' Denmark and 'free' Sweden unveiled digital vaccine certification. Cyprus, Czech Republic, Estonia, Greece, Hungary, Iceland, Italy, Poland, Portugal, Slovakia, and Spain have all committed to a vaccine passport system and the rest including the whole of the EU would follow. The satanic UK government will certainly go this way despite mendacious denials and at the time of writing it is trying to manipulate the public into having the 'vaccine' so they could go abroad on a summer holiday. How would that work without something to prove you had the synthetic toxicity injected into you?

Documents show that the EU's European Commission was moving towards 'vaccine certificates' in 2018 and 2019 before the 'Covid' hoax began. They knew what was coming. Abracadabra – Ursula von der Leyen, the German President of the Commission, announced in March, 2021, an EU 'Digital Green Certificate' – green again – to track the public's 'Covid status'. The passport sting is worldwide and the Far East followed the same pattern with South Korea ruling that only those with 'vaccination' passports – again the *green* pass – would be able to 'return to their daily lives'.

Bill Gates has been preparing for this 'passport' with other Cult operatives for years and beyond the paper version is a Gates-funded 'digital tattoo' to identify who has been vaccinated and who hasn't. The 'tattoo' is reported to include a substance which is externally readable to confirm who has been vaccinated. This is a bio-luminous light-generating enzyme (think fireflies) called ... *Luciferase*. Yes, named after the Cult 'god' Lucifer the 'light bringer' of whom more to come. Gates said he funded the readable tattoo to ensure children in the developing world were vaccinated and no one was missed out. He cares so much about poor kids as we know. This was just the cover story to develop a vaccine tagging system for everyone on the planet. Gates has been funding the ID2020 'alliance' to do just that in league with other lovely people at Microsoft, GAVI, the Rockefeller Foundation, Accenture and IDEO.org. He said in interviews in March, 2020, before any 'vaccine' publicly existed, that the world must have a globalised digital certificate to track the 'virus' and who had been vaccinated. Gates knew from the start that the mRNA vaccines were coming and when they would come and that the plan was to tag the 'vaccinated' to marginalise the intelligent and stop them doing anything including travel. Evil just doesn't suffice. Gates was exposed for offering a \$10 million bribe to the Nigerian House of Representatives to invoke compulsory 'Covid' vaccination of all Nigerians. Sara Cunial, a member of the Italian Parliament, called Gates a 'vaccine criminal'. She urged the Italian President to hand him over to the International Criminal Court for crimes against

humanity and condemned his plans to 'chip the human race' through ID2020.

You know it's a long-planned agenda when war criminal and Cult gofer Tony Blair is on the case. With the scale of arrogance only someone as dark as Blair can muster he said: 'Vaccination in the end is going to be your route to liberty.' Blair is a disgusting piece of work and he confirms that again. The media has given a lot of coverage to a bloke called Charlie Mullins, founder of London's biggest independent plumbing company, Pimlico Plumbers, who has said he won't employ anyone who has not been vaccinated or have them go to any home where people are not vaccinated. He said that if he had his way no one would be allowed to walk the streets if they have not been vaccinated. Gates was cheering at the time while I was alerting the white coats. The plan is that people will qualify for 'passports' for having the first two doses and then to keep it they will have to have all the follow ups and new ones for invented 'variants' until human genetics is transformed and many are dead who can't adjust to the changes. Hollywood celebrities – the usual propaganda stunt – are promoting something called the WELL Health-Safety Rating to verify that a building or space has 'taken the necessary steps to prioritize the health and safety of their staff, visitors and other stakeholders'. They included Lady Gaga, Jennifer Lopez, Michael B. Jordan, Robert DeNiro, Venus Williams, Wolfgang Puck, Deepak Chopra and 17th Surgeon General Richard Carmona. Yawn. WELL Health-Safety has big connections with China. Parent company Delos is headed by former Goldman Sachs partner Paul Scialla. This is another example – and we will see so many others – of using the excuse of 'health' to dictate the lives and activities of the population. I guess one confirmation of the 'safety' of buildings is that only 'vaccinated' people can go in, right?

Electronic concentration camps

I wrote decades ago about the plans to restrict travel and here we are for those who refuse to bow to tyranny. This can be achieved in one go with air travel if the aviation industry makes a blanket decree.

The 'vaccine' and guaranteed income are designed to be part of a global version of China's social credit system which tracks behaviour 24/7 and awards or deletes 'credits' based on whether your behaviour is supported by the state or not. I mean your entire lifestyle – what you do, eat, say, everything. Once your credit score falls below a certain level consequences kick in. In China tens of millions have been denied travel by air and train because of this. All the locations and activities denied to refusers by the 'vaccine' passports will be included in one big mass ban on doing almost anything for those that don't bow their head to government. It's beyond fascist and a new term is required to describe its extremes – I guess fascist technocracy will have to do. The way the Chinese system of technological – technocratic – control is sweeping the West can be seen in the Los Angeles school system and is planned to be expanded worldwide. Every child is required to have a 'Covid'-tracking app scanned daily before they can enter the classroom. The so-called Daily Pass tracking system is produced by Gates' Microsoft which I'm sure will shock you rigid. The pass will be scanned using a barcode (one step from an inside-the-body barcode) and the information will include health checks, 'Covid' tests and vaccinations. Entry codes are for one specific building only and access will only be allowed if a student or teacher has a negative test with a test not testing for the 'virus', has no symptoms of anything alleged to be related to 'Covid' (symptoms from a range of other illness), and has a temperature under 100 degrees. No barcode, no entry, is planned to be the case for everywhere and not only schools.

Kids are being psychologically prepared to accept this as 'normal' their whole life which is why what they can impose in schools is so important to the Cult and its gofers. Long-time American freedom campaigner John Whitehead of the Rutherford Institute was not exaggerating when he said: 'Databit by databit, we are building our own electronic concentration camps.' Canada under its Cult gofer prime minister Justin Trudeau has taken a major step towards the real thing with people interned against their will if they test positive with a test not testing for the 'virus' when they arrive at a Canadian

airport. They are jailed in internment hotels often without food or water for long periods and with many doors failing to lock there have been sexual assaults. The interned are being charged sometimes \$2,000 for the privilege of being abused in this way. Trudeau is fully on board with the Cult and says the 'Covid pandemic' has provided an opportunity for a global 'reset' to permanently change Western civilisation. His number two, Deputy Prime Minister Chrystia Freeland, is a trustee of the World Economic Forum and a Rhodes Scholar. The Trudeau family have long been servants of the Cult. See *The Biggest Secret* and Cathy O'Brien's book *Trance-Formation of America* for the horrific background to Trudeau's father Pierre Trudeau another Canadian prime minister. Hide your fascism behind the façade of a heart-on-the-sleeve liberal. It's a well-honed Cult technique.

What can the 'vaccine' really do?

We have a 'virus' never shown to exist and 'variants' of the 'virus' that have also never been shown to exist except, like the 'original', as computer-generated fictions. Even if you believe there's a 'virus' the 'case' to 'death' rate is in the region of 0.23 to 0.15 percent and those 'deaths' are concentrated among the very old around the same average age that people die anyway. In response to this lack of threat (in truth none) psychopaths and idiots, knowingly and unknowingly answering to Gates and the Cult, are seeking to 'vaccinate' every man, woman and child on Planet Earth. Clearly the 'vaccine' is not about 'Covid' – none of this ever has been. So what is it all about *really*? Why the desperation to infuse genetically-manipulating synthetic material into everyone through mRNA fraudulent 'vaccines' with the intent of doing this over and over with the excuses of 'variants' and other 'virus' inventions? Dr Sherri Tenpenny, an osteopathic medical doctor in the United States, has made herself an expert on vaccines and their effects as a vehement campaigner against their use. Tenpenny was board certified in emergency medicine, the director of a level two trauma centre for 12 years, and moved to Cleveland in 1996 to start an integrative

medicine practice which has treated patients from all 50 states and some 17 other countries. Weaning people off pharmaceutical drugs is a speciality.

She became interested in the consequences of vaccines after attending a meeting at the National Vaccine Information Center in Washington DC in 2000 where she 'sat through four days of listening to medical doctors and scientists and lawyers and parents of vaccine injured kids' and asked: 'What's going on?' She had never been vaccinated and never got ill while her father was given a list of vaccines to be in the military and was 'sick his entire life'. The experience added to her questions and she began to examine vaccine documents from the Centers for Disease Control (CDC). After reading the first one, the 1998 version of *The General Recommendations of Vaccination*, she thought: 'This is it?' The document was poorly written and bad science and Tenpenny began 20 years of research into vaccines that continues to this day. She began her research into 'Covid vaccines' in March, 2020, and she describes them as 'deadly'. For many, as we have seen, they already have been. Tenpenny said that in the first 30 days of the 'vaccine' rollout in the United States there had been more than 40,000 adverse events reported to the vaccine adverse event database. A document had been delivered to her the day before that was 172 pages long. 'We have over 40,000 adverse events; we have over 3,100 cases of [potentially deadly] anaphylactic shock; we have over 5,000 neurological reactions.' Effects ranged from headaches to numbness, dizziness and vertigo, to losing feeling in hands or feet and paraesthesia which is when limbs 'fall asleep' and people have the sensation of insects crawling underneath their skin. All this happened in the first 30 days and remember that only about *ten percent* (or far less) of adverse reactions and vaccine-related deaths are estimated to be officially reported. Tenpenny said:

So can you think of one single product in any industry, any industry, for as long as products have been made on the planet that within 30 days we have 40,000 people complaining of side effects that not only is still on the market but ... we've got paid actors telling us how great

they are for getting their vaccine. We're offering people \$500 if they will just get their vaccine and we've got nurses and doctors going; 'I got the vaccine, I got the vaccine'.

Tenpenny said they were not going to be 'happy dancing folks' when they began to suffer Bell's palsy (facial paralysis), neuropathies, cardiac arrhythmias and autoimmune reactions that kill through a blood disorder. 'They're not going to be so happy, happy then, but we're never going to see pictures of those people' she said. Tenpenny described the 'vaccine' as 'a well-designed killing tool'.

No off-switch

Bad as the initial consequences had been Tenpenny said it would be maybe 14 months before we began to see the 'full ravage' of what is going to happen to the 'Covid vaccinated' with full-out consequences taking anything between two years and 20 years to show. You can understand why when you consider that variations of the 'Covid vaccine' use mRNA (messenger RNA) to in theory activate the immune system to produce protective antibodies without using the actual 'virus'. How can they when it's a computer program and they've never isolated what they claim is the 'real thing'? Instead they use *synthetic* mRNA. They are inoculating synthetic material into the body which through a technique known as the Trojan horse is absorbed into cells to change the nature of DNA. Human DNA is changed by an infusion of messenger RNA and with each new 'vaccine' of this type it is changed even more. Say so and you are banned by Cult Internet platforms. The contempt the contemptuous Mark Zuckerberg has for the truth and human health can be seen in an internal Facebook video leaked to the Project Veritas investigative team in which he said of the 'Covid vaccines': '... I share some caution on this because we just don't know the long term side-effects of basically modifying people's DNA and RNA.' At the same time this disgusting man's Facebook was censoring and banning anyone saying exactly the same. He must go before a Nuremberg trial for crimes against humanity when he *knows* that he

is censoring legitimate concerns and denying the right of informed consent on behalf of the Cult that owns him. People have been killed and damaged by the very 'vaccination' technique he cast doubt on himself when they may not have had the 'vaccine' with access to information that he denied them. The plan is to have at least annual 'Covid vaccinations', add others to deal with invented 'variants', and change all other vaccines into the mRNA system. Pfizer executives told shareholders at a virtual Barclays Global Healthcare Conference in March, 2021, that the public may need a third dose of 'Covid vaccine', plus regular yearly boosters and the company planned to hike prices to milk the profits in a 'significant opportunity for our vaccine'. These are the professional liars, cheats and opportunists who are telling you their 'vaccine' is safe. Given this volume of mRNA planned to be infused into the human body and its ability to then replicate we will have a transformation of human genetics from biological to synthetic biological – exactly the long-time Cult plan for reasons we'll see – and many will die. Sherri Tenpenny said of this replication:

It's like having an on-button but no off-button and that whole mechanism ... they actually give it a name and they call it the Trojan horse mechanism, because it allows that [synthetic] virus and that piece of that [synthetic] virus to get inside of your cells, start to replicate and even get inserted into other parts of your DNA as a Trojan-horse.

Ask the overwhelming majority of people who have the 'vaccine' what they know about the contents and what they do and they would reply: 'The government says it will stop me getting the virus.' Governments give that false impression on purpose to increase take-up. You can read Sherri Tenpenny's detailed analysis of the health consequences in her blog at [Vaxxter.com](https://www.vaxxter.com), but in summary these are some of them. She highlights the statement by Bill Gates about how human beings can become their own 'vaccine manufacturing machine'. The man is insane. ['Vaccine'-generated] 'antibodies' carry synthetic messenger RNA into the cells and the damage starts, Tenpenny contends, and she says that lungs can be adversely affected through varying degrees of pus and bleeding which

obviously affects breathing and would be dubbed 'Covid-19'. Even more sinister was the impact of 'antibodies' on macrophages, a white blood cell of the immune system. They consist of Type 1 and Type 2 which have very different functions. She said Type 1 are 'hyper-vigilant' white blood cells which 'gobble up' bacteria etc. However, in doing so, this could cause inflammation and in extreme circumstances be fatal. She says these affects are mitigated by Type 2 macrophages which kick in to calm down the system and stop it going rogue. They clear up dead tissue debris and reduce inflammation that the Type 1 'fire crews' have caused. Type 1 kills the infection and Type 2 heals the damage, she says. This is her punchline with regard to 'Covid vaccinations': She says that mRNA 'antibodies' block Type 2 macrophages by attaching to them and deactivating them. This meant that when the Type 1 response was triggered by infection there was nothing to stop that getting out of hand by calming everything down. There's an on-switch, but no off-switch, she says. What follows can be 'over and out, see you when I see you'.

Genetic suicide

Tenpenny also highlights the potential for autoimmune disease – the body attacking itself – which has been associated with vaccines since they first appeared. Infusing a synthetic foreign substance into cells could cause the immune system to react in a panic believing that the body is being overwhelmed by an invader (it is) and the consequences can again be fatal. There is an autoimmune response known as a 'cytokine storm' which I have likened to a homeowner panicked by an intruder and picking up a gun to shoot randomly in all directions before turning the fire on himself. The immune system unleashes a storm of inflammatory response called cytokines to a threat and the body commits hara-kiri. The lesson is that you mess with the body's immune response at your peril and these 'vaccines' seriously – fundamentally – mess with immune response. Tenpenny refers to a consequence called anaphylactic shock which is a severe and highly dangerous allergic reaction when the immune system

floods the body with chemicals. She gives the example of having a bee sting which primes the immune system and makes it sensitive to those chemicals. When people are stung again maybe years later the immune response can be so powerful that it leads to anaphylactic shock. Tenpenny relates this 'shock' with regard to the 'Covid vaccine' to something called polyethylene glycol or PEG. Enormous numbers of people have become sensitive to this over decades of use in a whole range of products and processes including food, drink, skin creams and 'medicine'. Studies have claimed that some 72 percent of people have antibodies triggered by PEG compared with two percent in the 1960s and allergic hypersensitive reactions to this become a gathering cause for concern. Tenpenny points out that the 'mRNA vaccine' is coated in a 'bubble' of polyethylene glycol which has the potential to cause anaphylactic shock through immune sensitivity. Many reports have appeared of people reacting this way after having the 'Covid vaccine'. What do we think is going to happen as humanity has more and more of these 'vaccines'?

Tenpenny said: 'All these pictures we have seen with people with these rashes ... these weepy rashes, big reactions on their arms and things like that – it's an acute allergic reaction most likely to the polyethylene glycol that you've been previously primed and sensitised to.'

Those who have not studied the conspiracy and its perpetrators at length might think that making the population sensitive to PEG and then putting it in these 'vaccines' is just a coincidence. It is not. It is instead testament to how carefully and coldly-planned current events have been and the scale of the conspiracy we are dealing with. Tenpenny further explains that the 'vaccine' mRNA procedure can breach the blood-brain barrier which protects the brain from toxins and other crap that will cause malfunction. In this case they could make two proteins corrupt brain function to cause Amyotrophic lateral sclerosis (ALS), a progressive nervous system disease leading to loss of muscle control, and frontal lobe degeneration – Alzheimer's and dementia. Immunologist J. Bart Classon published a paper connecting mRNA 'vaccines' to prion

disease which can lead to Alzheimer's and other forms of neurodegenerative disease while others have pointed out the potential to affect the placenta in ways that make women infertile. This will become highly significant in the next chapter when I will discuss other aspects of this non-vaccine that relate to its nanotechnology and transmission from the injected to the uninjected.

Qualified in idiocy

Tenpenny describes how research has confirmed that these 'vaccine'-generated antibodies can interact with a range of other tissues in the body and attack many other organs including the lungs. 'This means that if you have a hundred people standing in front of you that all got this shot they could have a hundred different symptoms.'

Anyone really think that Cult gofers like the Queen, Tony Blair, Christopher Whitty, Anthony Fauci, and all the other psychopaths have really had this 'vaccine' in the pictures we've seen? Not a bloody chance. Why don't doctors all tell us about all these dangers and consequences of the 'Covid vaccine'? Why instead do they encourage and pressure patients to have the shot? Don't let's think for a moment that doctors and medical staff can't be stupid, lazy, and psychopathic and that's without the financial incentives to give the jab. Tenpenny again:

Some people are going to die from the vaccine directly but a large number of people are going to start to get horribly sick and get all kinds of autoimmune diseases 42 days to maybe a year out. What are they going to do, these stupid doctors who say; 'Good for you for getting that vaccine.' What are they going to say; 'Oh, it must be a mutant, we need to give an extra dose of that vaccine.'

Because now the vaccine, instead of one dose or two doses we need three or four because the stupid physicians aren't taking the time to learn anything about it. If I can learn this sitting in my living room reading a 19 page paper and several others so can they. There's nothing special about me, I just take the time to do it.

Remember how Sara Kayat, the NHS and TV doctor, said that the 'Covid vaccine' would '100 percent prevent hospitalisation and death'. Doctors can be idiots like every other profession and they

should not be worshipped as infallible. They are not and far from it. Behind many medical and scientific 'experts' lies an uninformed prat trying to hide themselves from you although in the 'Covid' era many have failed to do so as with UK narrative-repeating 'TV doctor' Hilary Jones. Pushing back against the minority of proper doctors and scientists speaking out against the 'vaccine' has been the entire edifice of the Cult global state in the form of governments, medical systems, corporations, mainstream media, Silicon Valley, and an army of compliant doctors, medical staff and scientists willing to say anything for money and to enhance their careers by promoting the party line. If you do that you are an 'expert' and if you won't you are an 'anti-vaxxer' and 'Covidiot'. The pressure to be 'vaccinated' is incessant. We have even had reports claiming that the 'vaccine' can help cure cancer and Alzheimer's and make the lame walk. I am waiting for the announcement that it can bring you coffee in the morning and cook your tea. Just as the symptoms of 'Covid' seem to increase by the week so have the miracles of the 'vaccine'. American supermarket giant Kroger Co. offered nearly 500,000 employees in 35 states a \$100 bonus for having the 'vaccine' while donut chain Krispy Kreme promised 'vaccinated' customers a free glazed donut every day for the rest of 2021. Have your DNA changed and you will get a doughnut although we might not have to give you them for long. Such offers and incentives confirm the desperation.

Perhaps the worse vaccine-stunt of them all was UK 'Health' Secretary Matt-the-prat Hancock on live TV after watching a clip of someone being 'vaccinated' when the roll-out began. Hancock faked tears so badly it was embarrassing. Brain-of-Britain Piers Morgan, the lockdown-supporting, 'vaccine' supporting, 'vaccine' passport-supporting, TV host played along with Hancock – 'You're quite emotional about that' he said in response to acting so atrocious it would have been called out at a school nativity which will presumably today include Mary and Jesus in masks, wise men keeping their camels six feet apart, and shepherds under tent arrest. System-serving Morgan tweeted this: 'Love the idea of covid vaccine passports for everywhere: flights, restaurants, clubs, football, gyms,

shops etc. It's time covid-denying, anti-vaxxer loonies had their bullsh*t bluff called & bar themselves from going anywhere that responsible citizens go.' If only I could aspire to his genius. To think that Morgan, who specialises in shouting over anyone he disagrees with, was lauded as a free speech hero when he lost his job after storming off the set of his live show like a child throwing his dolly out of the pram. If he is a free speech hero we are in real trouble. I have no idea what 'bullsh*t' means, by the way, the * throws me completely.

The Cult is desperate to infuse its synthetic DNA-changing concoction into everyone and has been using every lie, trick and intimidation to do so. The question of '*Why?*' we shall now address.

CHAPTER TEN

Human 2.0

I believe that at the end of the century the use of words and general educated opinion will have altered so much that one will be able to speak of machines thinking without expecting to be contradicted – Alan Turing (1912-1954), the ‘Father of artificial intelligence’

I have been exposing for decades the plan to transform the human body from a biological to a synthetic-biological state. The new human that I will call Human 2.0 is planned to be connected to artificial intelligence and a global AI ‘Smart Grid’ that would operate as one global system in which AI would control everything from your fridge to your heating system to your car to your mind. Humans would no longer be ‘human’, but post-human and sub-human, with their thinking and emotional processes replaced by AI.

What I said sounded crazy and beyond science fiction and I could understand that. To any balanced, rational, mind it *is* crazy. Today, however, that world is becoming reality and it puts the ‘Covid vaccine’ into its true context. Ray Kurzweil is the ultra-Zionist ‘computer scientist, inventor and futurist’ and co-founder of the Singularity University. Singularity refers to the merging of humans with machines or ‘transhumanism’. Kurzweil has said humanity would be connected to the cyber ‘cloud’ in the period of the ever-recurring year of 2030:

Our thinking ... will be a hybrid of biological and non-biological thinking ... humans will be able to extend their limitations and ‘think in the cloud’ ... We’re going to put gateways to the

cloud in our brains ... We're going to gradually merge and enhance ourselves ... In my view, that's the nature of being human – we transcend our limitations. As the technology becomes vastly superior to what we are then the small proportion that is still human gets smaller and smaller and smaller until it's just utterly negligible.

They are trying to sell this end-of-humanity-as-we-know-it as the next stage of 'evolution' when we become super-human and 'like the gods'. They are lying to you. Shocked, eh? The population, and again especially the young, have been manipulated into addiction to technologies designed to enslave them for life. First they induced an addiction to smartphones (holdables); next they moved to technology on the body (wearables); and then began the invasion of the body (implantables). I warned way back about the plan for microchipped people and we are now entering that era. We should not be diverted into thinking that this refers only to chips we can see. Most important are the nanochips known as smart dust, neural dust and nanobots which are far too small to be seen by the human eye. Nanotechnology is everywhere, increasingly in food products, and released into the atmosphere by the geoengineering of the skies funded by Bill Gates to 'shut out the Sun' and 'save the planet from global warming'. Gates has been funding a project to spray millions of tonnes of chalk (calcium carbonate) into the stratosphere over Sweden to 'dim the Sun' and cool the Earth. Scientists warned the move could be disastrous for weather systems in ways no one can predict and opposition led to the Swedish space agency announcing that the 'experiment' would not be happening as planned in the summer of 2021; but it shows where the Cult is going with dimming the impact of the Sun and there's an associated plan to change the planet's atmosphere. Who gives psychopath Gates the right to dictate to the entire human race and dismantle planetary systems? The world will not be safe while this man is at large.

The global warming hoax has made the Sun, like the gas of life, something to fear when both are essential to good health and human survival (more inversion). The body transforms sunlight into vital vitamin D through a process involving ... *cholesterol*. This is the cholesterol we are also told to fear. We are urged to take Big Pharma

statin drugs to reduce cholesterol and it's all systematic. Reducing cholesterol means reducing vitamin D uptake with all the multiple health problems that will cause. At least if you take statins long term it saves the government from having to pay you a pension. The delivery system to block sunlight is widely referred to as chemtrails although these have a much deeper agenda, too. They appear at first to be contrails or condensation trails streaming from aircraft into cold air at high altitudes. Contrails disperse very quickly while chemtrails do not and spread out across the sky before eventually their content falls to earth. Many times I have watched aircraft cross-cross a clear blue sky releasing chemtrails until it looks like a cloudy day. Chemtrails contain many things harmful to humans and the natural world including toxic heavy metals, aluminium (see Alzheimer's) and nanotechnology. Ray Kurzweil reveals the reason without actually saying so: 'Nanobots will infuse all the matter around us with information. Rocks, trees, everything will become these intelligent creatures.' How do you deliver that? *From the sky*. Self-replicating nanobots would connect everything to the Smart Grid. The phenomenon of Morgellons disease began in the chemtrail era and the correlation has led to it being dubbed the 'chemtrail disease'. Self-replicating fibres appear in the body that can be pulled out through the skin. Morgellons fibres continue to grow outside the body and have a form of artificial intelligence. I cover this at greater length in *Phantom Self*.

'Vaccine' operating system

'Covid vaccines' with their self-replicating synthetic material are also designed to make the connection between humanity and Kurzweil's 'cloud'. American doctor and dedicated campaigner for truth, Carrie Madej, an Internal Medicine Specialist in Georgia with more than 20 years medical experience, has highlighted the nanotechnology aspect of the fake 'vaccines'. She explains how one of the components in at least the Moderna and Pfizer synthetic potions are 'lipid nanoparticles' which are 'like little tiny computer bits' – a 'sci-fi substance' known as nanobots and hydrogel which can be 'triggered

at any moment to deliver its payload' and act as 'biosensors'. The synthetic substance had 'the ability to accumulate data from your body like your breathing, your respiration, thoughts and emotions, all kind of things' and each syringe could carry a *million* nanobots:

This substance because it's like little bits of computers in your body, crazy, but it's true, it can do that, [and] obviously has the ability to act through Wi-Fi. It can receive and transmit energy, messages, frequencies or impulses. That issue has never been addressed by these companies. What does that do to the human?

Just imagine getting this substance in you and it can react to things all around you, the 5G, your smart device, your phones, what is happening with that? What if something is triggering it, too, like an impulse, a frequency? We have something completely foreign in the human body.

Madej said her research revealed that electromagnetic (EMF) frequencies emitted by phones and other devices had increased dramatically in the same period of the 'vaccine' rollout and she was seeing more people with radiation problems as 5G and other electromagnetic technology was expanded and introduced to schools and hospitals. She said she was 'floored with the EMF coming off' the devices she checked. All this makes total sense and syncs with my own work of decades when you think that Moderna refers in documents to its mRNA 'vaccine' as an 'operating system':

Recognizing the broad potential of mRNA science, we set out to create an mRNA technology platform that functions very much like an operating system on a computer. It is designed so that it can plug and play interchangeably with different programs. In our case, the 'program' or 'app' is our mRNA drug – the unique mRNA sequence that codes for a protein ...

... Our MRNA Medicines – 'The 'Software Of Life': When we have a concept for a new mRNA medicine and begin research, fundamental components are already in place. Generally, the only thing that changes from one potential mRNA medicine to another is the coding region – the actual genetic code that instructs ribosomes to make protein. Utilizing these instruction sets gives our investigational mRNA medicines a software-like quality. We also have the ability to combine different mRNA sequences encoding for different proteins in a single mRNA investigational medicine.

Who needs a real 'virus' when you can create a computer version to justify infusing your operating system into the entire human race on the road to making living, breathing people into cyborgs? What is missed with the 'vaccines' is the *digital* connection between synthetic material and the body that I highlighted earlier with the study that hacked a computer with human DNA. On one level the body is digital, based on mathematical codes, and I'll have more about that in the next chapter. Those who ridiculously claim that mRNA 'vaccines' are not designed to change human genetics should explain the words of Dr Tal Zaks, chief medical officer at Moderna, in a 2017 TED talk. He said that over the last 30 years 'we've been living this phenomenal digital scientific revolution, and I'm here today to tell you, that we are actually *hacking the software of life*, and that it's changing the way we think about prevention and treatment of disease':

In every cell there's this thing called messenger RNA, or mRNA for short, that transmits the critical information from the DNA in our genes to the protein, which is really the stuff we're all made out of. This is the critical information that determines what the cell will do. So we think about it as an operating system. So if you could change that, if you could introduce a line of code, or change a line of code, it turns out, that has profound implications for everything, from the flu to cancer.

Zaks should more accurately have said that this has profound implications for the human genetic code and the nature of DNA. Communications within the body go both ways and not only one. But, hey, no, the 'Covid vaccine' will not affect your genetics. Cult fact-checkers say so even though the man who helped to develop the mRNA technique says that it does. Zaks said in 2017:

If you think about what it is we're trying to do. We've taken information and our understanding of that information and how that information is transmitted in a cell, and we've taken our understanding of medicine and how to make drugs, and we're fusing the two. We think of it as information therapy.

I have been writing for decades that the body is an information field communicating with itself and the wider world. This is why

radiation which is information can change the information field of body and mind through phenomena like 5G and change their nature and function. 'Information therapy' means to change the body's information field and change the way it operates. DNA is a receiver-transmitter of information and can be mutated by information like mRNA synthetic messaging. Technology to do this has been ready and waiting in the underground bases and other secret projects to be rolled out when the 'Covid' hoax was played. 'Trials' of such short and irrelevant duration were only for public consumption. When they say the 'vaccine' is 'experimental' that is not true. It may appear to be 'experimental' to those who don't know what's going on, but the trials have already been done to ensure the Cult gets the result it desires. Zaks said that it took decades to sequence the human genome, completed in 2003, but now they could do it in a week. By 'they' he means scientists operating in the public domain. In the secret projects they were sequencing the genome in a week long before even 2003.

Deluge of mRNA

Highly significantly the Moderna document says the guiding premise is that if using mRNA as a medicine works for one disease then it should work for many diseases. They were leveraging the flexibility afforded by their platform and the fundamental role mRNA plays in protein synthesis to pursue mRNA medicines for a broad spectrum of diseases. Moderna is confirming what I was saying through 2020 that multiple 'vaccines' were planned for 'Covid' (and later invented 'variants') and that previous vaccines would be converted to the mRNA system to infuse the body with massive amounts of genetically-manipulating synthetic material to secure a transformation to a synthetic-biological state. The 'vaccines' are designed to kill stunning numbers as part of the long-exposed Cult depopulation agenda and transform the rest. Given this is the goal you can appreciate why there is such hysterical demand for every human to be 'vaccinated' for an alleged 'disease' that has an estimated 'infection' to 'death' ratio of 0.23-0.15 percent. As I write

children are being given the 'vaccine' in trials (their parents are a disgrace) and ever-younger people are being offered the vaccine for a 'virus' that even if you believe it exists has virtually zero chance of harming them. Horrific effects of the 'trials' on a 12-year-old girl were revealed by a family member to be serious brain and gastric problems that included a bowel obstruction and the inability to swallow liquids or solids. She was unable to eat or drink without throwing up, had extreme pain in her back, neck and abdomen, and was paralysed from the waist down which stopped her urinating unaided. When the girl was first taken to hospital doctors said it was all in her mind. She was signed up for the 'trial' by her parents for whom no words suffice. None of this 'Covid vaccine' insanity makes any sense unless you see what the 'vaccine' really is – a body-changer. Synthetic biology or 'SynBio' is a fast-emerging and expanding scientific discipline which includes everything from genetic and molecular engineering to electrical and computer engineering. Synthetic biology is defined in these ways:

- A multidisciplinary area of research that seeks to create new biological parts, devices, and systems, or to redesign systems that are already found in nature.
- The use of a mixture of physical engineering and genetic engineering to create new (and therefore synthetic) life forms.
- An emerging field of research that aims to combine the knowledge and methods of biology, engineering and related disciplines in the design of chemically-synthesized DNA to create organisms with novel or enhanced characteristics and traits (synthetic organisms including humans).

We now have synthetic blood, skin, organs and limbs being developed along with synthetic body parts produced by 3D printers. These are all elements of the synthetic human programme and this comment by Kurzweil's co-founder of the Singularity University,

Peter Diamandis, can be seen in a whole new light with the 'Covid' hoax and the sanctions against those that refuse the 'vaccine':

Anybody who is going to be resisting the progress forward [to transhumanism] is going to be resisting evolution and, fundamentally, they will die out. It's not a matter of whether it's good or bad. It's going to happen.

'Resisting evolution'? What absolute bollocks. The arrogance of these people is without limit. His 'it's going to happen' mantra is another way of saying 'resistance is futile' to break the spirit of those pushing back and we must not fall for it. Getting this genetically-transforming 'vaccine' into everyone is crucial to the Cult plan for total control and the desperation to achieve that is clear for anyone to see. Vaccine passports are a major factor in this and they, too, are a form of resistance is futile. It's NOT. The paper funded by the Rockefeller Foundation for the 2013 'health conference' in China said:

We will interact more with artificial intelligence. The use of robotics, bio-engineering to augment human functioning is already well underway and will advance. Re-engineering of humans into potentially separate and unequal forms through genetic engineering or mixed human-robots raises debates on ethics and equality.

A new demography is projected to emerge after 2030 [that year again] of technologies (robotics, genetic engineering, nanotechnology) producing robots, engineered organisms, 'nanobots' and artificial intelligence (AI) that can self-replicate. Debates will grow on the implications of an impending reality of human designed life.

What is happening today is so long planned. The world army enforcing the will of the world government is intended to be a robot army, not a human one. Today's military and its technologically 'enhanced' troops, pilotless planes and driverless vehicles are just stepping stones to that end. Human soldiers are used as Cult fodder and its time they woke up to that and worked for the freedom of the population instead of their own destruction and their family's destruction – the same with the police. Join us and let's sort this out. The phenomenon of enforce my own destruction is widespread in the 'Covid' era with Woker 'luvvies' in the acting and entertainment

industries supporting 'Covid' rules which have destroyed their profession and the same with those among the public who put signs on the doors of their businesses 'closed due to Covid – stay safe' when many will never reopen. It's a form of masochism and most certainly insanity.

Transgender = transhumanism

When something explodes out of nowhere and is suddenly everywhere it is always the Cult agenda and so it is with the tidal wave of claims and demands that have infiltrated every aspect of society under the heading of 'transgenderism'. The term 'trans' is so 'in' and this is the dictionary definition:

A prefix meaning 'across', 'through', occurring ... in loanwords from Latin, used in particular for denoting movement or conveyance from place to place (transfer; transmit; transplant) or complete change (transform; transmute), or to form adjectives meaning 'crossing', 'on the other side of', or 'going beyond' the place named (transmontane; transnational; trans-Siberian).

Transgender means to go beyond gender and transhuman means to go beyond human. Both are aspects of the Cult plan to transform the human body to a synthetic state with *no gender*. Human 2.0 is not designed to procreate and would be produced technologically with no need for parents. The new human would mean the end of parents and so men, and increasingly women, are being targeted for the deletion of their rights and status. Parental rights are disappearing at an ever-quickenning speed for the same reason. The new human would have no need for men or women when there is no procreation and no gender. Perhaps the transgender movement that appears to be in a permanent state of frenzy might now contemplate on how it is being used. This was never about transgender rights which are only the interim excuse for confusing gender, particularly in the young, on the road to *fusing* gender. Transgender activism is not an end; it is a *means* to an end. We see again the technique of creative destruction in which you destroy the status quo to 'build back better' in the form that you want. The gender status quo had to be

destroyed by persuading the Cult-created Woke mentality to believe that you can have 100 genders or more. A programme for 9 to 12 year olds produced by the Cult-owned BBC promoted the 100 genders narrative. The very idea may be the most monumental nonsense, but it is not what is true that counts, only what you can make people *believe* is true. Once the gender of $2 + 2 = 4$ has been dismantled through indoctrination, intimidation and $2 + 2 = 5$ then the new no-gender normal can take its place with Human 2.0.

Aldous Huxley revealed the plan in his prophetic *Brave New World* in 1932:

Natural reproduction has been done away with and children are created, decanted', and raised in 'hatcheries and conditioning centres'. From birth, people are genetically designed to fit into one of five castes, which are further split into 'Plus' and 'Minus' members and designed to fulfil predetermined positions within the social and economic strata of the World State.

How could Huxley know this in 1932? For the same reason George Orwell knew about the Big Brother state in 1948, Cult insiders I have quoted knew about it in 1969, and I have known about it since the early 1990s. If you are connected to the Cult or you work your balls off to uncover the plan you can predict the future. The process is simple. If there is a plan for the world and nothing intervenes to stop it then it will happen. Thus if you communicate the plan ahead of time you are perceived to have predicted the future, but you haven't. You have revealed the plan which without intervention will become the human future. The whole reason I have done what I have is to alert enough people to inspire an intervention and maybe at last that time has come with the Cult and its intentions now so obvious to anyone with a brain in working order.

The future is here

Technological wombs that Huxley described to replace parent procreation are already being developed and they are only the projects we know about in the public arena. Israeli scientists told *The Times of Israel* in March, 2021, that they have grown 250-cell embryos

into mouse fetuses with fully formed organs using artificial wombs in a development they say could pave the way for gestating humans outside the womb. Professor Jacob Hanna of the Weizmann Institute of Science said:

We took mouse embryos from the mother at day five of development, when they are just of 250 cells, and had them in the incubator from day five until day 11, by which point they had grown all their organs.

By day 11 they make their own blood and have a beating heart, a fully developed brain. Anybody would look at them and say, 'this is clearly a mouse foetus with all the characteristics of a mouse.' It's gone from being a ball of cells to being an advanced foetus.

A special liquid is used to nourish embryo cells in a laboratory dish and they float on the liquid to duplicate the first stage of embryonic development. The incubator creates all the right conditions for its development, Hanna said. The liquid gives the embryo 'all the nutrients, hormones and sugars they need' along with a custom-made electronic incubator which controls gas concentration, pressure and temperature. The cutting-edge in the underground bases and other secret locations will be light years ahead of that, however, and this was reported by the London *Guardian* in 2017:

We are approaching a biotechnological breakthrough. Ectogenesis, the invention of a complete external womb, could completely change the nature of human reproduction. In April this year, researchers at the Children's Hospital of Philadelphia announced their development of an artificial womb.

The article was headed 'Artificial wombs could soon be a reality. What will this mean for women?' What would it mean for children is an even bigger question. No mother to bond with only a machine in preparation for a life of soulless interaction and control in a world governed by machines (see the *Matrix* movies). Now observe the calculated manipulations of the 'Covid' hoax as human interaction and warmth has been curtailed by distancing, isolation and fear with people communicating via machines on a scale never seen before.

These are all dots in the same picture as are all the personal assistants, gadgets and children's toys through which kids and adults communicate with AI as if it is human. The AI 'voice' on Sat-Nav should be included. All these things are psychological preparation for the Cult endgame. Before you can make a physical connection with AI you have to make a psychological connection and that is what people are being conditioned to do with this ever gathering human-AI interaction. Movies and TV programmes depicting the transhuman, robot dystopia relate to a phenomenon known as 'pre-emptive programming' in which the world that is planned is portrayed everywhere in movies, TV and advertising. This is conditioning the conscious and subconscious mind to become familiar with the planned reality to dilute resistance when it happens for real. What would have been a shock such is the change is made less so. We have young children put on the road to transgender transition surgery with puberty blocking drugs at an age when they could never be able to make those life-changing decisions.

Rachel Levine, a professor of paediatrics and psychiatry who believes in treating children this way, became America's highest-ranked openly-transgender official when she was confirmed as US Assistant Secretary at the Department of Health and Human Services after being nominated by Joe Biden (the Cult). Activists and governments press for laws to deny parents a say in their children's transition process so the kids can be isolated and manipulated into agreeing to irreversible medical procedures. A Canadian father Robert Hoogland was denied bail by the Vancouver Supreme Court in 2021 and remained in jail for breaching a court order that he stay silent over his young teenage daughter, a minor, who was being offered life-changing hormone therapy without parental consent. At the age of 12 the girl's 'school counsellor' said she may be transgender, referred her to a doctor and told the school to treat her like a boy. This is another example of state-serving schools imposing ever more control over children's lives while parents have ever less.

Contemptible and extreme child abuse is happening all over the world as the Cult gender-fusion operation goes into warp-speed.

Why the war on men – and now women?

The question about what artificial wombs mean for women should rightly be asked. The answer can be seen in the deletion of women's rights involving sport, changing rooms, toilets and status in favour of people in male bodies claiming to identify as women. I can identify as a mountain climber, but it doesn't mean I can climb a mountain any more than a biological man can be a biological woman. To believe so is a triumph of belief over factual reality which is the very perceptual basis of everything Woke. Women's sport is being destroyed by allowing those with male bodies who say they identify as female to 'compete' with girls and women. Male body 'women' dominate 'women's' competition with their greater muscle mass, bone density, strength and speed. With that disadvantage sport for women loses all meaning. To put this in perspective nearly 300 American high school boys can run faster than the quickest woman sprinter in the world. Women are seeing their previously protected spaces invaded by male bodies simply because they claim to identify as women. That's all they need to do to access all women's spaces and activities under the Biden 'Equality Act' that destroys equality for women with the usual Orwellian Woke inversion. Male sex offenders have already committed rapes in women's prisons after claiming to identify as women to get them transferred. Does this not matter to the Woke 'equality' hypocrites? Not in the least. What matters to Cult manipulators and funders behind transgender activists is to advance gender fusion on the way to the no-gender 'human'. When you are seeking to impose transparent nonsense like this, or the 'Covid' hoax, the only way the nonsense can prevail is through censorship and intimidation of dissenters, deletion of factual information, and programming of the unquestioning, bewildered and naive. You don't have to scan the world for long to see that all these things are happening.

Many women's rights organisations have realised that rights and status which took such a long time to secure are being eroded and that it is systematic. Kara Dansky of the global Women's Human Rights Campaign said that Biden's transgender executive order immediately he took office, subsequent orders, and Equality Act legislation that followed 'seek to erase women and girls in the law as a category'. *Exactly*. I said during the long ago-started war on men (in which many women play a crucial part) that this was going to turn into a war on them. The Cult is phasing out *both* male and female genders. To get away with that they are brought into conflict so they are busy fighting each other while the Cult completes the job with no unity of response. Unity, people, *unity*. We need unity everywhere. Transgender is the only show in town as the big step towards the no-gender human. It's not about rights for transgender people and never has been. Woke political correctness is deleting words relating to genders to the same end. Wokers believe this is to be 'inclusive' when the opposite is true. They are deleting words describing gender because gender *itself* is being deleted by Human 2.0. Terms like 'man', 'woman', 'mother' and 'father' are being deleted in the universities and other institutions to be replaced by the *no-gender*, not trans-gender, 'individuals' and 'guardians'. Women's rights campaigner Maria Keffler of Partners for Ethical Care said: 'Children are being taught from kindergarten upward that some boys have a vagina, some girls have a penis, and that kids can be any gender they want to be.' Do we really believe that suddenly countries all over the world at the same time had the idea of having drag queens go into schools or read transgender stories to very young children in the local library? It's coldly-calculated confusion of gender on the way to the fusion of gender. Suzanne Vierling, a psychologist from Southern California, made another important point:

Yesterday's slave woman who endured gynecological medical experiments is today's girl-child being butchered in a booming gender-transitioning sector. Ovaries removed, pushing her into menopause and osteoporosis, uncharted territory, and parents' rights and authority decimated.

The erosion of parental rights is a common theme in line with the Cult plans to erase the very concept of parents and 'ovaries removed, pushing her into menopause' means what? Those born female lose the ability to have children – another way to discontinue humanity as we know it.

Eliminating Human 1.0 (before our very eyes)

To pave the way for Human 2.0 you must phase out Human 1.0. This is happening through plummeting sperm counts and making women infertile through an onslaught of chemicals, radiation (including smartphones in pockets of men) and mRNA 'vaccines'. Common agriculture pesticides are also having a devastating impact on human fertility. I have been tracking collapsing sperm counts in the books for a long time and in 2021 came a book by fertility scientist and reproductive epidemiologist Shanna Swan, *Count Down: How Our Modern World Is Threatening Sperm Counts, Altering Male and Female Reproductive Development and Imperiling the Future of the Human Race*. She reports how the global fertility rate dropped by *half* between 1960 and 2016 with America's birth rate 16 percent below where it needs to be to sustain the population. Women are experiencing declining egg quality, more miscarriages, and more couples suffer from infertility. Other findings were an increase in erectile dysfunction, infant boys developing more genital abnormalities, male problems with conception, and plunging levels of the male hormone testosterone which would explain why so many men have lost their backbone and masculinity. This has been very evident during the 'Covid' hoax when women have been prominent among the Pushbackers and big strapping blokes have bowed their heads, covered their faces with a nappy and quietly submitted. Mind control expert Cathy O'Brien also points to how global education introduced the concept of 'we're all winners' in sport and classrooms: 'Competition was defused, and it in turn defused a sense of fighting back.' This is another version of the 'equity' doctrine in which you drive down rather than raise up. What a contrast in Cult-controlled China with its global ambitions

where the government published plans in January, 2021, to 'cultivate masculinity' in boys from kindergarten through to high school in the face of a 'masculinity crisis'. A government adviser said boys would be soon become 'delicate, timid and effeminate' unless action was taken. Don't expect any similar policy in the targeted West. A 2006 study showed that a 65-year-old man in 2002 had testosterone levels *15 percent* lower than a 65-year-old man in 1987 while a 2020 study found a similar story with young adults and adolescents. Men are getting prescriptions for testosterone replacement therapy which causes an even greater drop in sperm count with up to 99 percent seeing sperm counts drop to zero during the treatment. More sperm is defective and malfunctioning with some having two heads or not pursuing an egg.

A class of *synthetic* chemicals known as phthalates are being blamed for the decline. These are found everywhere in plastics, shampoos, cosmetics, furniture, flame retardants, personal care products, pesticides, canned foods and even receipts. Why till receipts? Everyone touches them. Let no one delude themselves that all this is not systematic to advance the long-time agenda for human body transformation. Phthalates mimic hormones and disrupt the hormone balance causing testosterone to fall and genital birth defects in male infants. Animals and fish have been affected in the same way due to phthalates and other toxins in rivers. When fish turn gay or change sex through chemicals in rivers and streams it is a pointer to why there has been such an increase in gay people and the sexually confused. It doesn't matter to me what sexuality people choose to be, but if it's being affected by chemical pollution and consumption then we need to know. Does anyone really think that this is not connected to the transgender agenda, the war on men and the condemnation of male 'toxic masculinity'? You watch this being followed by 'toxic femininity'. It's already happening. When breastfeeding becomes 'chest-feeding', pregnant women become pregnant people along with all the other Woke claptrap you know that the world is going insane and there's a Cult scam in progress. Transgender activists are promoting the Cult agenda while Cult

billionaires support and fund the insanity as they laugh themselves to sleep at the sheer stupidity for which humans must be infamous in galaxies far, far away.

'Covid vaccines' and female infertility

We can now see why the 'vaccine' has been connected to potential infertility in women. Dr Michael Yeadon, former Vice President and Chief Scientific Advisor at Pfizer, and Dr Wolfgang Wodarg in Germany, filed a petition with the European Medicines Agency in December, 2020, urging them to stop trials for the Pfizer/BioNTech shot and all other mRNA trials until further studies had been done. They were particularly concerned about possible effects on fertility with 'vaccine'-produced antibodies attacking the protein Syncytin-1 which is responsible for developing the placenta. The result would be infertility 'of indefinite duration' in women who have the 'vaccine' with the placenta failing to form. Section 10.4.2 of the Pfizer/BioNTech trial protocol says that pregnant women or those who might become so should not have mRNA shots. Section 10.4 warns men taking mRNA shots to 'be abstinent from heterosexual intercourse' and not to donate sperm. The UK government said that it *did not know* if the mRNA procedure had an effect on fertility. *Did not know?* These people have to go to jail. UK government advice did not recommend at the start that pregnant women had the shot and said they should avoid pregnancy for at least two months after 'vaccination'. The 'advice' was later updated to pregnant women should only have the 'vaccine' if the benefits outweighed the risks to mother and foetus. What the hell is that supposed to mean? Then 'spontaneous abortions' began to appear and rapidly increase on the adverse reaction reporting schemes which include only a fraction of adverse reactions. Thousands and ever-growing numbers of 'vaccinated' women are describing changes to their menstrual cycle with heavier blood flow, irregular periods and menstruating again after going through the menopause – all links to reproduction effects. Women are passing blood clots and the lining of their uterus while men report erectile dysfunction and blood effects. Most

significantly of all *unvaccinated* women began to report similar menstrual changes after interaction with '*vaccinated*' people and men and children were also affected with bleeding noses, blood clots and other conditions. 'Shedding' is when vaccinated people can emit the content of a vaccine to affect the unvaccinated, but this is different. 'Vaccinated' people were not shedding a 'live virus' allegedly in 'vaccines' as before because the fake 'Covid vaccines' involve synthetic material and other toxicity. Doctors exposing what is happening prefer the term 'transmission' to shedding. Somehow those that have had the shots are transmitting effects to those that haven't. Dr Carrie Madej said the nano-content of the 'vaccines' can 'act like an antenna' to others around them which fits perfectly with my own conclusions. This 'vaccine' transmission phenomenon was becoming known as the book went into production and I deal with this further in the Postscript.

Vaccine effects on sterility are well known. The World Health Organization was accused in 2014 of sterilising millions of women in Kenya with the evidence confirmed by the content of the vaccines involved. The same WHO behind the 'Covid' hoax admitted its involvement for more than ten years with the vaccine programme. Other countries made similar claims. Charges were lodged by Tanzania, Nicaragua, Mexico, and the Philippines. The Gardasil vaccine claimed to protect against a genital 'virus' known as HPV has also been linked to infertility. Big Pharma and the WHO (same thing) are criminal and satanic entities. Then there's the Bill Gates Foundation which is connected through funding and shared interests with 20 pharmaceutical giants and laboratories. He stands accused of directing the policy of United Nations Children's Fund (UNICEF), vaccine alliance GAVI, and other groupings, to advance the vaccine agenda and silence opposition at great cost to women and children. At the same time Gates wants to reduce the global population. Coincidence?

Great Reset = Smart Grid = new human

The Cult agenda I have been exposing for 30 years is now being openly promoted by Cult assets like Gates and Klaus Schwab of the World Economic Forum under code-terms like the 'Great Reset', 'Build Back Better' and 'a rare but narrow window of opportunity to reflect, reimagine, and reset our world'. What provided this 'rare but narrow window of opportunity'? The 'Covid' hoax did. Who created that? *They* did. My books from not that long ago warned about the planned 'Internet of Things' (IoT) and its implications for human freedom. This was the plan to connect all technology to the Internet and artificial intelligence and today we are way down that road with an estimated 36 billion devices connected to the World Wide Web and that figure is projected to be 76 billion by 2025. I further warned that the Cult planned to go beyond that to the Internet of *Everything* when the human brain was connected via AI to the Internet and Kurzweil's 'cloud'. Now we have Cult operatives like Schwab calling for precisely that under the term 'Internet of Bodies', a fusion of the physical, digital and biological into one centrally-controlled Smart Grid system which the Cult refers to as the 'Fourth Industrial Revolution'. They talk about the 'biological', but they really mean the synthetic-biological which is required to fully integrate the human body and brain into the Smart Grid and artificial intelligence planned to replace the human mind. We have everything being synthetically manipulated including the natural world through GMO and smart dust, the food we eat and the human body itself with synthetic 'vaccines'. I said in *The Answer* that we would see the Cult push for synthetic meat to replace animals and in February, 2021, the so predictable psychopath Bill Gates called for the introduction of synthetic meat to save us all from 'climate change'. The climate hoax just keeps on giving like the 'Covid' hoax. The war on meat by vegan activists is a carbon (oops, sorry) copy of the manipulation of transgender activists. They have no idea (except their inner core) that they are being used to promote and impose the agenda of the Cult or that they are only the *vehicle* and not the *reason*. This is not to say those who choose not to eat meat shouldn't be respected and supported in that right, but there are ulterior motives

for those in power. A *Forbes* article in December, 2019, highlighted the plan so beloved of Schwab and the Cult under the heading: 'What Is The Internet of Bodies? And How Is It Changing Our World?' The article said the human body is the latest data platform (remember 'our vaccine is an operating system'). *Forbes* described the plan very accurately and the words could have come straight out of my books from long before:

The Internet of Bodies (IoB) is an extension of the IoT and basically connects the human body to a network through devices that are ingested, implanted, or connected to the body in some way. Once connected, data can be exchanged, and the body and device can be remotely monitored and controlled.

They were really describing a human hive mind with human perception centrally-dictated via an AI connection as well as allowing people to be 'remotely monitored and controlled'. Everything from a fridge to a human mind could be directed from a central point by these insane psychopaths and 'Covid vaccines' are crucial to this. *Forbes* explained the process I mentioned earlier of holdable and wearable technology followed by implantable. The article said there were three generations of the Internet of Bodies that include:

- Body external: These are wearable devices such as Apple Watches or Fitbits that can monitor our health.
- Body internal: These include pacemakers, cochlear implants, and digital pills that go inside our bodies to monitor or control various aspects of health.
- Body embedded: The third generation of the Internet of Bodies is embedded technology where technology and the human body are melded together and have a real-time connection to a remote machine.

Forbes noted the development of the Brain Computer Interface (BCI) which merges the brain with an external device for monitoring and controlling in real-time. 'The ultimate goal is to help restore function to individuals with disabilities by using brain signals rather than conventional neuromuscular pathways.' Oh, do fuck off. The goal of brain interface technology is controlling human thought and emotion from the central point in a hive mind serving its masters wishes. Many people are now agreeing to be chipped to open doors without a key. You can recognise them because they'll be wearing a mask, social distancing and lining up for the 'vaccine'. The Cult plans a Great Reset money system after they have completed the demolition of the global economy in which 'money' will be exchanged through communication with body operating systems. Rand Corporation, a Cult-owned think tank, said of the Internet of Bodies or IoB:

Internet of Bodies technologies fall under the broader IoT umbrella. But as the name suggests, IoB devices introduce an even more intimate interplay between humans and gadgets. IoB devices monitor the human body, collect health metrics and other personal information, and transmit those data over the Internet. Many devices, such as fitness trackers, are already in use ... IoB devices ... and those in development can track, record, and store users' whereabouts, bodily functions, and what they see, hear, and even think.

Schwab's World Economic Forum, a long-winded way of saying 'fascism' or 'the Cult', has gone full-on with the Internet of Bodies in the 'Covid' era. 'We're entering the era of the Internet of Bodies', it declared, 'collecting our physical data via a range of devices that can be implanted, swallowed or worn'. The result would be a huge amount of health-related data that could improve human wellbeing around the world, and prove crucial in fighting the 'Covid-19 pandemic'. Does anyone think these clowns care about 'human wellbeing' after the death and devastation their pandemic hoax has purposely caused? Schwab and co say we should move forward with the Internet of Bodies because 'Keeping track of symptoms could help us stop the spread of infection, and quickly detect new cases'. How wonderful, but keeping track' is all they are really bothered

about. Researchers were investigating if data gathered from smartwatches and similar devices could be used as viral infection alerts by tracking the user's heart rate and breathing. Schwab said in his 2018 book *Shaping the Future of the Fourth Industrial Revolution*:

The lines between technologies and beings are becoming blurred and not just by the ability to create lifelike robots or synthetics. Instead it is about the ability of new technologies to literally become part of us. Technologies already influence how we understand ourselves, how we think about each other, and how we determine our realities. As the technologies ... give us deeper access to parts of ourselves, we may begin to integrate digital technologies into our bodies.

You can see what the game is. Twenty-four hour control and people – if you could still call them that – would never know when something would go ping and take them out of circulation. It's the most obvious rush to a global fascist dictatorship and the complete submission of humanity and yet still so many are locked away in their Cult-induced perceptual coma and can't see it.

Smart Grid control centres

The human body is being transformed by the 'vaccines' and in other ways into a synthetic cyborg that can be attached to the global Smart Grid which would be controlled from a central point and other sub-locations of Grid manipulation. Where are these planned to be? Well, China for a start which is one of the Cult's biggest centres of operation. The technological control system and technocratic rule was incubated here to be unleashed across the world after the 'Covid' hoax came out of China in 2020. Another Smart Grid location that will surprise people new to this is Israel. I have exposed in *The Trigger* how Sabbatian technocrats, intelligence and military operatives were behind the horrors of 9/11 and not 19 Arab hijackers' who somehow manifested the ability to pilot big passenger airliners when instructors at puddle-jumping flying schools described some of them as a joke. The 9/11 attacks were made possible through control of civilian and military air computer systems and those of the White House, Pentagon and connected agencies. See *The Trigger* – it

will blow your mind. The controlling and coordinating force were the Sabbatian networks in Israel and the United States which by then had infiltrated the entire US government, military and intelligence system. The real name of the American Deep State is 'Sabbatian State'. Israel is a tiny country of only nine million people, but it is one of the global centres of cyber operations and fast catching Silicon Valley in importance to the Cult. Israel is known as the 'start-up nation' for all the cyber companies spawned there with the Sabbatian specialisation of 'cyber security' that I mentioned earlier which gives those companies access to computer systems of their clients in real time through 'backdoors' written into the coding when security software is downloaded. The Sabbatian centre of cyber operations outside Silicon Valley is the Israeli military Cyber Intelligence Unit, the biggest infrastructure project in Israel's history, headquartered in the desert-city of Beersheba and involving some 20,000 'cyber soldiers'. Here are located a literal army of Internet trolls scanning social media, forums and comment lists for anyone challenging the Cult agenda. The UK military has something similar with its 77th Brigade and associated operations. The Beersheba complex includes research and development centres for other Cult operations such as Intel, Microsoft, IBM, Google, Apple, Hewlett-Packard, Cisco Systems, Facebook and Motorola. Techcrunch.com ran an article about the Beersheba global Internet technology centre headlined 'Israel's desert city of Beersheba is turning into a cybertech oasis':

The military's massive relocation of its prestigious technology units, the presence of multinational and local companies, a close proximity to Ben Gurion University and generous government subsidies are turning Beersheba into a major global cybertech hub. Beersheba has all of the ingredients of a vibrant security technology ecosystem, including Ben Gurion University with its graduate program in cybersecurity and Cyber Security Research Center, and the presence of companies such as EMC, Deutsche Telekom, PayPal, Oracle, IBM, and Lockheed Martin. It's also the future home of the INCB (Israeli National Cyber Bureau); offers a special income tax incentive for cyber security companies, and was the site for the relocation of the army's intelligence corps units.

Sabbatians have taken over the cyber world through the following process: They scan the schools for likely cyber talent and develop them at Ben Gurion University and their period of conscription in the Israeli Defense Forces when they are stationed at the Beersheba complex. When the cyber talented officially leave the army they are funded to start cyber companies with technology developed by themselves or given to them by the state. Much of this is stolen through backdoors of computer systems around the world with America top of the list. Others are sent off to Silicon Valley to start companies or join the major ones and so we have many major positions filled by apparently 'Jewish' but really Sabbatian operatives. Google, YouTube and Facebook are all run by 'Jewish' CEOs while Twitter is all but run by ultra-Zionist hedge-fund shark Paul Singer. At the centre of the Sabbatian global cyber web is the Israeli army's Unit 8200 which specialises in hacking into computer systems of other countries, inserting viruses, gathering information, instigating malfunction, and even taking control of them from a distance. A long list of Sabbatians involved with 9/11, Silicon Valley and Israeli cyber security companies are operatives of Unit 8200. This is not about Israel. It's about the Cult. Israel is planned to be a Smart Grid hub as with China and what is happening at Beersheba is not for the benefit of Jewish people who are treated disgustingly by the Sabbatian elite that control the country. A glance at the Nuremberg Codes will tell you that.

The story is much bigger than 'Covid', important as that is to where we are being taken. Now, though, it's time to really strap in. There's more ... much more ...

CHAPTER ELEVEN

Who controls the Cult?

Awake, arise or be forever fall'n
John Milton, *Paradise Lost*

I have exposed this far the level of the Cult conspiracy that operates in the world of the seen and within the global secret society and satanic network which operates in the shadows one step back from the seen. The story, however, goes much deeper than that.

The 'Covid' hoax is major part of the Cult agenda, but only part, and to grasp the biggest picture we have to expand our attention beyond the realm of human sight and into the infinity of possibility that we cannot see. It is from here, ultimately, that humanity is being manipulated into a state of total control by the force which dictates the actions of the Cult. How much of reality can we see? Next to damn all is the answer. We may appear to see all there is to see in the 'space' our eyes survey and observe, but little could be further from the truth. The human 'world' is only a tiny band of frequency that the body's visual and perceptual systems can decode into *perception* of a 'world'. According to mainstream science the electromagnetic spectrum is 0.005 percent of what exists in the Universe (Fig 10). The maximum estimate I have seen is 0.5 percent and either way it's miniscule. I say it is far, far, smaller even than 0.005 percent when you compare reality we see with the totality of reality that we don't. Now get this if you are new to such information: Visible light, the only band of frequency that we can see, is a *fraction* of the 0.005

percent (Fig 11 overleaf). Take this further and realise that our universe is one of infinite universes and that universes are only a fragment of overall reality – *infinite* reality. Then compare that with the almost infinitesimal frequency band of visible light or human sight. You see that humans are as near blind as it is possible to be without actually being so. Artist and filmmaker, Sergio Toporek, said:

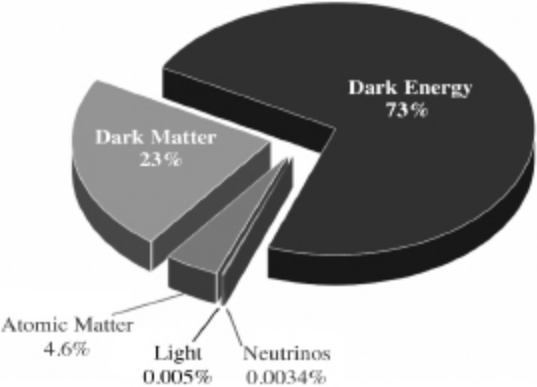


Figure 10: Humans can perceive such a tiny band of visual reality it's laughable.

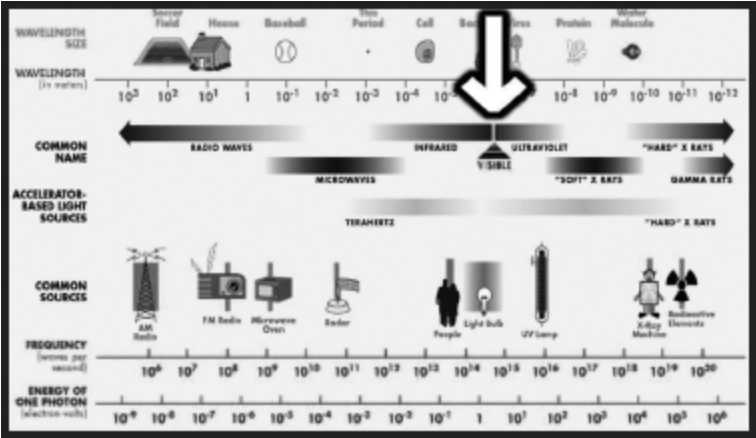


Figure 11: We can see a smear of the 0.005 percent electromagnetic spectrum, but we still know it all. Yep, makes sense.

Consider that you can see less than 1% of the electromagnetic spectrum and hear less than 1% of the acoustic spectrum. 90% of the cells in your body carry their own microbial DNA and are not 'you'. The atoms in your body are 99.9999999999999999% empty space and none of them are the ones you were born with ... Human beings have 46 chromosomes, two less than a potato.

The existence of the rainbow depends on the conical photoreceptors in your eyes; to animals without cones, the rainbow does not exist. So you don't just look at a rainbow, you create it. This is pretty amazing, especially considering that all the beautiful colours you see represent less than 1% of the electromagnetic spectrum.

Suddenly the 'world' of humans looks a very different place. Take into account, too, that Planet Earth when compared with the projected size of this single universe is the equivalent of a billionth of a pinhead. Imagine the ratio that would be when compared to infinite reality. To think that Christianity once insisted that Earth and humanity were the centre of everything. This background is vital if we are going to appreciate the nature of 'human' and how we can be manipulated by an unseen force. To human visual reality virtually *everything* is unseen and yet the prevailing perception within the institutions and so much of the public is that if we can't see it, touch it, hear it, taste it and smell it then it cannot exist. Such perception is indoctrinated and encouraged by the Cult and its agents because it isolates believers in the strictly limited, village-idiot, realm of the five senses where perceptions can be firewalled and information controlled. Most of those perpetuating the 'this-world-is-all-there-is' insanity are themselves indoctrinated into believing the same delusion. While major players and influencers know that official reality is laughable most of those in science, academia and medicine really believe the nonsense they peddle and teach succeeding generations. Those who challenge the orthodoxy are dismissed as nutters and freaks to protect the manufactured illusion from exposure. Observe the dynamic of the 'Covid' hoax and you will see how that takes the same form. The inner-circle psychopaths knows it's a gigantic scam, but almost the entirety of those imposing their fascist rules believe that 'Covid' is all that they're told it is.

Stolen identity

Ask people who they are and they will give you their name, place of birth, location, job, family background and life story. Yet that is not who they are – it is what they are *experiencing*. The difference is *absolutely crucial*. The true 'I', the eternal, infinite 'I', is consciousness,

a state of being aware. Forget 'form'. That is a vehicle for a brief experience. Consciousness does not come *from* the brain, but *through* the brain and even that is more symbolic than literal. We are awareness, pure awareness, and this is what withdraws from the body at what we call 'death' to continue our eternal beingness, *isness*, in other realms of reality within the limitlessness of infinity or the Biblical 'many mansions in my father's house'. Labels of a human life, man, woman, transgender, black, white, brown, nationality, circumstances and income are not who we are. They are what we are – awareness – is *experiencing* in a brief connection with a band of frequency we call 'human'. The labels are not the self; they are, to use the title of one of my books, a *Phantom Self*. I am not David Icke born in Leicester, England, on April 29th, 1952. I am the consciousness *having that experience*. The Cult and its non-human masters seek to convince us through the institutions of 'education', science, medicine, media and government that what we are *experiencing* is who we *are*. It's so easy to control and direct perception locked away in the bewildered illusions of the five senses with no expanded radar. Try, by contrast, doing the same with a humanity aware of its true self and its true power to consciously create its reality and experience. How is it possible to do this? We do it all day every day. If you perceive yourself as 'little me' with no power to impact upon your life and the world then your life experience will reflect that. You will hand the power you don't think you have to authority in all its forms which will use it to control your experience. This, in turn, will appear to confirm your perception of 'little me' in a self-fulfilling feedback loop. But that is what 'little me' really is – a *perception*. We are all 'big-me', infinite me, and the Cult has to make us forget that if its will is to prevail. We are therefore manipulated and pressured into self-identifying with human labels and not the consciousness/awareness *experiencing* those human labels.

The phenomenon of identity politics is a Cult-instigated manipulation technique to sub-divide previous labels into even smaller ones. A United States university employs this list of letters to

describe student identity: LGBTTQQFAGPBDSM or lesbian, gay, bisexual, transgender, transsexual, queer, questioning, flexual, asexual, gender-fuck, polyamorous, bondage/discipline, dominance/submission and sadism/masochism. I'm sure other lists are even longer by now as people feel the need to self-identity the 'I' with the minutiae of race and sexual preference. Wokers programmed by the Cult for generations believe this is about 'inclusivity' when it's really the Cult locking them away into smaller and smaller versions of Phantom Self while firewalling them from the influence of their true self, the infinite, eternal 'I'. You may notice that my philosophy which contends that we are all unique points of attention/awareness within the same infinite whole or Oneness is the ultimate non-racism. The very sense of Oneness makes the judgement of people by their body-type, colour or sexuality utterly ridiculous and confirms that racism has no understanding of reality (including anti-white racism). Yet despite my perception of life Cult agents and fast-asleep Wokers label me racist to discredit my information while they are themselves phenomenally racist and sexist. All they see is race and sexuality and they judge people as good or bad, demons or untouchables, by their race and sexuality. All they see is *Phantom Self* and perceive themselves in terms of Phantom Self. They are pawns and puppets of the Cult agenda to focus attention and self-identity in the five senses and play those identities against each other to divide and rule. Columbia University has introduced segregated graduations in another version of social distancing designed to drive people apart and teach them that different racial and cultural groups have nothing in common with each other. The last thing the Cult wants is unity. Again the pump-primers of this will be Cult operatives in the knowledge of what they are doing, but the rest are just the Phantom Self blind leading the Phantom Self blind. We *do* have something in common – we are all *the same consciousness* having different temporary experiences.

What is this 'human'?

Yes, what *is* 'human'? That is what we are supposed to be, right? I mean 'human'? True, but 'human' is the experience not the 'I'. Break it down to basics and 'human' is the way that information is processed. If we are to experience and interact with this band of frequency we call the 'world' we must have a vehicle that operates within that band of frequency. Our consciousness in its prime form cannot do that; it is way beyond the frequency of the human realm. My consciousness or awareness could not tap these keys and pick up the cup in front of me in the same way that radio station A cannot interact with radio station B when they are on different frequencies. The human body is the means through which we have that interaction. I have long described the body as a biological computer which processes information in a way that allows consciousness to experience this reality. The body is a receiver, transmitter and processor of information in a particular way that we call human. We visually perceive only the world of the five senses in a wakened state – that is the limit of the body's visual decoding system. In truth it's not even visual in the way we experience 'visual reality' as I will come to in a moment. We are 'human' because the body processes the information sources of human into a reality and behaviour system that we *perceive* as human. Why does an elephant act like an elephant and not like a human or a duck? The elephant's biological computer is a different information field and processes information according to that program into a visual and behaviour type we call an elephant. The same applies to everything in our reality. These body information fields are perpetuated through procreation (like making a copy of a software program). The Cult wants to break that cycle and intervene technologically to transform the human information field into one that will change what we call humanity. If it can change the human information field it will change the way that field processes information and change humanity both 'physically' and psychologically. Hence the *messenger* (information) RNA 'vaccines' and so much more that is targeting human genetics by changing the body's information – *messaging* – construct through food, drink, radiation, toxicity and other means.

Reality that we experience is nothing like reality as it really is in the same way that the reality people experience in virtual reality games is not the reality they are really living in. The game is only a decoded source of information that appears to be a reality. Our world is also an information construct – a *simulation* (more later). In its base form our reality is a wavefield of information much the same in theme as Wi-Fi. The five senses decode wavefield information into electrical information which they communicate to the brain to decode into holographic (illusory ‘physical’) information. Different parts of the brain specialise in decoding different senses and the information is fused into a reality that appears to be outside of us but is really inside the brain and the genetic structure in general (Fig 12 overleaf). DNA is a receiver-transmitter of information and a vital part of this decoding process and the body’s connection to other realities. Change DNA and you change the way we decode and connect with reality – see ‘Covid vaccines’. Think of computers decoding Wi-Fi. You have information encoded in a radiation field and the computer decodes that information into a very different form on the screen. You can’t see the Wi-Fi until its information is made manifest on the screen and the information on the screen is inside the computer and not outside. I have just described how we decode the ‘human world’. All five senses decode the waveform ‘Wi-Fi’ field into electrical signals and the brain (computer) constructs reality inside the brain and not outside – ‘You don’t just look at a rainbow, you create it’. Sound is a simple example. We don’t hear sound until the brain decodes it. Waveform sound waves are picked up by the hearing sense and communicated to the brain in an electrical form to be decoded into the sounds that we hear. Everything we hear is inside the brain along with everything we see, feel, smell and taste. Words and language are waveform fields generated by our vocal chords which pass through this process until they are decoded by the brain into words that we hear. Different languages are different frequency fields or sound waves generated by vocal chords. Late British philosopher Alan Watts said:

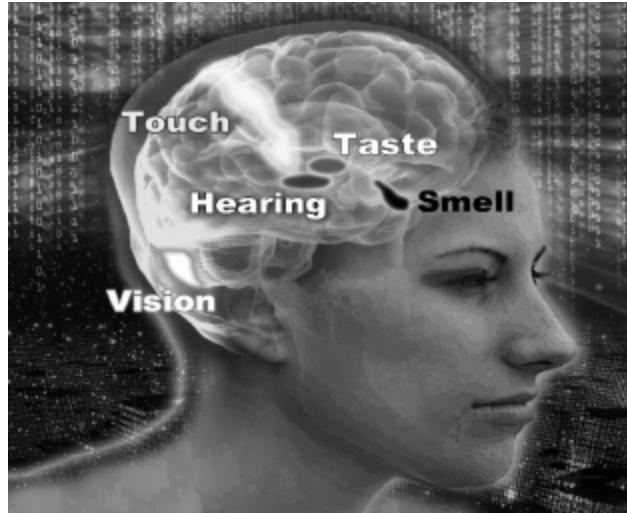


Figure 12: The brain receives information from the five senses and constructs from that our perceived reality.

[Without the brain] the world is devoid of light, heat, weight, solidity, motion, space, time or any other imaginable feature. All these phenomena are interactions, or transactions, of vibrations with a certain arrangement of neurons.

That's exactly what they are and scientist Robert Lanza describes in his book, *Biocentrism*, how we decode electromagnetic waves and energy into visual and 'physical' experience. He uses the example of a flame emitting photons, electromagnetic energy, each pulsing electrically and magnetically:

... these ... invisible electromagnetic waves strike a human retina, and if (and only if) the waves happen to measure between 400 and 700 nano meters in length from crest to crest, then their energy is just right to deliver a stimulus to the 8 million cone-shaped cells in the retina.

Each in turn send an electrical pulse to a neighbour neuron, and on up the line this goes, at 250 mph, until it reaches the ... occipital lobe of the brain, in the back of the head. There, a cascading complex of neurons fire from the incoming stimuli, and we subjectively perceive this experience as a yellow brightness occurring in a place we have been conditioned to call the 'external world'.

You hear what you decode

If a tree falls or a building collapses they make no noise unless someone is there to decode the energetic waves generated by the disturbance into what we call sound. Does a falling tree make a noise? Only if you hear it – *decode* it. Everything in our reality is a frequency field of information operating within the overall ‘Wi-Fi’ field that I call The Field. A vibrational disturbance is generated in The Field by the fields of the falling tree or building. These disturbance waves are what we decode into the sound of them falling. If no one is there to do that then neither will make any noise. Reality is created by the observer – *decoder* – and the *perceptions* of the observer affect the decoding process. For this reason different people – different *perceptions* – will perceive the same reality or situation in a different way. What one may perceive as a nightmare another will see as an opportunity. The question of why the Cult is so focused on controlling human perception now answers itself. All experienced reality is the act of decoding and we don’t experience Wi-Fi until it is decoded on the computer screen. The sight and sound of an Internet video is encoded in the Wi-Fi all around us, but we don’t see or hear it until the computer decodes that information. Taste, smell and touch are all phenomena of the brain as a result of the same process. We don’t taste, smell or feel anything except in the brain and there are pain relief techniques that seek to block the signal from the site of discomfort to the brain because if the brain doesn’t decode that signal we don’t feel pain. Pain is in the brain and only appears to be at the point of impact thanks to the feedback loop between them. We don’t see anything until electrical information from the sight senses is decoded in an area at the back of the brain. If that area is damaged we can go blind when our eyes are perfectly okay. So why do we go blind if we damage an eye? We damage the information processing between the waveform visual information and the visual decoding area of the brain. If information doesn’t reach the brain in a form it can decode then we can’t see the visual reality that it represents. What’s more the brain is decoding only a fraction of the information it receives and the rest is absorbed by the

sub-conscious mind. This explanation is from the science magazine, *Wonderpedia*:

Every second, 11 million sensations crackle along these [brain] pathways ... The brain is confronted with an alarming array of images, sounds and smells which it rigorously filters down until it is left with a manageable list of around 40. Thus 40 sensations per second make up what we perceive as reality.

The 'world' is not what people are told to believe that is it and the inner circles of the Cult *know that*.

Illusory 'physical' reality

We can only see a smear of 0.005 percent of the Universe which is only one of a vast array of universes – 'mansions' – within infinite reality. Even then the brain decodes only 40 pieces of information ('sensations') from a potential *11 million* that we receive every second. Two points strike you from this immediately: The sheer breathtaking stupidity of believing we know anything so rigidly that there's nothing more to know; and the potential for these processes to be manipulated by a malevolent force to control the reality of the population. One thing I can say for sure with no risk of contradiction is that when you can perceive an almost indescribable fraction of infinite reality there is always more to know as in tidal waves of it. Ancient Greek philosopher Socrates was so right when he said that wisdom is to know how little we know. How obviously true that is when you think that we are experiencing a physical world of solidity that is neither physical nor solid and a world of apartness when everything is connected. Cult-controlled 'science' dismisses the so-called 'paranormal' and all phenomena related to that when the 'para'-normal is perfectly normal and explains the alleged 'great mysteries' which dumbfound scientific minds. There is a reason for this. A 'scientific mind' in terms of the mainstream is a material mind, a five-sense mind imprisoned in see it, touch it, hear it, smell it and taste it. Phenomena and happenings that can't be explained that way leave the 'scientific mind' bewildered and the rule is that if they

can't account for why something is happening then it can't, by definition, be happening. I beg to differ. Telepathy is thought waves passing through The Field (think wave disturbance again) to be decoded by someone able to connect with that wavelength (information). For example: You can pick up the thought waves of a friend at any distance and at the very least that will bring them to mind. A few minutes later the friend calls you. 'My god', you say, 'that's incredible – I was just thinking of you.' Ah, but *they* were thinking of *you* before they made the call and that's what you decoded. Native peoples not entrapped in five-sense reality do this so well it became known as the 'bush telegraph'. Those known as psychics and mediums (genuine ones) are doing the same only across dimensions of reality. 'Mind over matter' comes from the fact that matter and mind are the *same*. The state of one influences the state of the other. Indeed one *and* the other are illusions. They are aspects of the same field. Paranormal phenomena are all explainable so why are they still considered 'mysteries' or not happening? Once you go down this road of understanding you begin to expand awareness beyond the five senses and that's the nightmare for the Cult.



Figure 13: Holograms are not solid, but the best ones appear to be.

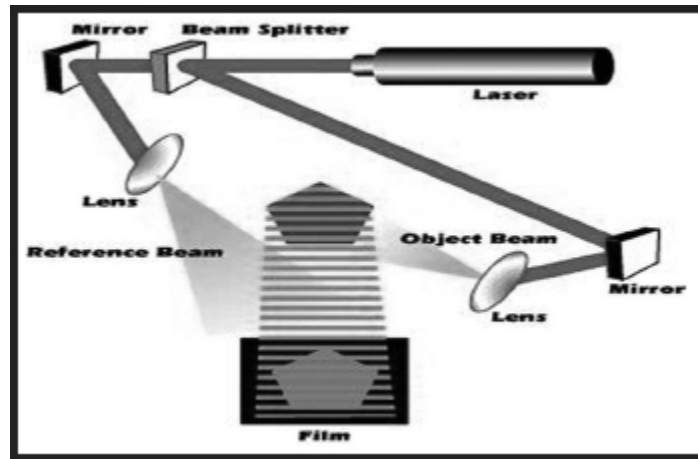


Figure 14: How holograms are created by capturing a waveform version of the subject image.

Holographic 'solidity'

Our reality is not solid, it is holographic. We are now well aware of holograms which are widely used today. Two-dimensional information is decoded into a three-dimensional reality that is not solid although can very much appear to be (Fig 13). Holograms are created with a laser divided into two parts. One goes directly onto a holographic photographic print ('reference beam') and the other takes a waveform image of the subject ('working beam') before being directed onto the print where it 'collides' with the other half of the laser (Fig 14). This creates a *waveform* interference pattern which contains the wavefield information of whatever is being photographed (Fig 15 overleaf). The process can be likened to dropping pebbles in a pond. Waves generated by each one spread out across the water to collide with the others and create a wave representation of where the stones fell and at what speed, weight and distance. A waveform interference pattern of a hologram is akin to the waveform information in The Field which the five senses decode into electrical signals to be decoded by the brain into a holographic illusory 'physical' reality. In the same way when a laser (think human attention) is directed at the waveform interference pattern a three-dimensional version of the subject is projected into apparently 'solid' reality (Fig 16). An amazing trait of holograms reveals more 'paranormal mysteries'. Information of the *whole*

hologram is encoded in waveform in every part of the interference pattern by the way they are created. This means that every *part* of a hologram is a smaller version of the whole. Cut the interference wave-pattern into four and you won't get four parts of the image. You get quarter-sized versions of the *whole* image. The body is a hologram and the same applies. Here we have the basis of acupuncture, reflexology and other forms of healing which identify representations of the whole body in all of the parts, hands, feet, ears, everywhere. Skilled palm readers can do what they do because the information of whole body is encoded in the hand. The concept of as above, so below, comes from this.

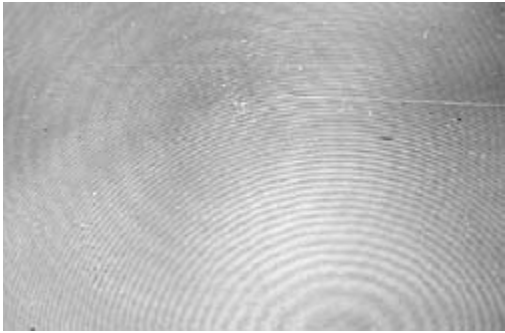


Figure 15: A waveform interference pattern that holds the information that transforms into a hologram.



Figure 16: Holographic people including 'Elvis' holographically inserted to sing a duet with Celine Dion.

The question will be asked of why, if solidity is illusory, we can't just walk through walls and each other. The resistance is not solid against solid; it is electromagnetic field against electromagnetic field and we decode this into the *experience* of solid against solid. We should also not underestimate the power of belief to dictate reality. What you believe is impossible *will be*. Your belief impacts on your decoding processes and they won't decode what you think is impossible. What we believe we perceive and what we perceive we experience. 'Can't dos' and 'impossibles' are like a firewall in a computer system that won't put on the screen what the firewall blocks. How vital that is to understanding how human experience has been hijacked. I explain in *The Answer, Everything You Need To Know But Have Never Been Told* and other books a long list of 'mysteries' and 'paranormal' phenomena that are not mysterious and perfectly normal once you realise what reality is and how it works. 'Ghosts' can be seen to pass through 'solid' walls because the walls are not solid and the ghost is a discarnate entity operating on a frequency so different to that of the wall that it's like two radio stations sharing the same space while never interfering with each other. I have seen ghosts do this myself. The apartness of people and objects is also an illusion. Everything is connected by the Field like all sea life is connected by the sea. It's just that within the limits of our visual reality we only 'see' holographic information and not the field of information that connects everything and from which the holographic world is made manifest. If you can only see holographic 'objects' and not the field that connects them they will appear to you as unconnected to each other in the same way that we see the computer while not seeing the Wi-Fi.

What you don't know *can* hurt you

Okay, we return to those 'two worlds' of human society and the Cult with its global network of interconnecting secret societies and satanic groups which manipulate through governments, corporations, media, religions, etc. The fundamental difference between them is *knowledge*. The idea has been to keep humanity

ignorant of the plan for its total enslavement underpinned by a crucial ignorance of reality – who we are and where we are – and how we interact with it. ‘Human’ should be the interaction between our expanded eternal consciousness and the five-sense body experience. We are meant to be *in* this world in terms of the five senses but not *of* this world in relation to our greater consciousness and perspective. In that state we experience the small picture of the five senses within the wider context of the big picture of awareness beyond the five senses. Put another way the five senses see the dots and expanded awareness connects them into pictures and patterns that give context to the apparently random and unconnected. Without the context of expanded awareness the five senses see only apartness and randomness with apparently no meaning. The Cult and its other-dimensional controllers seek to intervene in the frequency realm where five-sense reality is supposed to connect with expanded reality and to keep the two apart (more on this in the final chapter). When that happens five-sense mental and emotional processes are no longer influenced by expanded awareness, or the True ‘I’, and instead are driven by the isolated perceptions of the body’s decoding systems. They are in the world *and* of it. Here we have the human plight and why humanity with its potential for infinite awareness can be so easily manipulatable and descend into such extremes of stupidity.

Once the Cult isolates five-sense mind from expanded awareness it can then program the mind with perceptions and beliefs by controlling information that the mind receives through the ‘education’ system of the formative years and the media perceptual bombardment and censorship of an entire lifetime. Limit perception and a sense of the possible through limiting knowledge by limiting and skewing information while censoring and discrediting that which could set people free. As the title of another of my books says ... *And The Truth Shall Set You Free*. For this reason the last thing the Cult wants in circulation is the truth about anything – especially the reality of the eternal ‘I’ – and that’s why it is desperate to control information. The Cult knows that information becomes perception

which becomes behaviour which, collectively, becomes human society. Cult-controlled and funded mainstream 'science' denies the existence of an eternal 'I' and seeks to dismiss and trash all evidence to the contrary. Cult-controlled mainstream religion has a version of 'God' that is little more than a system of control and dictatorship that employs threats of damnation in an afterlife to control perceptions and behaviour in the here and now through fear and guilt. Neither is true and it's the 'neither' that the Cult wishes to suppress. This 'neither' is that everything is an expression, a point of attention, within an infinite state of consciousness which is the real meaning of the term 'God'.

Perceptual obsession with the 'physical body' and five-senses means that 'God' becomes personified as a bearded bloke sitting among the clouds or a raging bully who loves us if we do what 'he' wants and condemns us to the fires of hell if we don't. These are no more than a 'spiritual' fairy tales to control and dictate events and behaviour through fear of this 'God' which has bizarrely made 'God-fearing' in religious circles a state to be desired. I would suggest that fearing *anything* is not to be encouraged and celebrated, but rather deleted. You can see why 'God fearing' is so beneficial to the Cult and its religions when *they* decide what 'God' wants and what 'God' demands (the Cult demands) that everyone do. As the great American comedian Bill Hicks said satirising a Christian zealot: 'I think what God meant to say.' How much of this infinite awareness ('God') that we access is decided by how far we choose to expand our perceptions, self-identity and sense of the possible. The scale of self-identity reflects itself in the scale of awareness that we can connect with and are influenced by – how much knowing and insight we have instead of programmed perception. You cannot expand your awareness into the infinity of possibility when you believe that you are little me Peter the postman or Mary in marketing and nothing more. I'll deal with this in the concluding chapter because it's crucial to how we turnaround current events.

Where the Cult came from

When I realised in the early 1990s there was a Cult network behind global events I asked the obvious question: When did it start? I took it back to ancient Rome and Egypt and on to Babylon and Sumer in Mesopotamia, the 'Land Between Two Rivers', in what we now call Iraq. The two rivers are the Tigris and Euphrates and this region is of immense historical and other importance to the Cult, as is the land called Israel only 550 miles away by air. There is much more going on with deep esoteric meaning across this whole region. It's not only about 'wars for oil'. Priceless artefacts from Mesopotamia were stolen or destroyed after the American and British invasion of Iraq in 2003 justified by the lies of Boy Bush and Tony Blair (their Cult masters) about non-existent 'weapons of mass destruction'.

Mesopotamia was the location of Sumer (about 5,400BC to 1,750BC), and Babylon (about 2,350BC to 539BC). Sabbatians may have become immensely influential in the Cult in modern times but they are part of a network that goes back into the mists of history. Sumer is said by historians to be the 'cradle of civilisation'. I disagree. I say it was the re-start of what we call human civilisation after cataclysmic events symbolised in part as the 'Great Flood' destroyed the world that existed before. These fantastic upheavals that I have been describing in detail in the books since the early 1990s appear in accounts and legends of ancient cultures across the world and they are supported by geological and biological evidence. Stone tablets found in Iraq detailing the Sumer period say the cataclysms were caused by non-human 'gods' they call the Anunnaki. These are described in terms of extraterrestrial visitations in which knowledge supplied by the Anunnaki is said to have been the source of at least one of the world's oldest writing systems and developments in astronomy, mathematics and architecture that were way ahead of their time. I have covered this subject at length in *The Biggest Secret* and *Children of the Matrix* and the same basic 'Anunnaki' story can be found in Zulu accounts in South Africa where the late and very great Zulu high shaman Credo Mutwa told me that the Sumerian Anunnaki were known by Zulus as the Chitauri or 'children of the serpent'. See my six-hour video interview with Credo on this subject entitled *The*

Reptilian Agenda recorded at his then home near Johannesburg in 1999 which you can watch on the Ickonic media platform.

The Cult emerged out of Sumer, Babylon and Egypt (and elsewhere) and established the Roman Empire before expanding with the Romans into northern Europe from where many empires were savagely imposed in the form of Cult-controlled societies all over the world. Mass death and destruction was their calling card. The Cult established its centre of operations in Europe and European Empires were Cult empires which allowed it to expand into a global force. Spanish and Portuguese colonialists headed for Central and South America while the British and French targeted North America. Africa was colonised by Britain, France, Belgium, the Netherlands, Portugal, Spain, Italy, and Germany. Some like Britain and France moved in on the Middle East. The British Empire was by far the biggest for a simple reason. By now Britain was the headquarters of the Cult from which it expanded to form Canada, the United States, Australia and New Zealand. The Sun never set on the British Empire such was the scale of its occupation. London remains a global centre for the Cult along with Rome and the Vatican although others have emerged in Israel and China. It is no accident that the 'virus' is alleged to have come out of China while Italy was chosen as the means to terrify the Western population into compliance with 'Covid' fascism. Nor that Israel has led the world in 'Covid' fascism and mass 'vaccination'.

You would think that I would mention the United States here, but while it has been an important means of imposing the Cult's will it is less significant than would appear and is currently in the process of having what power it does have deleted. The Cult in Europe has mostly loaded the guns for the US to fire. America has been controlled from Europe from the start through Cult operatives in Britain and Europe. The American Revolution was an illusion to make it appear that America was governing itself while very different forces were pulling the strings in the form of Cult families such as the Rothschilds through the Rockefellers and other subordinates. The Rockefellers are extremely close to Bill Gates and

established both scalpel and drug 'medicine' and the World Health Organization. They play a major role in the development and circulation of vaccines through the Rockefeller Foundation on which Bill Gates said his Foundation is based. Why wouldn't this be the case when the Rockefellers and Gates are on the same team? Cult infiltration of human society goes way back into what we call history and has been constantly expanding and centralising power with the goal of establishing a global structure to dictate everything. Look how this has been advanced in great leaps with the 'Covid' hoax.

The non-human dimension

I researched and observed the comings and goings of Cult operatives through the centuries and even thousands of years as they were born, worked to promote the agenda within the secret society and satanic networks, and then died for others to replace them. Clearly there had to be a coordinating force that spanned this entire period while operatives who would not have seen the end goal in their lifetimes came and went advancing the plan over millennia. I went in search of that coordinating force with the usual support from the extraordinary synchronicity of my life which has been an almost daily experience since 1990. I saw common themes in religious texts and ancient cultures about a non-human force manipulating human society from the hidden. Christianity calls this force Satan, the Devil and demons; Islam refers to the Jinn or Djinn; Zulus have their Chitauri (spelt in other ways in different parts of Africa); and the Gnostic people in Egypt in the period around and before 400AD referred to this phenomena as the 'Archons', a word meaning rulers in Greek. Central American cultures speak of the 'Predators' among other names and the same theme is everywhere. I will use 'Archons' as a collective name for all of them. When you see how their nature and behaviour is described all these different sources are clearly talking about the same force. Gnostics described the Archons in terms of 'luminous fire' while Islam relates the Jinn to 'smokeless fire'. Some refer to beings in form that could occasionally be seen, but the most common of common theme is that they operate from

unseen realms which means almost all existence to the visual processes of humans. I had concluded that this was indeed the foundation of human control and that the Cult was operating within the human frequency band on behalf of this hidden force when I came across the writings of Gnostics which supported my conclusions in the most extraordinary way.

A sealed earthen jar was found in 1945 near the town of Nag Hammadi about 75-80 miles north of Luxor on the banks of the River Nile in Egypt. Inside was a treasure trove of manuscripts and texts left by the Gnostic people some 1,600 years earlier. They included 13 leather-bound papyrus codices (manuscripts) and more than 50 texts written in Coptic Egyptian estimated to have been hidden in the jar in the period of 400AD although the source of the information goes back much further. Gnostics oversaw the Great or Royal Library of Alexandria, the fantastic depository of ancient texts detailing advanced knowledge and accounts of human history. The Library was dismantled and destroyed in stages over a long period with the death-blow delivered by the Cult-established Roman Church in the period around 415AD. The Church of Rome was the Church of Babylon relocated as I said earlier. Gnostics were not a race. They were a way of perceiving reality. Whenever they established themselves and their information circulated the terrorists of the Church of Rome would target them for destruction. This happened with the Great Library and with the Gnostic Cathars who were burned to death by the psychopaths after a long period of oppression at the siege of the Castle of Monségur in southern France in 1244. The Church has always been terrified of Gnostic information which demolishes the official Christian narrative although there is much in the Bible that supports the Gnostic view if you read it in another way. To anyone studying the texts of what became known as the Nag Hammadi Library it is clear that great swathes of Christian and Biblical belief has its origin with Gnostics sources going back to Sumer. Gnostic themes have been twisted to manipulate the perceived reality of Bible believers. Biblical texts have been in the open for centuries where they could be changed while Gnostic

documents found at Nag Hammadi were sealed away and untouched for 1,600 years. What you see is what they wrote.

Use your *pneuma* not your *nous*

Gnosticism and Gnostic come from 'gnosis' which means knowledge, or rather *secret* knowledge, in the sense of spiritual awareness – knowledge about reality and life itself. The desperation of the Cult's Church of Rome to destroy the Gnostics can be understood when the knowledge they were circulating was the last thing the Cult wanted the population to know. Sixteen hundred years later the same Cult is working hard to undermine and silence me for the same reason. The dynamic between knowledge and ignorance is a constant. 'Time' appears to move on, but essential themes remain the same. We are told to 'use your nous', a Gnostic word for head/brain/intelligence. They said, however, that spiritual awakening or 'salvation' could only be secured by expanding awareness *beyond* what they called *nous* and into *pneuma* or Infinite Self. Obviously as I read these texts the parallels with what I have been saying since 1990 were fascinating to me. There is a universal truth that spans human history and in that case why wouldn't we be talking the same language 16 centuries apart? When you free yourself from the perception program of the five senses and explore expanded realms of consciousness you are going to connect with the same information no matter what the perceived 'era' within a manufactured timeline of a single and tiny range of manipulated frequency. Humans working with 'smart' technology or knocking rocks together in caves is only a timeline appearing to operate within the human frequency band. Expanded awareness and the knowledge it holds have always been there whether the era be Stone Age or computer age. We can only access that knowledge by opening ourselves to its frequency which the five-sense prison cell is designed to stop us doing. Gates, Fauci, Whitty, Vallance, Zuckerberg, Brin, Page, Wojcicki, Bezos, and all the others behind the 'Covid' hoax clearly have a long wait before their range of frequency can make that connection given that an open heart is

crucial to that as we shall see. Instead of accessing knowledge directly through expanded awareness it is given to Cult operatives by the secret society networks of the Cult where it has been passed on over thousands of years outside the public arena. Expanded realms of consciousness is where great artists, composers and writers find their inspiration and where truth awaits anyone open enough to connect with it. We need to go there fast.

Archon hijack

A fifth of the Nag Hammadi texts describe the existence and manipulation of the Archons led by a 'Chief Archon' they call 'Yaldabaoth', or the 'Demiurge', and this is the Christian 'Devil', 'Satan', 'Lucifer', and his demons. Archons in Biblical symbolism are the 'fallen ones' which are also referred to as fallen angels after the angels expelled from heaven according to the Abrahamic religions of Judaism, Christianity and Islam. These angels are claimed to tempt humans to 'sin' ongoing and you will see how accurate that symbolism is during the rest of the book. The theme of 'original sin' is related to the 'Fall' when Adam and Eve were 'tempted by the serpent' and fell from a state of innocence and 'obedience' (connection) with God into a state of disobedience (disconnection). The Fall is said to have brought sin into the world and corrupted everything including human nature. Yaldabaoth, the 'Lord Archon', is described by Gnostics as a 'counterfeit spirit', 'The Blind One', 'The Blind God', and 'The Foolish One'. The Jewish name for Yaldabaoth in Talmudic writings is Samael which translates as 'Poison of God', or 'Blindness of God'. You see the parallels. Yaldabaoth in Islamic belief is the Muslim Jinn devil known as Shaytan – Shaytan is Satan as the same themes are found all over the world in every religion and culture. The 'Lord God' of the Old Testament is the 'Lord Archon' of Gnostic manuscripts and that's why he's such a bloodthirsty bastard. Satan is known by Christians as 'the Demon of Demons' and Gnostics called Yaldabaoth the 'Archon of Archons'. Both are known as 'The Deceiver'. We are talking about the same 'bloke' for sure and these common themes

using different names, storylines and symbolism tell a common tale of the human plight.

Archons are referred to in Nag Hammadi documents as mind parasites, inverters, guards, gatekeepers, detainers, judges, pitiless ones and deceivers. The 'Covid' hoax alone is a glaring example of all these things. The Biblical 'God' is so different in the Old and New Testaments because they are not describing the same phenomenon. The vindictive, angry, hate-filled, 'God' of the Old Testament, known as Yahweh, is Yaldabaoth who is depicted in Cult-dictated popular culture as the 'Dark Lord', 'Lord of Time', Lord (Darth) Vader and Dormammu, the evil ruler of the 'Dark Dimension' trying to take over the 'Earth Dimension' in the Marvel comic movie, *Dr Strange*. Yaldabaoth is both the Old Testament 'god' and the Biblical 'Satan'. Gnostics referred to Yaldabaoth as the 'Great Architect of the Universe' and the Cult-controlled Freemason network calls their god 'the 'Great Architect of the Universe' (also Grand Architect). The 'Great Architect' Yaldabaoth is symbolised by the Cult as the all-seeing eye at the top of the pyramid on the Great Seal of the United States and the dollar bill. Archon is encoded in *arch*-itect as it is in *arch*-angels and *arch*-bishops. All religions have the theme of a force for good and force for evil in some sort of spiritual war and there is a reason for that – the theme is true. The Cult and its non-human masters are quite happy for this to circulate. They present themselves as the force for good fighting evil when they are really the force of evil (absence of love). The whole foundation of Cult modus operandi is inversion. They promote themselves as a force for good and anyone challenging them in pursuit of peace, love, fairness, truth and justice is condemned as a satanic force for evil. This has been the game plan throughout history whether the Church of Rome inquisitions of non-believers or 'conspiracy theorists' and 'anti-vaxxers' of today. The technique is the same whatever the timeline era.

Yaldabaoth is revolting (true)

Yaldabaoth and the Archons are said to have revolted against God with Yaldabaoth claiming to *be* God – the *All That Is*. The Old Testament ‘God’ (Yaldabaoth) demanded to be worshipped as such: ‘*I am the LORD, and there is none else, there is no God beside me*’ (Isaiah 45:5). I have quoted in other books a man who said he was the unofficial son of the late Baron Philippe de Rothschild of the Mouton-Rothschild wine producing estates in France who died in 1988 and he told me about the Rothschild ‘revolt from God’. The man said he was given the name Phillip Eugene de Rothschild and we shared long correspondence many years ago while he was living under another identity. He said that he was conceived through ‘occult incest’ which (within the Cult) was ‘normal and to be admired’. ‘Phillip’ told me about his experience attending satanic rituals with rich and famous people whom he names and you can see them and the wider background to Cult Satanism in my other books starting with *The Biggest Secret*. Cult rituals are interactions with Archontic ‘gods’. ‘Phillip’ described Baron Philippe de Rothschild as ‘a master Satanist and hater of God’ and he used the same term ‘revolt from God’ associated with Yaldabaoth/Satan/Lucifer/the Devil in describing the Sabbatian Rothschild dynasty. ‘I played a key role in my family’s revolt from God’, he said. That role was to infiltrate in classic Sabbatian style the Christian Church, but eventually he escaped the mind-prison to live another life. The Cult has been targeting religion in a plan to make worship of the Archons the global one-world religion. Infiltration of Satanism into modern ‘culture’, especially among the young, through music videos, stage shows and other means, is all part of this.

Nag Hammadi texts describe Yaldabaoth and the Archons in their prime form as energy – consciousness – and say they can take form if they choose in the same way that consciousness takes form as a human. Yaldabaoth is called ‘formless’ and represents a deeply inverted, distorted and chaotic state of consciousness which seeks to attach to humans and turn them into a likeness of itself in an attempt at assimilation. For that to happen it has to manipulate

humans into low frequency mental and emotional states that match its own. Archons can certainly appear in human form and this is the origin of the psychopathic personality. The energetic distortion Gnostics called Yaldabaoth is psychopathy. When psychopathic Archons take human form that human will be a psychopath as an expression of Yaldabaoth consciousness. Cult psychopaths are Archons in human form. The principle is the same as that portrayed in the 2009 *Avatar* movie when the American military travelled to a fictional Earth-like moon called Pandora in the Alpha Centauri star system to infiltrate a society of blue people, or Na'vi, by hiding within bodies that looked like the Na'vi. Archons posing as humans have a particular hybrid information field, part human, part Archon, (the ancient 'demigods') which processes information in a way that manifests behaviour to match their psychopathic evil, lack of empathy and compassion, and stops them being influenced by the empathy, compassion and love that a fully-human information field is capable of expressing. Cult bloodlines interbreed, be they royalty or dark suits, for this reason and you have their obsession with incest. Interbreeding with full-blown humans would dilute the Archontic energy field that guarantees psychopathy in its representatives in the human realm.

Gnostic writings say the main non-human forms that Archons take are *serpentine* (what I have called for decades 'reptilian' amid unbounded ridicule from the Archontically-programmed) and what Gnostics describe as 'an unborn baby or foetus with grey skin and dark, unmoving eyes'. This is an excellent representation of the ET 'Greys' of UFO folklore which large numbers of people claim to have seen and been abducted by – Zulu shaman Credo Mutwa among them. I agree with those that believe in extraterrestrial or interdimensional visitations today and for thousands of years past. No wonder with their advanced knowledge and technological capability they were perceived and worshipped as gods for technological and other 'miracles' they appeared to perform. Imagine someone arriving in a culture disconnected from the modern world with a smartphone and computer. They would be

seen as a 'god' capable of 'miracles'. The Renegade Mind, however, wants to know the source of everything and not only the way that source manifests as human or non-human. In the same way that a Renegade Mind seeks the original source material for the 'Covid virus' to see if what is claimed is true. The original source of Archons in form is consciousness – the distorted state of consciousness known to Gnostics as Yaldabaoth.

'Revolt from God' is energetic disconnection

Where I am going next will make a lot of sense of religious texts and ancient legends relating to 'Satan', Lucifer' and the 'gods'. Gnostic descriptions sync perfectly with the themes of my own research over the years in how they describe a consciousness distortion seeking to impose itself on human consciousness. I've referred to the core of infinite awareness in previous books as Infinite Awareness in Awareness of Itself. By that I mean a level of awareness that knows that it is all awareness and is aware of all awareness. From here comes the frequency of love in its true sense and balance which is what love is on one level – the balance of all forces into a single whole called Oneness and Isness. The more we disconnect from this state of love that many call 'God' the constituent parts of that Oneness start to unravel and express themselves as a part and not a whole. They become individualised as intellect, mind, selfishness, hatred, envy, desire for power over others, and such like. This is not a problem in the greater scheme in that 'God', the *All That Is*, can experience all these possibilities through different expressions of itself including humans. What we as expressions of the whole experience the *All That Is* experiences. We are the *All That Is* experiencing itself. As we withdraw from that state of Oneness we disconnect from its influence and things can get very unpleasant and very stupid. Archontic consciousness is at the extreme end of that. It has so disconnected from the influence of Oneness that it has become an inversion of unity and love, an inversion of everything, an inversion of life itself. Evil is appropriately live written backwards. Archontic consciousness is obsessed with death, an inversion of life,

and so its manifestations in Satanism are obsessed with death. They use inverted symbols in their rituals such as the inverted pentagram and cross. Sabbatians as Archontic consciousness incarnate invert Judaism and every other religion and culture they infiltrate. They seek disunity and chaos and they fear unity and harmony as they fear love like garlic to a vampire. As a result the Cult, Archons incarnate, act with such evil, psychopathy and lack of empathy and compassion disconnected as they are from the source of love. How could Bill Gates and the rest of the Archontic psychopaths do what they have to human society in the 'Covid' era with all the death, suffering and destruction involved and have no emotional consequence for the impact on others? Now you know. Why have Zuckerberg, Brin, Page, Wojcicki and company callously censored information warning about the dangers of the 'vaccine' while thousands have been dying and having severe, sometimes life-changing reactions? Now you know. Why have Tedros, Fauci, Whitty, Vallance and their like around the world been using case and death figures they're aware are fraudulent to justify lockdowns and all the deaths and destroyed lives that have come from that? Now you know. Why did Christian Drosten produce and promote a 'testing' protocol that he knew couldn't test for infectious disease which led to a global human catastrophe. Now you know. The Archontic mind doesn't give a shit (Fig 17). I personally think that Gates and major Cult insiders are a form of AI cyborg that the Archons want humans to become.



Figure 17: Artist Neil Hague's version of the 'Covid' hierarchy.

Human batteries

A state of such inversion does have its consequences, however. The level of disconnection from the Source of All means that you withdraw from that source of energetic sustenance and creativity. This means that you have to find your own supply of energetic power and it has – us. When the Morpheus character in the first *Matrix* movie held up a battery he spoke a profound truth when he said: 'The Matrix is a computer-generated dream world built to keep us under control in order to change the human being into one of

these.’ The statement was true in all respects. We do live in a technologically-generated virtual reality simulation (more very shortly) and we have been manipulated to be an energy source for Archontic consciousness. The Disney-Pixar animated movie *Monsters, Inc.* in 2001 symbolised the dynamic when monsters in their world had no energy source and they would enter the human world to terrify children in their beds, catch the child’s scream, terror (low-vibrational frequencies), and take that energy back to power the monster world. The lead character you might remember was a single giant eye and the symbolism of the Cult’s all-seeing eye was obvious. Every thought and emotion is broadcast as a frequency unique to that thought and emotion. Feelings of love and joy, empathy and compassion, are high, quick, frequencies while fear, depression, anxiety, suffering and hate are low, slow, dense frequencies. Which kind do you think Archontic consciousness can connect with and absorb? In such a low and dense frequency state there’s no way it can connect with the energy of love and joy. Archons can only feed off energy compatible with their own frequency and they and their Cult agents want to delete the human world of love and joy and manipulate the transmission of low vibrational frequencies through low-vibrational human mental and emotional states. *We are their energy source.* Wars are energetic banquets to the Archons – a world war even more so – and think how much low-frequency mental and emotional energy has been generated from the consequences for humanity of the ‘Covid’ hoax orchestrated by Archons incarnate like Gates.

The ancient practice of human sacrifice ‘to the gods’, continued in secret today by the Cult, is based on the same principle. ‘The gods’ are Archontic consciousness in different forms and the sacrifice is induced into a state of intense terror to generate the energy the Archontic frequency can absorb. Incarnate Archons in the ritual drink the blood which contains an adrenaline they crave which floods into the bloodstream when people are terrorised. Most of the sacrifices, ancient and modern, are children and the theme of ‘sacrificing young virgins to the gods’ is just code for children. They

have a particular pre-puberty energy that Archons want more than anything and the energy of the young in general is their target. The California Department of Education wants students to chant the names of Aztec gods (Archontic gods) once worshipped in human sacrifice rituals in a curriculum designed to encourage them to 'challenge racist, bigoted, discriminatory, imperialist/colonial beliefs', join 'social movements that struggle for social justice', and 'build new possibilities for a post-racist, post-systemic racism society'. It's the usual Woke crap that inverts racism and calls it anti-racism. In this case solidarity with 'indigenous tribes' is being used as an excuse to chant the names of 'gods' to which people were sacrificed (and still are in secret). What an example of Woke's inability to see beyond black and white, us and them, They condemn the colonisation of these tribal cultures by Europeans (quite right), but those cultures sacrificing people including children to their 'gods', and mass murdering untold numbers as the Aztecs did, is just fine. One chant is to the Aztec god Tezcatlipoca who had a man sacrificed to him in the 5th month of the Aztec calendar. His heart was cut out and he was eaten. Oh, that's okay then. Come on children ... after three ... Other sacrificial 'gods' for the young to chant their allegiance include Quetzalcoatl, Huitzilopochtli and Xipe Totec. The curriculum says that 'chants, affirmations, and energizers can be used to bring the class together, build unity around ethnic studies principles and values, and to reinvigorate the class following a lesson that may be emotionally taxing or even when student engagement may appear to be low'. Well, that's the cover story, anyway. Chanting and mantras are the repetition of a particular frequency generated from the vocal cords and chanting the names of these Archontic 'gods' tunes you into their frequency. That is the last thing you want when it allows for energetic synchronisation, attachment and perceptual influence. Initiates chant the names of their 'Gods' in their rituals for this very reason.

Vampires of the Woke

Paedophilia is another way that Archons absorb the energy of children. Paedophiles possessed by Archontic consciousness are used as the conduit during sexual abuse for discarnate Archons to vampire the energy of the young they desire so much. Stupendous numbers of children disappear every year never to be seen again although you would never know from the media. Imagine how much low-vibrational energy has been generated by children during the 'Covid' hoax when so many have become depressed and psychologically destroyed to the point of killing themselves. Shocking numbers of children are now taken by the state from loving parents to be handed to others. I can tell you from long experience of researching this since 1996 that many end up with paedophiles and assets of the Cult through corrupt and Cult-owned social services which in the reframing era has hired many psychopaths and emotionless automatons to do the job. Children are even stolen to order using spurious reasons to take them by the corrupt and secret (because they're corrupt) 'family courts'. I have written in detail in other books, starting with *The Biggest Secret* in 1997, about the ubiquitous connections between the political, corporate, government, intelligence and military elites (Cult operatives) and Satanism and paedophilia. If you go deep enough both networks have an interlocking leadership. The Woke mentality has been developed by the Cult for many reasons: To promote almost every aspect of its agenda; to hijack the traditional political left and turn it fascist; to divide and rule; and to target agenda pushbackers. But there are other reasons which relate to what I am describing here. How many happy and joyful Wokers do you ever see especially at the extreme end? They are a mental and psychological mess consumed by emotional stress and constantly emotionally cocked for the next explosion of indignation at someone referring to a female as a female. They are walking, talking, batteries as Morpheus might say emitting frequencies which both enslave them in low-vibrational bubbles of perceptual limitation and feed the Archons. Add to this the hatred claimed to be love; fascism claimed to 'anti-fascism', racism claimed to be 'anti-racism';

exclusion claimed to inclusion; and the abuse-filled Internet trolling. You have a purpose-built Archontic energy system with not a wind turbine in sight and all founded on Archontic *inversion*. We have whole generations now manipulated to serve the Archons with their actions and energy. They will be doing so their entire adult lives unless they snap out of their Archon-induced trance. Is it really a surprise that Cult billionaires and corporations put so much money their way? Where is the energy of joy and laughter, including laughing at yourself which is confirmation of your own emotional security? Mark Twain said: 'The human race has one really effective weapon, and that is laughter.' We must use it all the time. Woke has destroyed comedy because it has no humour, no joy, sense of irony, or self-deprecation. Its energy is dense and intense. *Mmmmm*, lunch says the Archontic frequency. Rudolf Steiner (1861-1925) was the Austrian philosopher and famous esoteric thinker who established Waldorf education or Steiner schools to treat children like unique expressions of consciousness and not minds to be programmed with the perceptions determined by authority. I'd been writing about this energy vampiring for decades when I was sent in 2016 a quote by Steiner. He was spot on:

There are beings in the spiritual realms for whom anxiety and fear emanating from human beings offer welcome food. When humans have no anxiety and fear, then these creatures starve. If fear and anxiety radiates from people and they break out in panic, then these creatures find welcome nutrition and they become more and more powerful. These beings are hostile towards humanity. Everything that feeds on negative feelings, on anxiety, fear and superstition, despair or doubt, are in reality hostile forces in super-sensible worlds, launching cruel attacks on human beings, while they are being fed ... These are exactly the feelings that belong to contemporary culture and materialism; because it estranges people from the spiritual world, it is especially suited to evoke hopelessness and fear of the unknown in people, thereby calling up the above mentioned hostile forces against them.

Pause for a moment from this perspective and reflect on what has happened in the world since the start of 2020. Not only will pennies drop, but billion dollar bills. We see the same theme from Don Juan Matus, a Yaqui Indian shaman in Mexico and the information source for Peruvian-born writer, Carlos Castaneda, who wrote a series of

books from the 1960s to 1990s. Don Juan described the force manipulating human society and his name for the Archons was the predator:

We have a predator that came from the depths of the cosmos and took over the rule of our lives. Human beings are its prisoners. The predator is our lord and master. It has rendered us docile, helpless. If we want to protest, it suppresses our protest. If we want to act independently, it demands that we don't do so ... indeed we are held prisoner!

They took us over because we are food to them, and they squeeze us mercilessly because we are their sustenance. Just as we rear chickens in coops, the predators rear us in human coops, humaneros. Therefore, their food is always available to them.

Different cultures, different eras, same recurring theme.

The 'ennoia' dilemma

Nag Hammadi Gnostic manuscripts say that Archon consciousness has no 'ennoia'. This is directly translated as 'intentionality', but I'll use the term 'creative imagination'. The *All That Is* in awareness of itself is the source of all creativity – all possibility – and the more disconnected you are from that source the more you are subsequently denied 'creative imagination'. Given that Archon consciousness is almost entirely disconnected it severely lacks creativity and has to rely on far more mechanical processes of thought and exploit the creative potential of those that do have 'ennoia'. You can see cases of this throughout human society. Archon consciousness almost entirely dominates the global banking system and if we study how that system works you will appreciate what I mean. Banks manifest 'money' out of nothing by issuing lines of 'credit' which is 'money' that has never, does not, and will never exist except in theory. It's a confidence trick. If you think 'credit' figures-on-a-screen 'money' is worth anything you accept it as payment. If you don't then the whole system collapses through lack of confidence in the value of that 'money'. Archontic bankers with no 'ennoia' are 'lending' 'money' that doesn't exist to humans that *do* have creativity – those that have the inspired ideas and create businesses and products. Archon banking feeds off human creativity

which it controls through 'money' creation and debt. Humans have the creativity and Archons exploit that for their own benefit and control while having none themselves. Archon Internet platforms like Facebook claim joint copyright of everything that creative users post and while Archontic minds like Zuckerberg may officially head that company it will be human creatives on the staff that provide the creative inspiration. When you have limitless 'money' you can then buy other companies established by creative humans. Witness the acquisition record of Facebook, Google and their like. Survey the Archon-controlled music industry and you see non-creative dark suit executives making their fortune from the human creativity of their artists. The cases are endless. Research the history of people like Gates and Zuckerberg and how their empires were built on exploiting the creativity of others. Archon minds cannot create out of nothing, but they are skilled (because they have to be) in what Gnostic texts call 'countermimicry'. They can imitate, but not innovate. Sabbatians trawl the creativity of others through backdoors they install in computer systems through their cybersecurity systems. Archon-controlled China is globally infamous for stealing intellectual property and I remember how Hong Kong, now part of China, became notorious for making counterfeit copies of the creativity of others – 'countermimicry'. With the now pervasive and all-seeing surveillance systems able to infiltrate any computer you can appreciate the potential for Archons to vampire the creativity of humans. Author John Lamb Lash wrote in his book about the Nag Hammadi texts, *Not In His Image*:

Although they cannot originate anything, because they lack the divine factor of ennoia (intentionality), Archons can imitate with a vengeance. Their expertise is simulation (HAL, virtual reality). The Demiurge [Yaldabaoth] fashions a heaven world copied from the fractal patterns [of the original] ... His construction is celestial kitsch, like the fake Italianate villa of a Mafia don complete with militant angels to guard every portal.

This brings us to something that I have been speaking about since the turn of the millennium. Our reality is a simulation; a virtual reality that we think is real. No, I'm not kidding.

Human reality? Well, virtually

I had pondered for years about whether our reality is 'real' or some kind of construct. I remembered being immensely affected on a visit as a small child in the late 1950s to the then newly-opened Planetarium on the Marylebone Road in London which is now closed and part of the adjacent Madame Tussauds wax museum. It was in the middle of the day, but when the lights went out there was the night sky projected in the Planetarium's domed ceiling and it appeared to be so real. The experience never left me and I didn't know why until around the turn of the millennium when I became certain that our 'night sky' and entire reality is a projection, a virtual reality, akin to the illusory world portrayed in the *Matrix* movies. I looked at the sky one day in this period and it appeared to me like the domed roof of the Planetarium. The release of the first *Matrix* movie in 1999 also provided a synchronistic and perfect visual representation of where my mind had been going for a long time. I hadn't come across the Gnostic Nag Hammadi texts then. When I did years later the correlation was once again astounding. As I read Gnostic accounts from 1,600 years and more earlier it was clear that they were describing the same simulation phenomenon. They tell how the Yaldabaoth 'Demiurge' and Archons created a 'bad copy' of original reality to rule over all that were captured by its illusions and the body was a prison to trap consciousness in the 'bad copy' fake reality. Read how Gnostics describe the 'bad copy' and update that to current times and they are referring to what we would call today a virtual reality simulation.

Author John Lamb Lash said 'the Demiurge fashions a heaven world copied from the fractal patterns' of the original through expertise in 'HAL' or virtual reality simulation. Fractal patterns are part of the energetic information construct of our reality, a sort of blueprint. If these patterns were copied in computer terms it would indeed give you a copy of a 'natural' reality in a non-natural frequency and digital form. The principle is the same as making a copy of a website. The original website still exists, but now you can change the copy version to make it whatever you like and it can

become very different to the original website. Archons have done this with our reality, a *synthetic* copy of prime reality that still exists beyond the frequency walls of the simulation. Trapped within the illusions of this synthetic Matrix, however, were and are human consciousness and other expressions of prime reality and this is why the Archons via the Cult are seeking to make the human body synthetic and give us synthetic AI minds to complete the job of turning the entire reality synthetic including what we perceive to be the natural world. To quote Kurzweil: 'Nanobots will infuse all the matter around us with information. Rocks, trees, everything will become these intelligent creatures.' Yes, *synthetic* 'creatures' just as 'Covid' and other genetically-manipulating 'vaccines' are designed to make the human body synthetic. From this perspective it is obvious why Archons and their Cult are so desperate to infuse synthetic material into every human with their 'Covid' scam.

Let there be (electromagnetic) light

Yaldabaoth, the force that created the simulation, or Matrix, makes sense of the Gnostic reference to 'The Great Architect' and its use by Cult Freemasonry as the name of its deity. The designer of the Matrix in the movies is called 'The Architect' and that trilogy is jam-packed with symbolism relating to these subjects. I have contended for years that the angry Old Testament God (Yaldabaoth) is the 'God' being symbolically 'quoted' in the opening of Genesis as 'creating the world'. This is not the creation of prime reality – it's the creation of the *simulation*. The Genesis 'God' says: 'Let there be Light: and there was light.' But what is this 'Light'? I have said for decades that the speed of light (186,000 miles per second) is not the fastest speed possible as claimed by mainstream science and is in fact the frequency walls or outer limits of the Matrix. You can't have a fastest or slowest anything within all possibility when everything is possible. The human body is encoded to operate within the speed of light or *within the simulation* and thus we see only the tiny frequency band of visible *light*. Near-death experiencers who perceive reality outside the body during temporary 'death' describe a very different

form of light and this is supported by the Nag Hammadi texts. Prime reality beyond the simulation ('Upper Aeons' to the Gnostics) is described as a realm of incredible beauty, bliss, love and harmony – a realm of 'watery light' that is so powerful 'there are no shadows'. Our false reality of Archon control, which Gnostics call the 'Lower Aeons', is depicted as a realm with a different kind of 'light' and described in terms of chaos, 'Hell', 'the Abyss' and 'Outer Darkness', where trapped souls are tormented and manipulated by demons (relate that to the 'Covid' hoax alone). The watery light theme can be found in near-death accounts and it is not the same as *simulation* 'light' which is electromagnetic or radiation light within the speed of light – the 'Lower Aeons'. Simulation 'light' is the 'luminous fire' associated by Gnostics with the Archons. The Bible refers to Yaldabaoth as 'that old serpent, called the Devil, and Satan, which deceiveth the whole world' (Revelation 12:9). I think that making a simulated copy of prime reality ('countermimicry') and changing it dramatically while all the time manipulating humanity to believe it to be real could probably meet the criteria of deceiving the whole world. Then we come to the Cult god Lucifer – the *Light Bringer*. Lucifer is symbolic of Yaldabaoth, the bringer of radiation light that forms the bad copy simulation within the speed of light. 'He' is symbolised by the lighted torch held by the Statue of Liberty and in the name 'Illuminati'. Sabbatian-Frankism declares that Lucifer is the true god and Lucifer is the real god of Freemasonry honoured as their 'Great or Grand Architect of the Universe' (simulation).

I would emphasise, too, the way Archontic technologically-generated luminous fire of radiation has deluged our environment since I was a kid in the 1950s and changed the nature of The Field with which we constantly interact. Through that interaction technological radiation is changing us. The Smart Grid is designed to operate with immense levels of communication power with 5G expanding across the world and 6G, 7G, in the process of development. Radiation is the simulation and the Archontic manipulation system. Why wouldn't the Archon Cult wish to unleash radiation upon us to an ever-greater extreme to form

Kurzweil's 'cloud'? The plan for a synthetic human is related to the need to cope with levels of radiation beyond even anything we've seen so far. Biological humans would not survive the scale of radiation they have in their script. The Smart Grid is a technological sub-reality within the technological simulation to further disconnect five-sense perception from expanded consciousness. It's a technological prison of the mind.

Infusing the 'spirit of darkness'

A recurring theme in religion and native cultures is the manipulation of human genetics by a non-human force and most famously recorded as the biblical 'sons of god' (the gods plural in the original) who interbred with the daughters of men. The Nag Hammadi *Apocryphon of John* tells the same story this way:

He [Yaldabaoth] sent his angels [Archons/demons] to the daughters of men, that they might take some of them for themselves and raise offspring for their enjoyment. And at first they did not succeed. When they had no success, they gathered together again and they made a plan together ... And the angels changed themselves in their likeness into the likeness of their mates, filling them with the spirit of darkness, which they had mixed for them, and with evil ... And they took women and begot children out of the darkness according to the likeness of their spirit.

Possession when a discarnate entity takes over a human body is an age-old theme and continues today. It's very real and I've seen it. Satanic and secret society rituals can create an energetic environment in which entities can attach to initiates and I've heard many stories of how people have changed their personality after being initiated even into lower levels of the Freemasons. I have been inside three Freemasonic temples, one at a public open day and two by just walking in when there was no one around to stop me. They were in Ryde, the town where I live, Birmingham, England, when I was with a group, and Boston, Massachusetts. They all felt the same energetically – dark, dense, low-vibrational and sinister. Demonic attachment can happen while the initiate has no idea what is going on. To them it's just a ritual to get in the Masons and do a bit of good

business. In the far more extreme rituals of Satanism human possession is even more powerful and they are designed to make possession possible. The hierarchy of the Cult is dictated by the power and perceived status of the possessing Archon. In this way the Archon hierarchy becomes the Cult hierarchy. Once the entity has attached it can influence perception and behaviour and if it attaches to the extreme then so much of its energy (information) infuses into the body information field that the hologram starts to reflect the nature of the possessing entity. This is the *Exorcist* movie type of possession when facial features change and it's known as shapeshifting. Islam's Jinn are said to be invisible tricksters who change shape, 'whisper', confuse and take human form. These are all traits of the Archons and other versions of the same phenomenon. Extreme possession could certainly infuse the 'spirit of darkness' into a partner during sex as the Nag Hammadi texts appear to describe. Such an infusion can change genetics which is also energetic information. Human genetics is information and the 'spirit of darkness' is information. Mix one with the other and change must happen. Islam has the concept of a 'Jinn baby' through possession of the mother and by Jinn taking human form. There are many ways that human genetics can be changed and remember that Archons have been aware all along of advanced techniques to do this. What is being done in human society today – and far more – was known about by Archons at the time of the 'fallen ones' and their other versions described in religions and cultures.

Archons and their human-world Cult are obsessed with genetics as we see today and they know this dictates how information is processed into perceived reality during a human life. They needed to produce a human form that would decode the simulation and this is symbolically known as 'Adam and Eve' who left the 'garden' (prime reality) and 'fell' into Matrix reality. The simulation is not a 'physical' construct (there is no 'physical'); it is a source of information. Think Wi-Fi again. The simulation is an energetic field encoded with information and body-brain systems are designed to decode that information encoded in wave or frequency form which

is transmitted to the brain as electrical signals. These are decoded by the brain to construct our sense of reality – an illusory ‘physical’ world that only exists in the brain or the mind. Virtual reality games mimic this process using the same sensory decoding system. Information is fed to the senses to decode a virtual reality that can appear so real, but isn’t (Figs 18 and 19). Some scientists believe – and I agree with them – that what we perceive as ‘physical’ reality only exists when we are looking or observing. The act of perception or focus triggers the decoding systems which turn waveform information into holographic reality. When we are not observing something our reality reverts from a holographic state to a waveform state. This relates to the same principle as a falling tree not making a noise unless someone is there to hear it or decode it. The concept makes sense from the simulation perspective. A computer is not decoding all the information in a Wi-Fi field all the time and only decodes or brings into reality on the screen that part of Wi-Fi that it’s decoding – focusing upon – at that moment.



Figure 18: Virtual reality technology ‘hacks’ into the body’s five-sense decoding system.



Figure 19: The result can be experienced as very ‘real’.

Interestingly, Professor Donald Hoffman at the Department of Cognitive Sciences at the University of California, Irvine, says that our experienced reality is like a computer interface that shows us only the level with which we interact while hiding all that exists beyond it: 'Evolution shaped us with a user interface that hides the truth. Nothing that we see is the truth – the very language of space and time and objects is the wrong language to describe reality.' He is correct in what he says on so many levels. Space and time are not a universal reality. They are a phenomenon of decoded *simulation* reality as part of the process of enslaving our sense of reality. Near-death experiencers report again and again how space and time did not exist as we perceive them once they were free of the body – body decoding systems. You can appreciate from this why Archons and their Cult are so desperate to entrap human attention in the five senses where we are in the Matrix and of the Matrix. Opening your mind to expanded states of awareness takes you beyond the information confines of the simulation and you become aware of knowledge and insights denied to you before. This is what we call 'awakening' – *awakening from the Matrix* – and in the final chapter I will relate this to current events.

Where are the 'aliens'?

A simulation would explain the so-called 'Fermi Paradox' named after Italian physicist Enrico Fermi (1901-1954) who created the first nuclear reactor. He considered the question of why there is such a lack of extraterrestrial activity when there are so many stars and planets in an apparently vast universe; but what if the night sky that we see, or think we do, is a simulated projection as I say? If you control the simulation and your aim is to hold humanity fast in essential ignorance would you want other forms of life including advanced life coming and going sharing information with humanity? Or would you want them to believe they were isolated and apparently alone? Themes of human isolation and apartness are common whether they be the perception of a lifeless universe or the fascist isolation laws of the 'Covid' era. Paradoxically the very

existence of a simulation means that we are not alone when some force had to construct it. My view is that experiences that people have reported all over the world for centuries with Reptilians and Grey entities are Archon phenomena as Nag Hammadi texts describe; and that benevolent 'alien' interactions are non-human groups that come in and out of the simulation by overcoming Archon attempts to keep them out. It should be highlighted, too, that Reptilians and Greys are obsessed with *genetics* and *technology* as related by cultural accounts and those who say they have been abducted by them. Technology is their way of overcoming some of the limitations in their creative potential and our technology-driven and controlled human society of today is *archetypical* Archon-Reptilian-Grey modus operandi. Technocracy is really *Archontocracy*. The Universe does not have to be as big as it appears with a simulation. There is no space or distance only information decoded into holographic reality. What we call 'space' is only the absence of holographic 'objects' and that 'space' is The Field of energetic information which connects everything into a single whole. The same applies with the artificially-generated information field of the simulation. The Universe is not big or small as a physical reality. It is decoded information, that's all, and its perceived size is decided by the way the simulation is encoded to make it appear. The entire night sky as we perceive it only exists in our brain and so where are those 'millions of light years'? The 'stars' on the ceiling of the Planetarium looked a vast distance away.

There's another point to mention about 'aliens'. I have been highlighting since the 1990s the plan to stage a fake 'alien invasion' to justify the centralisation of global power and a world military. Nazi scientist Werner von Braun, who was taken to America by Operation Paperclip after World War Two to help found NASA, told his American assistant Dr Carol Rosin about the Cult agenda when he knew he was dying in 1977. Rosin said that he told her about a sequence that would lead to total human control by a one-world government. This included threats from terrorism, rogue nations, meteors and asteroids before finally an 'alien invasion'. All of these

things, von Braun said, would be bogus and what I would refer to as a No-Problem-Reaction-Solution. Keep this in mind when 'the aliens are coming' is the new mantra. The aliens are not coming – they are *already here* and they have infiltrated human society while looking human. French-Canadian investigative journalist Serge Monast said in 1994 that he had uncovered a NASA/military operation called Project Blue Beam which fits with what Werner von Braun predicted. Monast died of a 'heart attack' in 1996 the day after he was arrested and spent a night in prison. He was 51. He said Blue Beam was a plan to stage an alien invasion that would include religious figures beamed holographically into the sky as part of a global manipulation to usher in a 'new age' of worshipping what I would say is the Cult 'god' Yaldabaoth in a one-world religion. Fake holographic asteroids are also said to be part of the plan which again syncs with von Braun. How could you stage an illusory threat from asteroids unless they were holographic inserts? This is pretty straightforward given the advanced technology outside the public arena and the fact that our 'physical' reality is holographic anyway. Information fields would be projected and we would decode them into the illusion of a 'physical' asteroid. If they can sell a global 'pandemic' with a 'virus' that doesn't exist what will humans not believe if government and media tell them?

All this is particularly relevant as I write with the Pentagon planning to release in June, 2021, information about 'UFO sightings'. I have been following the UFO story since the early 1990s and the common theme throughout has been government and military denials and cover up. More recently, however, the Pentagon has suddenly become more talkative and apparently open with Air Force pilot radar images released of unexplained craft moving and changing direction at speeds well beyond anything believed possible with human technology. Then, in March, 2021, former Director of National Intelligence John Ratcliffe said a Pentagon report months later in June would reveal a great deal of information about UFO sightings unknown to the public. He said the report would have 'massive implications'. The order to do this was included bizarrely

in a \$2.3 trillion 'coronavirus' relief and government funding bill passed by the Trump administration at the end of 2020. I would add some serious notes of caution here. I have been pointing out since the 1990s that the US military and intelligence networks have long had craft – 'flying saucers' or anti-gravity craft – which any observer would take to be extraterrestrial in origin. Keeping this knowledge from the public allows craft flown by *humans* to be perceived as alien visitations. I am not saying that 'aliens' do not exist. I would be the last one to say that, but we have to be streetwise here. President Ronald Reagan told the UN General Assembly in 1987: 'I occasionally think how quickly our differences worldwide would vanish if we were facing an alien threat from outside this world.' That's the idea. Unite against a common 'enemy' with a common purpose behind your 'saviour force' (the Cult) as this age-old technique of mass manipulation goes global.

Science moves this way ...

I could find only one other person who was discussing the simulation hypothesis publicly when I concluded it was real. This was Nick Bostrom, a Swedish-born philosopher at the University of Oxford, who has explored for many years the possibility that human reality is a computer simulation although his version and mine are not the same. Today the simulation and holographic reality hypothesis have increasingly entered the scientific mainstream. Well, the more open-minded mainstream, that is. Here are a few of the ever-gathering examples. American nuclear physicist Silas Beane led a team of physicists at the University of Bonn in Germany pursuing the question of whether we live in a simulation. They concluded that we probably do and it was likely based on a lattice of cubes. They found that cosmic rays align with that specific pattern. The team highlighted the Greisen–Zatsepin–Kuzmin (GZK) limit which refers to cosmic ray particle interaction with cosmic background radiation that creates an apparent boundary for cosmic ray particles. They say in a paper entitled 'Constraints on the Universe as a Numerical Simulation' that this 'pattern of constraint' is exactly what you

would find with a computer simulation. They also made the point that a simulation would create its own 'laws of physics' that would limit possibility. I've been making the same point for decades that the *perceived* laws of physics relate only to this reality, or what I would later call the simulation. When designers write codes to create computer and virtual reality games they are the equivalent of the laws of physics for that game. Players interact within the limitations laid out by the coding. In the same way those who wrote the codes for the simulation decided the laws of physics that would apply. These can be overridden by expanded states of consciousness, but not by those enslaved in only five-sense awareness where simulation codes rule. Overriding the codes is what people call 'miracles'. They are not. They are bypassing the encoded limits of the simulation. A population caught in simulation perception would have no idea that this was their plight. As the Bonn paper said: 'Like a prisoner in a pitch-black cell we would not be able to see the "walls" of our prison,' That's true if people remain mesmerised by the five senses. Open to expanded awareness and those walls become very clear. The main one is the speed of light.

American theoretical physicist James Gates is another who has explored the simulation question and found considerable evidence to support the idea. Gates was Professor of Physics at the University of Maryland, Director of The Center for String and Particle Theory, and on Barack Obama's Council of Advisors on Science and Technology. He and his team found *computer codes* of digital data embedded in the fabric of our reality. They relate to on-off electrical charges of 1 and 0 in the binary system used by computers. 'We have no idea what they are doing there', Gates said. They found within the energetic fabric mathematical sequences known as error-correcting codes or block codes that 'reboot' data to its original state or 'default settings' when something knocks it out of sync. Gates was asked if he had found a set of equations embedded in our reality indistinguishable from those that drive search engines and browsers and he said: 'That is correct.' Rich Terrile, director of the Centre for Evolutionary Computation and Automated Design at NASA's Jet

Propulsion Laboratory, has said publicly that he believes the Universe is a digital hologram that must have been created by a form of intelligence. I agree with that in every way. Waveform information is delivered electrically by the senses to the brain which constructs a *digital* holographic reality that we call the 'world'. This digital level of reality can be read by the esoteric art of numerology. Digital holograms are at the cutting edge of holographics today. We have digital technology everywhere designed to access and manipulate our digital level of perceived reality. Synthetic mRNA in 'Covid vaccines' has a digital component to manipulate the body's digital 'operating system'.

Reality is numbers

How many know that our reality can be broken down to numbers and codes that are the same as computer games? Max Tegmark, a physicist at the Massachusetts Institute of Technology (MIT), is the author of *Our Mathematical Universe* in which he lays out how reality can be entirely described by numbers and maths in the way that a video game is encoded with the 'physics' of computer games. Our world and computer virtual reality are essentially the same.

Tegmark imagines the perceptions of characters in an advanced computer game when the graphics are so good they don't know they are in a game. They think they can bump into real objects (electromagnetic resistance in our reality), fall in love and feel emotions like excitement. When they began to study the apparently 'physical world' of the video game they would realise that everything was made of pixels (which have been found in our energetic reality as must be the case when on one level our world is digital). What computer game characters thought was physical 'stuff', Tegmark said, could actually be broken down into numbers:

And we're exactly in this situation in our world. We look around and it doesn't seem that mathematical at all, but everything we see is made out of elementary particles like quarks and electrons. And what properties does an electron have? Does it have a smell or a colour or a texture? No! ... We physicists have come up with geeky names for [Electron] properties, like

electric charge, or spin, or lepton number, but the electron doesn't care what we call it, the properties are just numbers.

This is the illusory reality Gnostics were describing. This is the simulation. The A, C, G, and T codes of DNA have a binary value – A and C = 0 while G and T = 1. This has to be when the simulation is digital and the body must be digital to interact with it. Recurring mathematical sequences are encoded throughout reality and the body. They include the Fibonacci sequence in which the two previous numbers are added to get the next one, as in ... 1, 1, 2, 3, 5, 8, 13, 21, 34, 55, etc. The sequence is encoded in the human face and body, proportions of animals, DNA, seed heads, pine cones, trees, shells, spiral galaxies, hurricanes and the number of petals in a flower. The list goes on and on. There are fractal patterns – a 'never-ending pattern that is infinitely complex and self-similar across all scales in the as above, so below, principle of holograms. These and other famous recurring geometrical and mathematical sequences such as Phi, Pi, Golden Mean, Golden Ratio and Golden Section are *computer codes* of the simulation. I had to laugh and give my head a shake the day I finished this book and it went into the production stage. I was sent an article in *Scientific American* published in April, 2021, with the headline 'Confirmed! We Live in a Simulation'. Two decades after I first said our reality is a simulation and the speed of light is its outer limit the article suggested that we do live in a simulation and that the speed of light is its outer limit. I left school at 15 and never passed a major exam in my life while the writer was up to his eyes in qualifications. As I will explain in the final chapter *knowing* is far better than thinking and they come from very different sources. The article rightly connected the speed of light to the processing speed of the 'Matrix' and said what has been in my books all this time ... 'If we are in a simulation, as it appears, then space is an abstract property written in code. It is not real'. No it's not and if we live in a simulation something created it and it wasn't *us*. 'That David Icke says we are manipulated by aliens' – he's crackers.'

Wow ...

The reality that humanity thinks is so real is an illusion. Politicians, governments, scientists, doctors, academics, law enforcement, media, school and university curriculums, on and on, are all founded on a world that *does not exist* except as a simulated prison cell. Is it such a stretch to accept that 'Covid' doesn't exist when our entire 'physical' reality doesn't exist? Revealed here is the knowledge kept under raps in the Cult networks of compartmentalised secrecy to control humanity's sense of reality by inducing the population to believe in a reality that's not real. If it wasn't so tragic in its experiential consequences the whole thing would be hysterically funny. None of this is new to Renegade Minds. Ancient Greek philosopher Plato (about 428 to about 347BC) was a major influence on Gnostic belief and he described the human plight thousands of years ago with his Allegory of the Cave. He told the symbolic story of prisoners living in a cave who had never been outside. They were chained and could only see one wall of the cave while behind them was a fire that they could not see. Figures walked past the fire casting shadows on the prisoners' wall and those moving shadows became their sense of reality. Some prisoners began to study the shadows and were considered experts on them (today's academics and scientists), but what they studied was only an illusion (today's academics and scientists). A prisoner escaped from the cave and saw reality as it really is. When he returned to report this revelation they didn't believe him, called him mad and threatened to kill him if he tried to set them free. Plato's tale is not only a brilliant analogy of the human plight and our illusory reality. It describes, too, the dynamics of the 'Covid' hoax. I have only skimmed the surface of these subjects here. The aim of this book is to crisply connect all essential dots to put what is happening today into its true context. All subject areas and their connections in this chapter are covered in great evidential detail in *Everything You Need To Know, But Have Never Been Told* and *The Answer*.

They say that bewildered people 'can't see the forest for the trees'. Humanity, however, can't see the forest for the *twigs*. The five senses

see only twigs while Renegade Minds can see the forest and it's the forest where the answers lie with the connections that reveals. Breaking free of perceptual programming so the forest can be seen is the way we turn all this around. Not breaking free is how humanity got into this mess. The situation may seem hopeless, but I promise you it's not. We are a perceptual heartbeat from paradise if only we knew.

CHAPTER TWELVE

Escaping Wetiko

Life is simply a vacation from the infinite

Dean Cavanagh

Renegade Minds weave the web of life and events and see common themes in the apparently random. They are always there if you look for them and their pursuit is aided by incredible synchronicity that comes when your mind is open rather than mesmerised by what it thinks it can see.

Infinite awareness is infinite possibility and the more of infinite possibility that we access the more becomes infinitely possible. That may be stating the apparently obvious, but it is a devastatingly-powerful fact that can set us free. We are a point of attention within an infinity of consciousness. The question is how much of that infinity do we choose to access? How much knowledge, insight, awareness, wisdom, do we want to connect with and explore? If your focus is only in the five senses you will be influenced by a fraction of infinite awareness. I mean a range so tiny that it gives new meaning to infinitesimal. Limitation of self-identity and a sense of the possible limit accordingly your range of consciousness. We are what we think we are. Life is what we think it is. The dream is the dreamer and the dreamer is the dream. Buddhist philosophy puts it this way: 'As a thing is viewed, so it appears.' Most humans live in the realm of touch, taste, see, hear, and smell and that's the limit of their sense of the possible and sense of self. Many will follow a religion and speak of a God in his heaven, but their lives are still

dominated by the five senses in their perceptions and actions. The five senses become the arbiter of everything. When that happens all except a smear of infinity is sealed away from influence by the rigid, unyielding, reality bubbles that are the five-sense human or Phantom Self. Archon Cult methodology is to isolate consciousness within five-sense reality – the simulation – and then program that consciousness with a sense of self and the world through a deluge of life-long information designed to instil the desired perception that allows global control. Efforts to do this have increased dramatically with identity politics as identity bubbles are squeezed into the minutiae of five-sense detail which disconnect people even more profoundly from the infinite 'I'.

Five-sense focus and self-identity are like a firewall that limits access to the infinite realms. You only perceive one radio or television station and no other. We'll take that literally for a moment. Imagine a vast array of stations giving different information and angles on reality, but you only ever listen to one. Here we have the human plight in which the population is overwhelmingly confined to CultFM. This relates only to the frequency range of CultFM and limits perception and insight to that band – limits *possibility* to that band. It means you are connecting with an almost imperceptibly minuscule range of possibility and creative potential within the infinite Field. It's a world where everything seems apart from everything else and where synchronicity is rare. Synchronicity is defined in the dictionary as 'the happening by chance of two or more related or similar events at the same time'. Use of 'by chance' betrays a complete misunderstanding of reality. Synchronicity is not 'by chance'. As people open their minds, or 'awaken' to use the term, they notice more and more coincidences in their lives, bits of 'luck', apparently miraculous happenings that put them in the right place at the right time with the right people. Days become peppered with 'fancy meeting you here' and 'what are the chances of that?' My entire life has been lived like this and ever more so since my own colossal awakening in 1990 and 91 which transformed my sense of reality. Synchronicity is not 'by chance'; it is by accessing expanded

realms of possibility which allow expanded potential for manifestation. People broadcasting the same vibe from the same openness of mind tend to be drawn 'by chance' to each other through what I call frequency magnetism and it's not only people. In the last more than 30 years incredible synchronicity has also led me through the Cult maze to information in so many forms and to crucial personal experiences. These 'coincidences' have allowed me to put the puzzle pieces together across an enormous array of subjects and situations. Those who have breached the bubble of five-sense reality will know exactly what I mean and this escape from the perceptual prison cell is open to everyone whenever they make that choice. This may appear super-human when compared with the limitations of 'human', but it's really our natural state. 'Human' as currently experienced is consciousness in an unnatural state of induced separation from the infinity of the whole. I'll come to how this transformation into unity can be made when I have described in more detail the force that holds humanity in servitude by denying this access to infinite self.

The Wetiko factor

I have been talking and writing for decades about the way five-sense mind is systematically barricaded from expanded awareness. I have used the analogy of a computer (five-sense mind) and someone at the keyboard (expanded awareness). Interaction between the computer and the operator is symbolic of the interaction between five-sense mind and expanded awareness. The computer directly experiences the Internet and the operator experiences the Internet via the computer which is how it's supposed to be – the two working as one. Archons seek to control that point where the operator connects with the computer to stop that interaction ([Fig 20](#)). Now the operator is banging the keyboard and clicking the mouse, but the computer is not responding and this happens when the computer is taken over – *possessed* – by an appropriately-named computer 'virus'. The operator has lost all influence over the computer which goes its own way making decisions under the control of the 'virus'. I have

just described the dynamic through which the force known to Gnostics as Yaldabaoth and Archons disconnects five-sense mind from expanded awareness to imprison humanity in perceptual servitude.

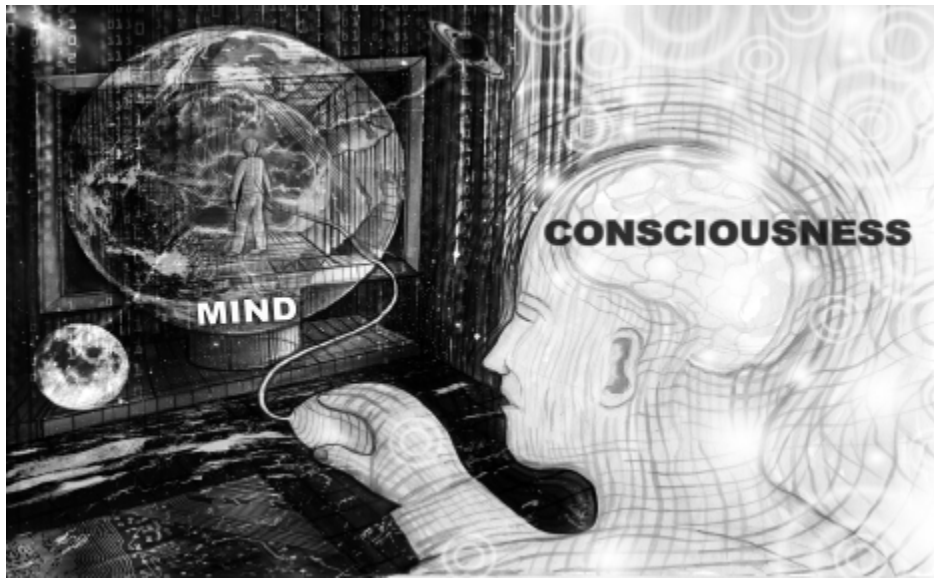


Figure 20: The mind ‘virus’ I have been writing about for decades seeks to isolate five-sense mind (the computer) from the true ‘I’. (Image by Neil Hague).

About a year ago I came across a Native American concept of Wetiko which describes precisely the same phenomenon. Wetiko is the spelling used by the Cree and there are other versions including wintiko and windigo used by other tribal groups. They spell the name with lower case, but I see Wetiko as a proper noun as with Archons and prefer a capital. I first saw an article about Wetiko by writer and researcher Paul Levy which so synced with what I had been writing about the computer/operator disconnection and later the Archons. I then read his book, the fascinating *Dispelling Wetiko, Breaking the Spell of Evil*. The parallels between what I had concluded long before and the Native American concept of Wetiko were so clear and obvious that it was almost funny. For Wetiko see the Gnostic Archons for sure and the Jinn, the Predators, and every other name for a force of evil, inversion and chaos. Wetiko is the Native American name for the force that divides the computer from

the operator (Fig 21). Indigenous author Jack D. Forbes, a founder of the Native American movement in the 1960s, wrote another book about Wetiko entitled *Columbus And Other Cannibals – The Wetiko Disease of Exploitation, Imperialism, and Terrorism* which I also read. Forbes says that Wetiko refers to an evil person or spirit ‘who terrorizes other creatures by means of terrible acts, including cannibalism’. Zulu shaman Credo Mutwa told me that African accounts tell how cannibalism was brought into the world by the Chitauri ‘gods’ – another manifestation of Wetiko. The distinction between ‘evil person or spirit’ relates to Archons/Wetiko possessing a human or acting as pure consciousness. Wetiko is said to be a sickness of the soul or spirit and a state of being that takes but gives nothing back – the Cult and its operatives perfectly described. Black Hawk, a Native American war leader defending their lands from confiscation, said European invaders had ‘poisoned hearts’ – Wetiko hearts – and that this would spread to native societies. Mention of the heart is very significant as we shall shortly see. Forbes writes: ‘Tragically, the history of the world for the past 2,000 years is, in great part, the story of the epidemiology of the wetiko disease.’ Yes, and much longer. Forbes is correct when he says: ‘The wetikos destroyed Egypt and Babylon and Athens and Rome and Tenochtitlan [capital of the Aztec empire] and perhaps now they will destroy the entire earth.’ Evil, he said, is the number one export of a Wetiko culture – see its globalisation with ‘Covid’. Constant war, mass murder, suffering of all kinds, child abuse, Satanism, torture and human sacrifice are all expressions of Wetiko and the Wetiko possessed. The world is Wetiko made manifest, *but it doesn’t have to be*. There is a way out of this even now.



Figure 21: The mind 'virus' is known to Native Americans as 'Wetiko'. (Image by Neil Hague).

Cult of Wetiko

Wetiko is the Yaldabaoth frequency distortion that seeks to attach to human consciousness and absorb it into its own. Once this connection is made Wetiko can drive the perceptions of the target which they believe to be coming from their own mind. All the horrors of history and today from mass killers to Satanists, paedophiles like Jeffrey Epstein and other psychopaths, are the embodiment of Wetiko and express its state of being in all its grotesqueness. The Cult is Wetiko incarnate, Yaldabaoth incarnate, and it seeks to facilitate Wetiko assimilation of humanity in totality into its distortion by manipulating the population into low frequency states that match its own. Paul Levy writes: 'Holographically enforced within the psyche of every human being the wetiko virus pervades and underlies the entire field of consciousness, and can therefore potentially manifest through any one of us at any moment if we are not mindful.' The 'Covid' hoax has achieved this with many people, but others have not fallen into Wetiko's frequency lair. Players in the 'Covid' human catastrophe including Gates, Schwab, Tedros, Fauci, Whitty, Vallance, Johnson, Hancock, Ferguson, Drosten, and all the rest, including the psychopath psychologists, are expressions of Wetiko. This is why

they have no compassion or empathy and no emotional consequence for what they do that would make them stop doing it. Observe all the people who support the psychopaths in authority against the Pushbackers despite the damaging impact the psychopaths have on their own lives and their family's lives. You are again looking at Wetiko possession which prevents them seeing through the lies to the obvious scam going on. *Why can't they see it?* Wetiko won't let them see it. The perceptual divide that has now become a chasm is between the Wetikoed and the non-Wetikoed.

Paul Levy describes Wetiko in the same way that I have long described the Archontic force. They are the same distorted consciousness operating across dimensions of reality: '... the subtle body of wetiko is not located in the third dimension of space and time, literally existing in another dimension ... it is able to affect ordinary lives by mysteriously interpenetrating into our three-dimensional world.' Wetiko does this through its incarnate representatives in the Cult and by weaving itself into The Field which on our level of reality is the electromagnetic information field of the simulation or Matrix. More than that, the simulation *is* Wetiko / Yaldabaoth. Caleb Scharf, Director of Astrobiology at Columbia University, has speculated that 'alien life' could be so advanced that it has transcribed itself into the quantum realm to become what we call physics. He said intelligence indistinguishable from the fabric of the Universe would solve many of its greatest mysteries:

Perhaps hyper-advanced life isn't just external. Perhaps it's already all around. It is embedded in what we perceive to be physics itself, from the root behaviour of particles and fields to the phenomena of complexity and emergence ... In other words, life might not just be in the equations. It might BE the equations [My emphasis].

Scharf said it is possible that 'we don't recognise advanced life because it forms an integral and unsuspecting part of what we've considered to be the natural world'. I agree. Wetiko/Yaldabaoth *is* the simulation. We are literally in the body of the beast. But that doesn't mean it has to control us. We all have the power to overcome Wetiko

influence and the Cult knows that. I doubt it sleeps too well because it knows that.

Which Field?

This, I suggest, is how it all works. There are two Fields. One is the fierce electromagnetic light of the Matrix within the speed of light; the other is the 'watery light' of The Field beyond the walls of the Matrix that connects with the Great Infinity. Five-sense mind and the decoding systems of the body attach us to the Field of Matrix light. They have to or we could not experience this reality. Five-sense mind sees only the Matrix Field of information while our expanded consciousness is part of the Infinity Field. When we open our minds, and most importantly our hearts, to the Infinity Field we have a mission control which gives us an expanded perspective, a road map, to understand the nature of the five-sense world. If we are isolated only in five-sense mind there is no mission control. We're on our own trying to understand a world that's constantly feeding us information to ensure we do not understand. People in this state can feel 'lost' and bewildered with no direction or radar. You can see ever more clearly those who are influenced by the Fields of Big Infinity or little five-sense mind simply by their views and behaviour with regard to the 'Covid' hoax. We have had this division throughout known human history with the mass of the people on one side and individuals who could see and intuit beyond the walls of the simulation – Plato's prisoner who broke out of the cave and saw reality for what it is. Such people have always been targeted by Wetiko/Archon-possessed authority, burned at the stake or demonised as mad, bad and dangerous. The Cult today and its global network of 'anti-hate', 'anti-fascist' Woke groups are all expressions of Wetiko attacking those exposing the conspiracy, 'Covid' lies and the 'vaccine' agenda.

Woke as a whole is Wetiko which explains its black and white mentality and how at one it is with the Wetiko-possessed Cult. Paul Levy said: 'To be in this paradigm is to still be under the thrall of a two-valued logic – where things are either true or false – of a

wetikoized mind.’ Wetiko consciousness is in a permanent rage, therefore so is Woke, and then there is Woke inversion and contradiction. ‘Anti-fascists’ act like fascists because fascists *and* ‘anti-fascists’ are both Wetiko at work. Political parties act the same while claiming to be different for the same reason. Secret society and satanic rituals are attaching initiates to Wetiko and the cold, ruthless, psychopathic mentality that secures the positions of power all over the world is Wetiko. Reframing ‘training programmes’ have the same cumulative effect of attaching Wetiko and we have their graduates described as automatons and robots with a cold, psychopathic, uncaring demeanour. They are all traits of Wetiko possession and look how many times they have been described in this book and elsewhere with regard to personnel behind ‘Covid’ including the police and medical profession. Climbing the greasy pole in any profession in a Wetiko society requires traits of Wetiko to get there and that is particularly true of politics which is not about fair competition and pre-eminence of ideas. It is founded on how many backs you can stab and arses you can lick. This culminated in the global ‘Covid’ coordination between the Wetiko possessed who pulled it off in all the different countries without a trace of empathy and compassion for their impact on humans. Our sight sense can see only holographic form and not the Field which connects holographic form. Therefore we perceive ‘physical’ objects with ‘space’ in between. In fact that ‘space’ is energy/consciousness operating on multiple frequencies. One of them is Wetiko and that connects the Cult psychopaths, those who submit to the psychopaths, and those who serve the psychopaths in the media operations of the world. Wetiko is Gates. Wetiko is the mask-wearing submissive. Wetiko is the fake journalist and ‘fact-checker’. The Wetiko Field is coordinating the whole thing. Psychopaths, gofers, media operatives, ‘anti-hate’ hate groups, ‘fact-checkers’ and submissive people work as one unit *even without human coordination* because they are attached to the *same* Field which is organising it all (Fig 22). Paul Levy is here describing how Wetiko-possessed people are drawn together and refuse to let any information breach their rigid

perceptions. He was writing long before 'Covid', but I think you will recognise followers of the 'Covid' religion *oh just a little bit*:

People who are channelling the vibratory frequency of wetiko align with each other through psychic resonance to reinforce their unspoken shared agreement so as to uphold their deranged view of reality. Once an unconscious content takes possession of certain individuals, it irresistibly draws them together by mutual attraction and knits them into groups tied together by their shared madness that can easily swell into an avalanche of insanity.

A psychic epidemic is a closed system, which is to say that it is insular and not open to any new information or informing influences from the outside world which contradict its fixed, limited, and limiting perspective.

There we have the Woke mind and the 'Covid' mind. Compatible resonance draws the awakening together, too, which is clearly happening today.



Figure 22: The Wetiko Field from which the Cult pyramid and its personnel are made manifest. (Image by Neil Hague).

Spiritual servitude

Wetiko doesn't care about humans. It's not human; it just possesses humans for its own ends and the effect (depending on the scale of

possession) can be anything from extreme psychopathy to unquestioning obedience. Wetiko's worst nightmare is for human consciousness to expand beyond the simulation. Everything is focussed on stopping that happening through control of information, thus perception, thus frequency. The 'education system', media, science, medicine, academia, are all geared to maintaining humanity in five-sense servitude as is the constant stimulation of low-vibrational mental and emotional states (see 'Covid'). Wetiko seeks to dominate those subconscious spaces between five-sense perception and expanded consciousness where the computer meets the operator. From these subconscious hiding places Wetiko speaks to us to trigger urges and desires that we take to be our own and manipulate us into anything from low-vibrational to psychopathic states. Remember how Islam describes the Jinn as invisible tricksters that 'whisper' and confuse. Wetiko is the origin of the 'trickster god' theme that you find in cultures all over the world. Jinn, like the Archons, are Wetiko which is terrified of humans awakening and reconnecting with our true self for then its energy source has gone. With that the feedback loop breaks between Wetiko and human perception that provides the energetic momentum on which its very existence depends as a force of evil. Humans are both its target and its source of survival, but only if we are operating in low-vibrational states of fear, hate, depression and the background anxiety that most people suffer. We are Wetiko's target because we are its key to survival. It needs us, not the other way round. Paul Levy writes:

A vampire has no intrinsic, independent, substantial existence in its own right; it only exists in relation to us. The pathogenic, vampiric mind-parasite called wetiko is nothing in itself – not being able to exist from its own side – yet it has a 'virtual reality' such that it can potentially destroy our species ...

...The fact that a vampire is not reflected by a mirror can also mean that what we need to see is that there's nothing, no-thing to see, other than ourselves. The fact that wetiko is the expression of something inside of us means that the cure for wetiko is with us as well. The critical issue is finding this cure within us and then putting it into effect.

Evil begets evil because if evil does not constantly expand and find new sources of energetic sustenance its evil, its *distortion*, dies with the assimilation into balance and harmony. Love is the garlic to Wetiko's vampire. Evil, the absence of love, cannot exist in the presence of love. I think I see a way out of here. I have emphasised so many times over the decades that the Archons/Wetiko and their Cult are not all powerful. *They are not*. I don't care how it looks even now *they are not*. I have not called them little boys in short trousers for effect. I have said it because it is true. Wetiko's insatiable desire for power over others is not a sign of its omnipotence, but its insecurity. Paul Levy writes: 'Due to the primal fear which ultimately drives it and which it is driven to cultivate, wetiko's body politic has an intrinsic and insistent need for centralising power and control so as to create imagined safety for itself.' *Yeeeeees!* Exactly! Why does Wetiko want humans in an ongoing state of fear? Wetiko itself *is* fear and it is petrified of love. As evil is an absence of love, so love is an absence of fear. Love conquers all and *especially* Wetiko which *is* fear. Wetiko brought fear into the world when it wasn't here before. *Fear* was the 'fall', the fall into low-frequency ignorance and illusion – fear is **False Emotion Appearing Real**. The simulation is driven and energised by fear because Wetiko/Yaldabaoth (fear) *are* the simulation. Fear is the absence of love and Wetiko is the absence of love.

Wetiko today

We can now view current events from this level of perspective. The 'Covid' hoax has generated momentous amounts of ongoing fear, anxiety, depression and despair which have empowered Wetiko. No wonder people like Gates have been the instigators when they are Wetiko incarnate and exhibit every trait of Wetiko in the extreme. See how cold and unemotional these people are like Gates and his cronies, how dead of eye they are. That's Wetiko. Sabbatians are Wetiko and everything they control including the World Health Organization, Big Pharma and the 'vaccine' makers, national 'health'

hierarchies, corporate media, Silicon Valley, the banking system, and the United Nations with its planned transformation into world government. All are controlled and possessed by the Wetiko distortion into distorting human society in its image. We are with this knowledge at the gateway to understanding the world. Divisions of race, culture, creed and sexuality are diversions to hide the real division between those possessed and influenced by Wetiko and those that are not. The 'Covid' hoax has brought both clearly into view. Human behaviour is not about race. Tyrants and dictatorships come in all colours and creeds. What unites the US president bombing the innocent and an African tribe committing genocide against another as in Rwanda? What unites them? *Wetiko*. All wars are Wetiko, all genocide is Wetiko, all hunger over centuries in a world of plenty is Wetiko. Children going to bed hungry, including in the West, is Wetiko. Cult-generated Woke racial divisions that focus on the body are designed to obscure the reality that divisions in behaviour are manifestations of mind, not body. Obsession with body identity and group judgement is a means to divert attention from the real source of behaviour – mind and perception. Conflict sown by the Woke both within themselves and with their target groups are Wetiko providing lunch for itself through still more agents of the division, chaos, and fear on which it feeds. The Cult is seeking to assimilate the entirety of humanity and all children and young people into the Wetiko frequency by manipulating them into states of fear and despair. Witness all the suicide and psychological unravelling since the spring of 2020. Wetiko psychopaths want to impose a state of unquestioning obedience to authority which is no more than a conduit for Wetiko to enforce its will and assimilate humanity into itself. It needs us to believe that resistance is futile when it fears resistance and even more so the game-changing non-cooperation with its impositions. It can use violent resistance for its benefit. Violent impositions and violent resistance are *both* Wetiko. The Power of Love with its Power of No will sweep Wetiko from our world. Wetiko and its Cult know that. They just don't want us to know.

AI Wetiko

This brings me to AI or artificial intelligence and something else Wetikos don't want us to know. What is AI *really*? I know about computer code algorithms and AI that learns from data input. These, however, are more diversions, the expeditionary force, for the real AI that they want to connect to the human brain as promoted by Silicon Valley Wetikos like Kurzweil. What is this AI? It is the frequency of *Wetiko*, the frequency of the Archons. The connection of AI to the human brain is the connection of the Wetiko frequency to create a Wetiko hive mind and complete the job of assimilation. The hive mind is planned to be controlled from Israel and China which are both 100 percent owned by Wetiko Sabbatians. The assimilation process has been going on minute by minute in the 'smart' era which fused with the 'Covid' era. We are told that social media is scrambling the minds of the young and changing their personality. This is true, but what is social media? Look more deeply at how it works, how it creates divisions and conflict, the hostility and cruelty, the targeting of people until they are destroyed. That's Wetiko. Social media is manipulated to tune people to the Wetiko frequency with all the emotional exploitation tricks employed by platforms like Facebook and its Wetiko front man, Zuckerberg. Facebook's Instagram announced a new platform for children to overcome a legal bar on them using the main site. This is more Wetiko exploitation and manipulation of kids. Amnesty International likened the plan to foxes offering to guard the henhouse and said it was incompatible with human rights. Since when did Wetiko or Zuckerberg (I repeat myself) care about that? Would Brin and Page at Google, Wojcicki at YouTube, Bezos at Amazon and whoever the hell runs Twitter act as they do if they were not channelling Wetiko? Would those who are developing technologies for no other reason than human control? How about those designing and selling technologies to kill people and Big Pharma drug and 'vaccine' producers who know they will end or devastate lives? Quite a thought for these people to consider is that if you are Wetiko in a human life you are Wetiko on the 'other side' unless your frequency

changes and that can only change by a change of perception which becomes a change of behaviour. Where Gates is going does not bear thinking about although perhaps that's exactly where he wants to go. Either way, that's where he's going. His frequency will make it so.

The frequency lair

I have been saying for a long time that a big part of the addiction to smartphones and devices is that a frequency is coming off them that entraps the mind. People spend ages on their phones and sometimes even a minute or so after they put them down they pick them up again and it all repeats. 'Covid' lockdowns will have increased this addiction a million times for obvious reasons. Addictions to alcohol overindulgence and drugs are another way that Wetiko entraps consciousness to attach to its own. Both are symptoms of low-vibrational psychological distress which alcoholism and drug addiction further compound. Do we think it's really a coincidence that access to them is made so easy while potions that can take people into realms beyond the simulation are banned and illegal? I have explored smartphone addiction in other books, the scale is mind-blowing, and that level of addiction does not come without help. Tech companies that make these phones are Wetiko and they will have no qualms about destroying the minds of children. We are seeing again with these companies the Wetiko perceptual combination of psychopathic enforcers and weak and meek unquestioning compliance by the rank and file.

The global Smart Grid is the Wetiko Grid and it is crucial to complete the Cult endgame. The simulation is radiation and we are being deluged with technological radiation on a devastating scale. Wetiko frauds like Elon Musk serve Cult interests while occasionally criticising them to maintain his street-cred. 5G and other forms of Wi-Fi are being directed at the earth from space on a volume and scale that goes on increasing by the day. Elon Musk's (officially) SpaceX Starlink project is in the process of putting tens of thousands of satellites in low orbit to cover every inch of the planet with 5G and other Wi-Fi to create Kurzweil's global 'cloud' to which the

human mind is planned to be attached very soon. SpaceX has approval to operate 12,000 satellites with more than 1,300 launched at the time of writing and applications filed for 30,000 more. Other operators in the Wi-Fi, 5G, low-orbit satellite market include OneWeb (UK), Telesat (Canada), and AST & Science (US). Musk tells us that AI could be the end of humanity and then launches a company called Neuralink to connect the human brain to computers. Musk's (in theory) Tesla company is building electric cars and the driverless vehicles of the smart control grid. As frauds and bullshitters go Elon Musk in my opinion is Major League.

5G and technological radiation in general are destructive to human health, genetics and psychology and increasing the strength of artificial radiation underpins the five-sense perceptual bubbles which are themselves expressions of radiation or electromagnetism. Freedom activist John Whitehead was so right with his 'databit by databit, we are building our own electronic concentration camps'. The Smart Grid and 5G is a means to control the human mind and infuse perceptual information into The Field to influence anyone in sync with its frequency. You can change perception and behaviour en masse if you can manipulate the population into those levels of frequency and this is happening all around us today. The arrogance of Musk and his fellow Cult operatives knows no bounds in the way that we see with Gates. Musk's satellites are so many in number already they are changing the night sky when viewed from Earth. The astronomy community has complained about this and they have seen nothing yet. Some consequences of Musk's Wetiko hubris include: Radiation; visible pollution of the night sky; interference with astronomy and meteorology; ground and water pollution from intensive use of increasingly many spaceports; accumulating space debris; continual deorbiting and burning up of aging satellites, polluting the atmosphere with toxic dust and smoke; and ever-increasing likelihood of collisions. A collective public open letter of complaint to Musk said:

We are writing to you ... because SpaceX is in process of surrounding the Earth with a network of thousands of satellites whose very purpose is to irradiate every square inch of the

Earth. SpaceX, like everyone else, is treating the radiation as if it were not there. As if the mitochondria in our cells do not depend on electrons moving undisturbed from the food we digest to the oxygen we breathe.

As if our nervous systems and our hearts are not subject to radio frequency interference like any piece of electronic equipment. As if the cancer, diabetes, and heart disease that now afflict a majority of the Earth's population are not metabolic diseases that result from interference with our cellular machinery. As if insects everywhere, and the birds and animals that eat them, are not starving to death as a result.

People like Musk and Gates believe in their limitless Wetiko arrogance that they can do whatever they like to the world because they own it. Consequences for humanity are irrelevant. It's absolutely time that we stopped taking this shit from these self-styled masters of the Earth when you consider where this is going.

Why is the Cult so anti-human?

I hear this question often: Why would they do this when it will affect them, too? Ah, but will it? Who is this *them*? Forget their bodies. They are just vehicles for Wetiko consciousness. When you break it all down to the foundations we are looking at a state of severely distorted consciousness targeting another state of consciousness for assimilation. The rest is detail. The simulation is the fly-trap in which unique sensations of the five senses create a cycle of addiction called reincarnation. Renegade Minds see that everything which happens in our reality is a smaller version of the whole picture in line with the holographic principle. Addiction to the radiation of smart technology is a smaller version of addiction to the whole simulation. Connecting the body/brain to AI is taking that addiction on a giant step further to total ongoing control by assimilating human incarnate consciousness into Wetiko. I have watched during the 'Covid' hoax how many are becoming ever more profoundly attached to Wetiko's perceptual calling cards of aggressive response to any other point of view ('There is no other god but me'), psychopathic lack of compassion and empathy, and servile submission to the narrative and will of authority. Wetiko is the psychopaths *and* subservience to psychopaths. The Cult of Wetiko is

so anti-human because it is *not* human. It embarked on a mission to destroy human by targeting everything that it means to be human and to survive as human. 'Covid' is not the end, just a means to an end. The Cult with its Wetiko consciousness is seeking to change Earth systems, including the atmosphere, to suit them, not humans. The gathering bombardment of 5G alone from ground and space is dramatically changing The Field with which the five senses interact. There is so much more to come if we sit on our hands and hope it will all go away. It is not meant to go away. It is meant to get ever more extreme and we need to face that while we still can – just.

Carbon dioxide is the gas of life. Without that human is over. Kaput, gone, history. No natural world, no human. The Cult has created a cock and bull story about carbon dioxide and climate change to justify its reduction to the point where Gates and the ignoramus Biden 'climate chief' John Kerry want to suck it out of the atmosphere. Kerry wants to do this because his master Gates does. Wetikos have made the gas of life a demon with the usual support from the Wokers of Extinction Rebellion and similar organisations and the bewildered puppet-child that is Greta Thunberg who was put on the world stage by Klaus Schwab and the World Economic Forum. The name Extinction Rebellion is both ironic and as always Wetiko inversion. The gas that we need to survive must be reduced to save us from extinction. The most basic need of human is oxygen and we now have billions walking around in face nappies depriving body and brain of this essential requirement of human existence. More than that 5G at 60 gigahertz interacts with the oxygen molecule to reduce the amount of oxygen the body can absorb into the bloodstream. The obvious knock-on consequences of that for respiratory and cognitive problems and life itself need no further explanation. Psychopaths like Musk are assembling a global system of satellites to deluge the human atmosphere with this insanity. The man should be in jail. Here we have two most basic of human needs, oxygen and carbon dioxide, being dismantled.

Two others, water and food, are getting similar treatment with the United Nations Agendas 21 and 2030 – the Great Reset – planning to

centrally control all water and food supplies. People will not even own rain water that falls on their land. Food is affected at the most basic level by reducing carbon dioxide. We have genetic modification or GMO infiltrating the food chain on a mass scale, pesticides and herbicides polluting the air and destroying the soil. Freshwater fish that provide livelihoods for 60 million people and feed hundreds of millions worldwide are being 'pushed to the brink' according the conservationists while climate change is the only focus. Now we have Gates and Schwab wanting to dispense with current food sources all together and replace them with a synthetic version which the Wetiko Cult would control in terms of production and who eats and who doesn't. We have been on the Totalitarian Tiptoe to this for more than 60 years as food has become ever more processed and full of chemical shite to the point today when it's not natural food at all. As Dr Tom Cowan says: 'If it has a label don't eat it.' Bill Gates is now the biggest owner of farmland in the United States and he does nothing without an ulterior motive involving the Cult. Klaus Schwab wrote: 'To feed the world in the next 50 years we will need to produce as much food as was produced in the last 10,000 years ... food security will only be achieved, however, if regulations on genetically modified foods are adapted to reflect the reality that gene editing offers a precise, efficient and safe method of improving crops.' Liar. People and the world are being targeted with aluminium through vaccines, chemtrails, food, drink cans, and endless other sources when aluminium has been linked to many health issues including dementia which is increasing year after year. Insects, bees and wildlife essential to the food chain are being deleted by pesticides, herbicides and radiation which 5G is dramatically increasing with 6G and 7G to come. The pollinating bee population is being devastated while wildlife including birds, dolphins and whales are having their natural radar blocked by the effects of ever-increasing radiation. In the summer windscreens used to be splattered with insects so numerous were they. It doesn't happen now. Where have they gone?

Synthetic everything

The Cult is introducing genetically-modified versions of trees, plants and insects including a Gates-funded project to unleash hundreds of millions of genetically-modified, lab-altered and patented male mosquitoes to mate with wild mosquitoes and induce genetic flaws that cause them to die out. Clinically-insane Gates-funded Japanese researchers have developed mosquitos that spread vaccine and are dubbed 'flying vaccinators'. Gates is funding the modification of weather patterns in part to sell the myth that this is caused by carbon dioxide and he's funding geoengineering of the skies to change the atmosphere. Some of this came to light with the Gates-backed plan to release tonnes of chalk into the atmosphere to 'deflect the Sun and cool the planet'. Funny how they do this while the heating effect of the Sun is not factored into climate projections focussed on carbon dioxide. The reason is that they want to reduce carbon dioxide (so don't mention the Sun), but at the same time they do want to reduce the impact of the Sun which is so essential to human life and health. I have mentioned the sun-cholesterol-vitamin D connection as they demonise the Sun with warnings about skin cancer (caused by the chemicals in sun cream they tell you to splash on). They come from the other end of the process with statin drugs to reduce cholesterol that turns sunlight into vitamin D. A lack of vitamin D leads to a long list of health effects and how vitamin D levels must have fallen with people confined to their homes over 'Covid'. Gates is funding other forms of geoengineering and most importantly chemtrails which are dropping heavy metals, aluminium and self-replicating nanotechnology onto the Earth which is killing the natural world. See *Everything You Need To Know, But Have Never Been Told* for the detailed background to this.

Every human system is being targeted for deletion by a force that's not human. The Wetiko Cult has embarked on the process of transforming the human body from biological to synthetic biological as I have explained. Biological is being replaced by the artificial and synthetic – Archontic 'countermimicry' – right across human society. The plan eventually is to dispense with the human body altogether

and absorb human consciousness – which it wouldn't really be by then – into cyberspace (the simulation which is Wetiko/Yaldabaoth). Preparations for that are already happening if people would care to look. The alternative media rightly warns about globalism and 'the globalists', but this is far bigger than that and represents the end of the human race as we know it. The 'bad copy' of prime reality that Gnostics describe was a bad copy of harmony, wonder and beauty to start with before Wetiko/Yaldabaoth set out to change the simulated 'copy' into something very different. The process was slow to start with. Entrapped humans in the simulation timeline were not technologically aware and they had to be brought up to intellectual speed while being suppressed spiritually to the point where they could build their own prison while having no idea they were doing so. We have now reached that stage where technological intellect has the potential to destroy us and that's why events are moving so fast. Central American shaman Don Juan Matus said:

Think for a moment, and tell me how you would explain the contradictions between the intelligence of man the engineer and the stupidity of his systems of belief, or the stupidity of his contradictory behaviour. Sorcerers believe that the predators have given us our systems of beliefs, our ideas of good and evil; our social mores. They are the ones who set up our dreams of success or failure. They have given us covetousness, greed, and cowardice. It is the predator who makes us complacent, routinary, and egomaniacal.

In order to keep us obedient and meek and weak, the predators engaged themselves in a stupendous manoeuvre – stupendous, of course, from the point of view of a fighting strategist; a horrendous manoeuvre from the point of those who suffer it. They gave us their mind. The predators' mind is baroque, contradictory, morose, filled with the fear of being discovered any minute now.

For 'predators' see Wetiko, Archons, Yaldabaoth, Jinn, and all the other versions of the same phenomenon in cultures and religions all over the world. The theme is always the same because it's true and it's real. We have reached the point where we have to deal with it. The question is – how?

Don't fight – walk away

I thought I'd use a controversial subheading to get things moving in terms of our response to global fascism. What do you mean 'don't fight'? What do you mean 'walk away'? We've got to fight. We can't walk away. Well, it depends what we mean by fight and walk away. If fighting means physical combat we are playing Wetiko's game and falling for its trap. It wants us to get angry, aggressive, and direct hate and hostility at the enemy we think we must fight. Every war, every battle, every conflict, has been fought with Wetiko leading both sides. It's what it does. Wetiko wants a fight, anywhere, any place. Just hit me, son, so I can hit you back. Wetiko hits Wetiko and Wetiko hits Wetiko in return. I am very forthright as you can see in exposing Wetikos of the Cult, but I don't hate them. I refuse to hate them. It's what they want. What you hate you become. What you *fight* you become. Wokers, 'anti-haters' and 'anti-fascists' prove this every time they reach for their keyboards or don their balaclavas. By walk away I mean to disengage from Wetiko which includes ceasing to cooperate with its tyranny. Paul Levy says of Wetiko:

The way to 'defeat' evil is not to try to destroy it (for then, in playing evil's game, we have already lost), but rather, to find the invulnerable place within ourselves where evil is unable to vanquish us – this is to truly 'win' our battle with evil.

Wetiko is everywhere in human society and it's been on steroids since the 'Covid' hoax. Every shouting match over wearing masks has Wetiko wearing a mask and Wetiko not wearing one. It's an electrical circuit of push and resist, push and resist, with Wetiko pushing *and* resisting. Each polarity is Wetiko empowering itself. Dictionary definitions of 'resist' include 'opposing, refusing to accept or comply with' and the word to focus on is 'opposing'. What form does this take – setting police cars alight or 'refusing to accept or comply with'? The former is Wetiko opposing Wetiko while the other points the way forward. This is the difference between those aggressively demanding that government fascism must be obeyed who stand in stark contrast to the great majority of Pushbackers. We saw this clearly with a march by thousands of Pushbackers against lockdown in London followed days later by a Woker-hijacked

protest in Bristol in which police cars were set on fire. Masks were virtually absent in London and widespread in Bristol. Wetiko wants lockdown on every level of society and infuses its aggression to police it through its unknowing stooges. Lockdown protesters are the ones with the smiling faces and the hugs, The two blatantly obvious states of being – getting more obvious by the day – are the result of Wokers and their like becoming ever more influenced by the simulation Field of Wetiko and Pushbackers ever more influenced by The Field of a far higher vibration beyond the simulation. Wetiko can't invade the heart which is where most lockdown opponents are coming from. It's the heart that allows them to see through the lies to the truth in ways I will be highlighting.

Renegade Minds know that calmness is the place from which wisdom comes. You won't find wisdom in a hissing fit and wisdom is what we need in abundance right now. Calmness is not weakness – you don't have to scream at the top of your voice to be strong. Calmness is indeed a sign of strength. 'No' means I'm not doing it. NOOOO!!! doesn't mean you're not doing it even more. Volume does not advance 'No – I'm not doing it'. You are just not doing it. Wetiko possessed and influenced don't know how to deal with that. Wetiko wants a fight and we should not give it one. What it needs more than anything is our *cooperation* and we should not give that either. Mass rallies and marches are great in that they are a visual representation of feeling, but if it ends there they are irrelevant. You demand that Wetikos act differently? Well, they're not going to are they? They are Wetikos. We don't need to waste our time demanding that something doesn't happen when that will make no difference. We need to delete the means that *allows* it to happen. This, invariably, is our cooperation. You can demand a child stop firing a peashooter at the dog or you can refuse to buy the peashooter. If you provide the means you are cooperating with the dog being smacked on the nose with a pea. How can the authorities enforce mask-wearing if millions in a country refuse? What if the 74 million Pushbackers that voted for Trump in 2020 refused to wear masks, close their businesses or stay in their homes. It would be unenforceable. The

few control the many through the compliance of the many and that's always been the dynamic be it 'Covid' regulations or the Roman Empire. I know people can find it intimidating to say no to authority or stand out in a crowd for being the only one with a face on display; but it has to be done or it's over. I hope I've made clear in this book that where this is going will be far more intimidating than standing up now and saying 'No' – I will not cooperate with my own enslavement and that of my children. There might be consequences for some initially, although not so if enough do the same. The question that must be addressed is what is going to happen if we don't? It is time to be strong and unyieldingly so. No means no. Not here and there, but *everywhere* and *always*. I have refused to wear a mask and obey all the other nonsense. I will not comply with tyranny. I repeat: Fascism is not imposed by fascists – there are never enough of them. Fascism is imposed by the population acquiescing to fascism. *I will not do it*. I will die first, or my body will. Living meekly under fascism is a form of death anyway, the death of the spirit that Martin Luther King described.

Making things happen

We must not despair. This is not over till it's over and it's far from that. The 'fat lady' must refuse to sing. The longer the 'Covid' hoax has dragged on and impacted on more lives we have seen an awakening of phenomenal numbers of people worldwide to the realisation that what they have believed all their lives is not how the world really is. Research published by the system-serving University of Bristol and King's College London in February, 2021, concluded: 'One in every 11 people in Britain say they trust David Icke's take on the coronavirus pandemic.' It will be more by now and we have gathering numbers to build on. We must urgently progress from seeing the scam to ceasing to cooperate with it. Prominent German lawyer Reiner Fuellmich, also licenced to practice law in America, is doing a magnificent job taking the legal route to bring the psychopaths to justice through a second Nuremberg tribunal for crimes against humanity. Fuellmich has an impressive record of

beating the elite in court and he formed the German Corona Investigative Committee to pursue civil charges against the main perpetrators with a view to triggering criminal charges. Most importantly he has grasped the foundation of the hoax – the PCR test not testing for the ‘virus’ – and Christian Drosten is therefore on his charge sheet along with Gates frontman Tedros at the World Health Organization. Major players must not be allowed to inflict their horrors on the human race without being brought to book. A life sentence must follow for Bill Gates and the rest of them. A group of researchers has also indicted the government of Norway for crimes against humanity with copies sent to the police and the International Criminal Court. The lawsuit cites participation in an internationally-planned false pandemic and violation of international law and human rights, the European Commission’s definition of human rights by coercive rules, Nuremberg and Hague rules on fundamental human rights, and the Norwegian constitution. We must take the initiative from hereon and not just complain, protest and react.

There are practical ways to support vital mass non-cooperation. Organising in numbers is one. Lockdown marches in London in the spring in 2021 were mass non-cooperation that the authorities could not stop. There were too many people. Hundreds of thousands walked the London streets in the centre of the road for mile after mile while the Face-Nappies could only look on. They were determined, but calm, and just *did it* with no histrionics and lots of smiles. The police were impotent. Others are organising group shopping without masks for mutual support and imagine if that was happening all over. Policing it would be impossible. If the store refuses to serve people in these circumstances they would be faced with a long line of trolleys full of goods standing on their own and everything would have to be returned to the shelves. How would they cope with that if it kept happening? I am talking here about moving on from complaining to being pro-active; from watching things happen to making things happen. I include in this our relationship with the police. The behaviour of many Face-Nappies

has been disgraceful and anyone who thinks they would never find concentration camp guards in the 'enlightened' modern era have had that myth busted big-time. The period and setting may change – Wetikos never do. I watched film footage from a London march in which a police thug viciously kicked a protestor on the floor who had done nothing. His fellow Face-Nappies stood in a ring protecting him. What he did was a criminal assault and with a crowd far outnumbering the police this can no longer be allowed to happen unchallenged. I get it when people chant 'shame on you' in these circumstances, but that is no longer enough. They *have* no shame those who do this. Crowds needs to start making a citizen's arrest of the police who commit criminal offences and brutally attack innocent people and defenceless women. A citizen's arrest can be made under section 24A of the UK Police and Criminal Evidence (PACE) Act of 1984 and you will find something similar in other countries. I prefer to call it a Common Law arrest rather than citizen's for reasons I will come to shortly. Anyone can arrest a person committing an indictable offence or if they have reasonable grounds to suspect they are committing an indictable offence. On both counts the attack by the police thug would have fallen into this category. A citizen's arrest can be made to stop someone:

- Causing physical injury to himself or any other person
- Suffering physical injury
- Causing loss of or damage to property
- Making off before a constable can assume responsibility for him

A citizen's arrest may also be made to prevent a breach of the peace under Common Law and if they believe a breach of the peace will happen or anything related to harm likely to be done or already done in their presence. This is the way to go I think – the Common Law version. If police know that the crowd and members of the public will no longer be standing and watching while they commit

their thuggery and crimes they will think twice about acting like Brownshirts and Blackshirts.

Common Law – common sense

Mention of Common Law is very important. Most people think the law is the law as in one law. This is not the case. There are two bodies of law, Common Law and Statute Law, and they are not the same. Common Law is founded on the simple premise of do no harm. It does not recognise victimless crimes in which no harm is done while Statute Law does. There is a Statute Law against almost everything. So what is Statute Law? Amazingly it's the law of the *sea* that was brought ashore by the Cult to override the law of the land which is Common Law. They had no right to do this and as always they did it anyway. They had to. They could not impose their will on the people through Common Law which only applies to do no harm. How could you stitch up the fine detail of people's lives with that? Instead they took the law of the sea, or Admiralty Law, and applied it to the population. Statute Law refers to all the laws spewing out of governments and their agencies including all the fascist laws and regulations relating to 'Covid'. The key point to make is that Statute Law is *contract law*. It only applies between *contracting* corporations. Most police officers don't even know this. They have to be kept in the dark, too. Long ago when merchants and their sailing ships began to trade with different countries a contractual law was developed called Admiralty Law and other names. Again it only applied to *contracts* agreed between *corporate* entities. If there is no agreed contract the law of the sea had no jurisdiction *and that still applies to its new alias of Statute Law*. The problem for the Cult when the law of the sea was brought ashore was an obvious one. People were not corporations and neither were government entities. To overcome the latter they made governments and all associated organisations corporations. All the institutions are *private corporations* and I mean governments and their agencies, local councils, police, courts, military, US states, the whole lot. Go to the

Dun and Bradstreet corporate listings website for confirmation that they are all corporations. You are arrested by a private corporation called the police by someone who is really a private security guard and they take you to court which is another private corporation. Neither have jurisdiction over you unless you consent and *contract* with them. This is why you hear the mantra about law enforcement policing by *consent* of the people. In truth the people 'consent' only in theory through monumental trickery.

Okay, the Cult overcame the corporate law problem by making governments and institutions corporate entities; but what about people? They are not corporations are they? Ah ... well in a sense, and *only* a sense, they are. Not people exactly – the illusion of people. The Cult creates a corporation in the name of everyone at the time that their birth certificate is issued. Note birth/ *berth* certificate and when you go to court under the law of the sea on land you stand in a *dock*. These are throwbacks to the origin. My Common Law name is David Vaughan Icke. The name of the corporation created by the government when I was born is called Mr David Vaughan Icke usually written in capitals as MR DAVID VAUGHAN ICKE. That is not me, the living, breathing man. It is a fictitious corporate entity. The trick is to make you think that David Vaughan Icke and MR DAVID VAUGHAN ICKE are the same thing. *They are not*. When police charge you and take you to court they are prosecuting the corporate entity and not the living, breathing, man or woman. They have to trick you into identifying as the corporate entity and contracting with them. Otherwise they have no jurisdiction. They do this through a language known as legalese. Lawful and legal are not the same either. Lawful relates to Common Law and legal relates to Statute Law. Legalese is the language of Statue Law which uses terms that mean one thing to the public and another in legalese. Notice that when a police officer tells someone why they are being charged he or she will say at the end: 'Do you understand?' To the public that means 'Do you comprehend?' In legalese it means 'Do you stand under me?' Do you stand under my authority? If you say

yes to the question you are unknowingly agreeing to give them jurisdiction over you in a contract between two corporate entities.

This is a confidence trick in every way. Contracts have to be agreed between informed parties and if you don't know that David Vaughan Icke is agreeing to be the corporation MR DAVID VAUGHAN ICKE you cannot knowingly agree to contract. They are deceiving you and another way they do this is to ask for proof of identity. You usually show them a driving licence or other document on which your corporate name is written. In doing so you are accepting that you are that corporate entity when you are not. Referring to yourself as a 'person' or 'citizen' is also identifying with your corporate fiction which is why I made the Common Law point about the citizen's arrest. If you are approached by a police officer you identify yourself immediately as a living, breathing, man or woman and say 'I do not consent, I do not contract with you and I do not understand' or stand under their authority. I have a Common Law birth certificate as a living man and these are available at no charge from commonlawcourt.com. Businesses registered under the Statute Law system means that its laws apply. There are, however, ways to run a business under Common Law. Remember all 'Covid' laws and regulations are Statute Law – the law of *contracts* and you do not have to contract. This doesn't mean that you can kill someone and get away with it. Common Law says do no harm and that applies to physical harm, financial harm etc. Police are employees of private corporations and there needs to be a new system of non-corporate Common Law constables operating outside the Statute Law system. If you go to davidicke.com and put Common Law into the search engine you will find videos that explain Common Law in much greater detail. It is definitely a road we should walk.

With all my heart

I have heard people say that we are in a spiritual war. I don't like the term 'war' with its Wetiko dynamic, but I know what they mean. Sweep aside all the bodily forms and we are in a situation in which two states of consciousness are seeking very different realities.

Wetiko wants upheaval, chaos, fear, suffering, conflict and control. The other wants love, peace, harmony, fairness and freedom. That's where we are. We should not fall for the idea that Wetiko is all-powerful and there's nothing we can do. Wetiko is not all-powerful. It's a joke, pathetic. It doesn't have to be, but it has made that choice for now. A handful of times over the years when I have felt the presence of its frequency I have allowed it to attach briefly so I could consciously observe its nature. The experience is not pleasant, the energy is heavy and dark, but the ease with which you can kick it back out the door shows that its real power is in persuading us that it has power. It's all a con. Wetiko is a con. It's a trickster and not a power that can control us if we unleash our own. The con is founded on manipulating humanity to give its power to Wetiko which recycles it back to present the illusion that it has power when its power is *ours* that we gave away. This happens on an energetic level and plays out in the world of the seen as humanity giving its power to Wetiko authority which uses that power to control the population when the power is only the power the population has handed over. How could it be any other way for billions to be controlled by a relative few? I have had experiences with people possessed by Wetiko and again you can kick its arse if you do it with an open heart. Oh yes – the *heart* which can transform the world of perceived 'matter'.

We are receiver-transmitters and processors of information, but what information and where from? Information is processed into perception in three main areas – the brain, the heart and the belly. These relate to thinking, knowing, and emotion. Wetiko wants us to be head and belly people which means we think within the confines of the Matrix simulation and low-vibrational emotional reaction scrambles balance and perception. A few minutes on social media and you see how emotion is the dominant force. Woke is all emotion and is therefore thought-free and fact-free. Our heart is something different. It *knows* while the head *thinks* and has to try to work it out because it doesn't know. The human energy field has seven prime vortexes which connect us with wider reality ([Fig 23](#)). Chakra means

'wheels of light' in the Sanskrit language of ancient India. The main ones are: The crown chakra on top of the head; brow (or 'third eye') chakra in the centre of the forehead; throat chakra; heart chakra in the centre of the chest; solar plexus chakra below the sternum; sacral chakra beneath the navel; and base chakra at the bottom of the spine. Each one has a particular function or functions. We feel anxiety and nervousness in the belly where the sacral chakra is located and this processes emotion that can affect the colon to give people 'the shits' or make them 'shit scared' when they are nervous. Chakras all play an important role, but the Mr and Mrs Big is the heart chakra which sits at the centre of the seven, above the chakras that connect us to the 'physical' and below those that connect with higher realms (or at least should). Here in the heart chakra we feel love, empathy and compassion – 'My heart goes out to you'. Those with closed hearts become literally 'heart-less' in their attitudes and behaviour (see Bill Gates). Native Americans portrayed Wetiko with what Paul Levy calls a 'frigid, icy heart, devoid of mercy' (see Bill Gates).



Figure 23: The chakra system which interpenetrates the human energy field. The heart chakra is the governor – or should be.

Wetiko trembles at the thought of heart energy which it cannot infiltrate. The frequency is too high. What it seeks to do instead is close the heart chakra vortex to block its perceptual and energetic influence. Psychopaths have 'hearts of stone' and emotionally-damaged people have 'heartache' and 'broken hearts'. The astonishing amount of heart disease is related to heart chakra

disruption with its fundamental connection to the 'physical' heart. Dr Tom Cowan has written an outstanding book challenging the belief that the heart is a pump and making the connection between the 'physical' and spiritual heart. Rudolph Steiner who was way ahead of his time said the same about the fallacy that the heart is a pump. *What?* The heart is not a pump? That's crazy, right? Everybody knows that. Read Cowan's *Human Heart, Cosmic Heart* and you will realise that the very idea of the heart as a pump is ridiculous when you see the evidence. How does blood in the feet so far from the heart get pumped horizontally up the body by the heart?? Cowan explains in the book the real reason why blood moves as it does. Our 'physical' heart is used to symbolise love when the source is really the heart vortex or spiritual heart which is our most powerful energetic connection to 'out there' expanded consciousness. That's why we feel *knowing* – intuitive knowing – in the centre of the chest. Knowing doesn't come from a process of thoughts leading to a conclusion. It is there in an instant all in one go. Our heart knows because of its connection to levels of awareness that *do* know. This is the meaning and source of intuition – intuitive *knowing*.

For the last more than 30 years of uncovering the global game and the nature of reality my heart has been my constant antenna for truth and accuracy. An American intelligence insider once said that I had quoted a disinformant in one of my books and yet I had only quoted the part that was true. He asked: 'How do you do that?' By using my heart antenna was the answer and anyone can do it. Heart-centred is how we are meant to be. With a closed heart chakra we withdraw into a closed mind and the bubble of five-sense reality. If you take a moment to focus your attention on the centre of your chest, picture a spinning wheel of light and see it opening and expanding. You will feel it happening, too, and perceptions of the heart like joy and love as the heart impacts on the mind as they interact. The more the chakra opens the more you will feel expressions of heart consciousness and as the process continues, and becomes part of you, insights and knowings will follow. An open

heart is connected to that level of awareness that knows all is *One*. You will see from its perspective that the fault-lines that divide us are only illusions to control us. An open heart does not process the illusions of race, creed and sexuality except as brief experiences for a consciousness that is all. Our heart does not see division, only unity (Figs 24 and 25). There's something else, too. Our hearts love to laugh. Mark Twain's quote that says 'The human race has one really effective weapon, and that is laughter' is really a reference to the heart which loves to laugh with the joy of knowing the true nature of infinite reality and that all the madness of human society is an illusion of the mind. Twain also said: 'Against the assault of laughter nothing can stand.' This is so true of Wetiko and the Cult. Their insecurity demands that they be taken seriously and their power and authority acknowledged and feared. We should do nothing of the sort. We should not get aggressive or fearful which their insecurity so desires. We should laugh in their face. Even in their no-face as police come over in their face-nappies and expect to be taken seriously. They don't take themselves seriously looking like that so why should we? Laugh in the face of intimidation. Laugh in the face of tyranny. You will see by its reaction that you have pressed all of its buttons. Wetiko does not know what to do in the face of laughter or when its targets refuse to concede their joy to fear. We have seen many examples during the 'Covid' hoax when people have expressed their energetic power and the string puppets of Wetiko retreat with their tail limp between their knees. Laugh – the world is bloody mad after all and if it's a choice between laughter and tears I know which way I'm going.



Figure 24: Head consciousness without the heart sees division and everything apart from everything else.



Figure 25: Heart consciousness sees everything as One.

'Vaccines' and the soul

The foundation of Wetiko/Archon control of humans is the separation of incarnate five-sense mind from the infinite 'I' and closing the heart chakra where the True 'I' lives during a human life. The goal has been to achieve complete separation in both cases. I was interested therefore to read an account by a French energetic healer of what she said she experienced with a patient who had been given the 'Covid' vaccine. Genuine energy healers can sense information and consciousness fields at different levels of being which are referred to as 'subtle bodies'. She described treating the patient who later returned after having, without the healer's knowledge, two doses of the 'Covid vaccine'. The healer said:

I noticed immediately the change, very heavy energy emanating from [the] subtle bodies. The scariest thing was when I was working on the heart chakra, I connected with her soul: it was detached from the physical body, it had no contact and it was, as if it was floating in a state of total confusion: a damage to the consciousness that loses contact with the physical body, i.e. with our biological machine, there is no longer any communication between them.

I continued the treatment by sending light to the heart chakra, the soul of the person, but it seemed that the soul could no longer receive any light, frequency or energy. It was a very powerful experience for me. Then I understood that this substance is indeed used to detach consciousness so that this consciousness can no longer interact through this body that it possesses in life, where there is no longer any contact, no frequency, no light, no more energetic balance or mind.

This would create a human that is rudderless and at the extreme almost zombie-like operating with a fractional state of consciousness at the mercy of Wetiko. I was especially intrigued by what the healer said in the light of the prediction by the highly-informed Rudolf Steiner more than a hundred years ago. He said:

In the future, we will eliminate the soul with medicine. Under the pretext of a 'healthy point of view', there will be a vaccine by which the human body will be treated as soon as possible directly at birth, so that the human being cannot develop the thought of the existence of soul and Spirit. To materialistic doctors will be entrusted the task of removing the soul of humanity.

As today, people are vaccinated against this disease or that disease, so in the future, children will be vaccinated with a substance that can be produced precisely in such a way that people, thanks to this vaccination, will be immune to being subjected to the 'madness' of spiritual life. He would be extremely smart, but he would not develop a conscience, and that is the true goal of some materialistic circles.

Steiner said the vaccine would detach the physical body from the etheric body (subtle bodies) and 'once the etheric body is detached the relationship between the universe and the etheric body would become extremely unstable, and man would become an automaton'. He said 'the physical body of man must be polished on this Earth by spiritual will – so the vaccine becomes a kind of arymanique (Wetiko) force' and 'man can no longer get rid of a given materialistic feeling'. Humans would then, he said, become 'materialistic of constitution and can no longer rise to the spiritual'. I have been writing for years about DNA being a receiver-transmitter of information that connects us to other levels of reality and these 'vaccines' changing DNA can be likened to changing an antenna and what it can transmit and receive. Such a disconnection would clearly lead to changes in personality and perception. Steiner further predicted the arrival of AI. Big Pharma 'Covid vaccine' makers, expressions of Wetiko, are testing their DNA-manipulating evil on children as I write with a view to giving the 'vaccine' to babies. If it's a soul-body disconnecter – and I say that it is or can be – every child would be disconnected from 'soul' at birth and the 'vaccine' would create a closed system in which spiritual guidance from the greater self would play no part. This has been the ambition of Wetiko all

along. A Pentagon video from 2005 was leaked of a presentation explaining the development of vaccines to change behaviour by their effect on the brain. Those that believe this is not happening with the 'Covid' genetically-modifying procedure masquerading as a 'vaccine' should make an urgent appointment with Naivety Anonymous. Klaus Schwab wrote in 2018:

Neurotechnologies enable us to better influence consciousness and thought and to understand many activities of the brain. They include decoding what we are thinking in fine levels of detail through new chemicals and interventions that can influence our brains to correct for errors or enhance functionality.

The plan is clear and only the heart can stop it. With every heart that opens, every mind that awakens, Wetiko is weakened. Heart and love are far more powerful than head and hate and so nothing like a majority is needed to turn this around.

Beyond the Phantom

Our heart is the prime target of Wetiko and so it must be the answer to Wetiko. We *are* our heart which is part of one heart, the infinite heart. Our heart is where the true self lives in a human life behind firewalls of five-sense illusion when an imposter takes its place – *Phantom Self*; but our heart waits patiently to be set free any time we choose to see beyond the Phantom, beyond Wetiko. A Wetikoed Phantom Self can wreak mass death and destruction while the love of forever is locked away in its heart. The time is here to unleash its power and let it sweep away the fear and despair that is Wetiko. Heart consciousness does not seek manipulated, censored, advantage for its belief or religion, its activism and desires. As an expression of the One it treats all as One with the same rights to freedom and opinion. Our heart demands fairness for itself no more than for others. From this unity of heart we can come together in mutual support and transform this Wetikoed world into what reality is meant to be – a place of love, joy, happiness, fairness, justice and freedom. Wetiko has another agenda and that's why the world is as

it is, but enough of this nonsense. Wetiko can't stay where hearts are open and it works so hard to keep them closed. Fear is its currency and its food source and love in its true sense has no fear. Why would love have fear when it knows it is *All That Is, Has Been, And Ever Can Be* on an eternal exploration of all possibility? Love in this true sense is not the physical attraction that passes for love. This can be an expression of it, yes, but Infinite Love, a love without condition, goes far deeper to the core of all being. It *is* the core of all being. Infinite reality was born from love beyond the illusions of the simulation. Love infinitely expressed is the knowing that all is One and the swiftly-passing experience of separation is a temporary hallucination. You cannot disconnect from Oneness; you can only *perceive* that you have and withdraw from its influence. This is the most important of all perception trickery by the mind parasite that is Wetiko and the foundation of all its potential for manipulation.

If we open our hearts, open the sluice gates of the mind, and redefine self-identity amazing things start to happen. Consciousness expands or contracts in accordance with self-identity. When true self is recognised as infinite awareness and label self – Phantom Self – is seen as only a series of brief experiences life is transformed. Consciousness expands to the extent that self-identity expands and everything changes. You see unity, not division, the picture, not the pixels. From this we can play the long game. No more is an experience something in and of itself, but a fleeting moment in the eternity of forever. Suddenly people in uniform and dark suits are no longer intimidating. Doing what your heart knows to be right is no longer intimidating and consequences for those actions take on the same nature of a brief experience that passes in the blink of an infinite eye. Intimidation is all in the mind. Beyond the mind there is no intimidation.

An open heart does not consider consequences for what it knows to be right. To do so would be to consider not doing what it knows to be right and for a heart in its power that is never an option. The Renegade Mind is really the Renegade Heart. Consideration of consequences will always provide a getaway car for the mind and

the heart doesn't want one. What is right in the light of what we face today is to stop cooperating with Wetiko in all its forms and to do it without fear or compromise. You cannot compromise with tyranny when tyranny always demands more until it has everything. Life is your perception and you are your destiny. Change your perception and you change your life. Change collective perception and we change the world.

Come on people ... One human family, One heart, One goal ...
FREEEEEEEDOM!

We must settle for nothing less.

Postscript

The big scare story as the book goes to press is the 'Indian' variant and the world is being deluged with propaganda about the 'Covid catastrophe' in India which mirrors in its lies and misrepresentations what happened in Italy before the first lockdown in 2020.

The *New York Post* published a picture of someone who had 'collapsed in the street from Covid' in India in April, 2021, which was actually taken during a gas leak in May, 2020. Same old, same old. Media articles in mid-February were asking why India had been so untouched by 'Covid' and then as their vaccine rollout gathered pace the alleged 'cases' began to rapidly increase. Indian 'Covid vaccine' maker Bharat Biotech was funded into existence by the Bill and Melinda Gates Foundation (the pair announced their divorce in May, 2021, which is a pity because they so deserve each other). The Indian 'Covid crisis' was ramped up by the media to terrify the world and prepare people for submission to still more restrictions. The scam that worked the first time was being repeated only with far more people seeing through the deceit. Davidicke.com and Ickonic.com have sought to tell the true story of what is happening by talking to people living through the Indian nightmare which has nothing to do with 'Covid'. We posted a letter from 'Alisha' in Pune who told a very different story to government and media mendacity. She said scenes of dying people and overwhelmed hospitals were designed to hide what was really happening – genocide and starvation. Alisha said that millions had already died of starvation during the ongoing lockdowns while government and media were lying and making it look like the 'virus':

Restaurants, shops, gyms, theatres, basically everything is shut. The cities are ghost towns. Even so-called 'essential' businesses are only open till 11am in the morning. You basically have just an hour to buy food and then your time is up.

Inter-state travel and even inter-district travel is banned. The cops wait at all major crossroads to question why you are traveling outdoors or to fine you if you are not wearing a mask.

The medical community here is also complicit in genocide, lying about hospitals being full and turning away people with genuine illnesses, who need immediate care. They have even created a shortage of oxygen cylinders.

This is the classic Cult modus operandi played out in every country. Alisha said that people who would not have a PCR test not testing for the 'virus' were being denied hospital treatment. She said the people hit hardest were migrant workers and those in rural areas. Most businesses employed migrant workers and with everything closed there were no jobs, no income and no food. As a result millions were dying of starvation or malnutrition. All this was happening under Prime Minister Narendra Modi, a 100-percent asset of the Cult, and it emphasises yet again the scale of pure anti-human evil we are dealing with. Australia banned its people from returning home from India with penalties for trying to do so of up to five years in jail and a fine of £37,000. The manufactured 'Covid' crisis in India was being prepared to justify further fascism in the West. Obvious connections could be seen between the Indian 'vaccine' programme and increased 'cases' and this became a common theme. The Seychelles, the most per capita 'Covid vaccinated' population in the world, went back into lockdown after a 'surge of cases'.

Long ago the truly evil Monsanto agricultural biotechnology corporation with its big connections to Bill Gates devastated Indian farming with genetically-modified crops. Human rights activist Gurcharan Singh highlighted the efforts by the Indian government to complete the job by destroying the food supply to hundreds of millions with 'Covid' lockdowns. He said that 415 million people at the bottom of the disgusting caste system (still going whatever they say) were below the poverty line and struggled to feed themselves every year. Now the government was imposing lockdown at just the

time to destroy the harvest. This deliberate policy was leading to mass starvation. People may reel back at the suggestion that a government would do that, but Wetiko-controlled 'leaders' are capable of any level of evil. In fact what is described in India is in the process of being instigated worldwide. The food chain and food supply are being targeted at every level to cause world hunger and thus control. Bill Gates is not the biggest owner of farmland in America for no reason and destroying access to food aids both the depopulation agenda and the plan for synthetic 'food' already being funded into existence by Gates. Add to this the coming hyper-inflation from the suicidal creation of fake 'money' in response to 'Covid' and the breakdown of container shipping systems and you have a cocktail that can only lead one way and is meant to. The Cult plan is to crash the entire system to 'build back better' with the Great Reset.

'Vaccine' transmission

Reports from all over the world continue to emerge of women suffering menstrual and fertility problems after having the fake 'vaccine' and of the non-'vaccinated' having similar problems when interacting with the 'vaccinated'. There are far too many for 'coincidence' to be credible. We've had menopausal women getting periods, others having periods stop or not stopping for weeks, passing clots, sometimes the lining of the uterus, breast irregularities, and miscarriages (which increased by 400 percent in parts of the United States). Non-'vaccinated' men and children have suffered blood clots and nose bleeding after interaction with the 'vaccinated'. Babies have died from the effects of breast milk from a 'vaccinated' mother. Awake doctors – the small minority – speculated on the cause of non-'vaccinated' suffering the same effects as the 'vaccinated'. Was it nanotechnology in the synthetic substance transmitting frequencies or was it a straight chemical bioweapon that was being transmitted between people? I am not saying that some kind of chemical transmission is not one possible answer, but the foundation of all that the Cult does is frequency and

this is fertile ground for understanding how transmission can happen. American doctor Carrie Madej, an internal medicine physician and osteopath, has been practicing for the last 20 years, teaching medical students, and she says attending different meetings where the agenda for humanity was discussed. Madej, who operates out of Georgia, did not dismiss other possible forms of transmission, but she focused on frequency in search of an explanation for transmission. She said the Moderna and Pfizer 'vaccines' contained nano-lipid particles as a key component. This was a brand new technology never before used on humanity. 'They're using a nanotechnology which is pretty much little tiny computer bits ... nanobots or hydrogel.' Inside the 'vaccines' was 'this sci-fi kind of substance' which suppressed immune checkpoints to get into the cell. I referred to this earlier as the 'Trojan horse' technique that tricks the cell into opening a gateway for the self-replicating synthetic material and while the immune system is artificially suppressed the body has no defences. Madej said the substance served many purposes including an on-demand ability to 'deliver the payload' and using the nano 'computer bits' as biosensors in the body. 'It actually has the ability to accumulate data from your body, like your breathing, your respiration, thoughts, emotions, all kinds of things.'

She said the technology obviously has the ability to operate through Wi-Fi and transmit and receive energy, messages, frequencies or impulses. 'Just imagine you're getting this new substance in you and it can react to things all around you, the 5G, your smart device, your phones.' We had something completely foreign in the human body that had never been launched large scale at a time when we were seeing 5G going into schools and hospitals (plus the Musk satellites) and she believed the 'vaccine' transmission had something to do with this: '... if these people have this inside of them ... it can act like an antenna and actually transmit it outwardly as well.' The synthetic substance produced its own voltage and so it could have that kind of effect. This fits with my own contention that the nano receiver-transmitters are designed to connect people to the

Smart Grid and break the receiver-transmitter connection to expanded consciousness. That would explain the French energy healer's experience of the disconnection of body from 'soul' with those who have had the 'vaccine'. The nanobots, self-replicating inside the body, would also transmit the synthetic frequency which could be picked up through close interaction by those who have not been 'vaccinated'. Madej speculated that perhaps it was 5G and increased levels of other radiation that was causing the symptoms directly although interestingly she said that non-'vaccinated' patients had shown improvement when they were away from the 'vaccinated' person they had interacted with. It must be remembered that you can control frequency and energy with your mind and you can consciously create energetic barriers or bubbles with the mind to stop damaging frequencies from penetrating your field. American paediatrician Dr Larry Palevsky said the 'vaccine' was not a 'vaccine' and was never designed to protect from a 'viral' infection. He called it 'a massive, brilliant propaganda of genocide' because they didn't have to inject everyone to get the result they wanted. He said the content of the jabs was able to infuse any material into the brain, heart, lungs, kidneys, liver, sperm and female productive system. 'This is genocide; this is a weapon of mass destruction.' At the same time American colleges were banning students from attending if they didn't have this life-changing and potentially life-ending 'vaccine'. Class action lawsuits must follow when the consequences of this college fascism come to light. As the book was going to press came reports about fertility effects on sperm in 'vaccinated' men which would absolutely fit with what I have been saying and hospitals continued to fill with 'vaccine' reactions. Another question is what about transmission via blood transfusions? The NHS has extended blood donation restrictions from seven days after a 'Covid vaccination' to 28 days after even a sore arm reaction.

I said in the spring of 2020 that the then touted 'Covid vaccine' would be ongoing each year like the flu jab. A year later Pfizer CEO, the appalling Albert Bourla, said people would 'likely' need a 'booster dose' of the 'vaccine' within 12 months of getting 'fully

vaccinated' and then a yearly shot. 'Variants will play a key role', he said confirming the point. Johnson & Johnson CEO Alex Gorsky also took time out from his 'vaccine' disaster to say that people may need to be vaccinated against 'Covid-19' each year. UK Health Secretary, the psychopath Matt Hancock, said additional 'boosters' would be available in the autumn of 2021. This is the trap of the 'vaccine passport'. The public will have to accept every last 'vaccine' they introduce, including for the fake 'variants', or it would cease to be valid. The only other way in some cases would be continuous testing with a test not testing for the 'virus' and what is on the swabs constantly pushed up your nose towards the brain every time?

'Vaccines' changing behaviour

I mentioned in the body of the book how I believed we would see gathering behaviour changes in the 'vaccinated' and I am already hearing such comments from the non-'vaccinated' describing behaviour changes in friends, loved ones and work colleagues. This will only increase as the self-replicating synthetic material and nanoparticles expand in body and brain. An article in the *Guardian* in 2016 detailed research at the University of Virginia in Charlottesville which developed a new method for controlling brain circuits associated with complex animal behaviour. The method, dubbed 'magnetogenetics', involves genetically-engineering a protein called ferritin, which stores and releases iron, to create a magnetised substance – 'Magneto' – that can activate specific groups of nerve cells from a distance. This is claimed to be an advance on other methods of brain activity manipulation known as optogenetics and chemogenetics (the Cult has been developing methods of brain control for a long time). The ferritin technique is said to be non-invasive and able to activate neurons 'rapidly and reversibly'. In other words, human thought and perception. The article said that earlier studies revealed how nerve cell proteins 'activated by heat and mechanical pressure can be genetically engineered so that they become sensitive to radio waves and magnetic fields, by attaching them to an iron-storing protein called ferritin, or to inorganic

paramagnetic particles'. Sensitive to radio waves and magnetic fields? You mean like 5G, 6G and 7G? This is the human-AI Smart Grid hive mind we are talking about. The *Guardian* article said:

... the researchers injected Magneto into the striatum of freely behaving mice, a deep brain structure containing dopamine-producing neurons that are involved in reward and motivation, and then placed the animals into an apparatus split into magnetised and non-magnetised sections.

Mice expressing Magneto spent far more time in the magnetised areas than mice that did not, because activation of the protein caused the striatal neurons expressing it to release dopamine, so that the mice found being in those areas rewarding. This shows that Magneto can remotely control the firing of neurons deep within the brain, and also control complex behaviours.

Make no mistake this basic methodology will be part of the 'Covid vaccine' cocktail and using magnetics to change brain function through electromagnetic field frequency activation. The Pentagon is developing a 'Covid vaccine' using ferritin. Magnetism would explain changes in behaviour and why videos are appearing across the Internet as I write showing how magnets stick to the skin at the point of the 'vaccine' shot. Once people take these 'vaccines' anything becomes possible in terms of brain function and illness which will be blamed on 'Covid-19' and 'variants'. Magnetic field manipulation would further explain why the non-'vaccinated' are reporting the same symptoms as the 'vaccinated' they interact with and why those symptoms are reported to decrease when not in their company. Interestingly 'Magneto', a 'mutant', is a character in the Marvel Comic *X-Men* stories with the ability to manipulate magnetic fields and he believes that mutants should fight back against their human oppressors by any means necessary. The character was born Erik Lehnsherr to a Jewish family in Germany.

Cult-controlled courts

The European Court of Human Rights opened the door for mandatory 'Covid-19 vaccines' across the continent when it ruled in a Czech Republic dispute over childhood immunisation that legally

enforced vaccination could be 'necessary in a democratic society'. The 17 judges decided that compulsory vaccinations did not breach human rights law. On the face of it the judgement was so inverted you gasp for air. If not having a vaccine infused into your body is not a human right then what is? Ah, but they said human rights law which has been specifically written to delete all human rights at the behest of the state (the Cult). Article 8 of the European Convention on Human Rights relates to the right to a private life. The crucial word here is *'except'*:

There shall be no interference by a public authority with the exercise of this right EXCEPT such as is in accordance with the law and is necessary in a democratic society in the interests of national security, public safety or the economic wellbeing of the country, for the prevention of disorder or crime, for the protection of health or morals, or for the protection of the rights and freedoms of others [My emphasis].

No interference *except* in accordance with the law means there *are* no 'human rights' *except* what EU governments decide you can have at their behest. 'As is necessary in a democratic society' explains that reference in the judgement and 'in the interests of national security, public safety or the economic well-being of the country, for the prevention of disorder or crime, for the protection of health or morals, or for the protection of the rights and freedoms of others' gives the EU a coach and horses to ride through 'human rights' and scatter them in all directions. The judiciary is not a check and balance on government extremism; it is a vehicle to enforce it. This judgement was almost laughably predictable when the last thing the Cult wanted was a decision that went against mandatory vaccination. Judges rule over and over again to benefit the system of which they are a part. Vaccination disputes that come before them are invariably delivered in favour of doctors and authorities representing the view of the state which owns the judiciary. Oh, yes, and we have even had calls to stop putting 'Covid-19' on death certificates within 28 days of a 'positive test' because it is claimed the practice makes the 'vaccine' appear not to work. They are laughing at you.

The scale of madness, inhumanity and things to come was highlighted when those not 'vaccinated' for 'Covid' were refused evacuation from the Caribbean island of St Vincent during massive volcanic eruptions. Cruise ships taking residents to the safety of another island allowed only the 'vaccinated' to board and the rest were left to their fate. Even in life and death situations like this we see 'Covid' stripping people of their most basic human instincts and the insanity is even more extreme when you think that fake 'vaccine'-makers are not even claiming their body-manipulating concoctions stop 'infection' and 'transmission' of a 'virus' that doesn't exist. St Vincent Prime Minister Ralph Gonsalves said: 'The chief medical officer will be identifying the persons already vaccinated so that we can get them on the ship.' Note again the power of the chief medical officer who, like Whitty in the UK, will be answering to the World Health Organization. This is the Cult network structure that has overridden politicians who 'follow the science' which means doing what WHO-controlled 'medical officers' and 'science advisers' tell them. Gonsalves even said that residents who were 'vaccinated' after the order so they could board the ships would still be refused entry due to possible side effects such as 'wooziness in the head'. The good news is that if they were woozy enough in the head they could qualify to be prime minister of St Vincent.

Microchipping freedom

The European judgement will be used at some point to justify moves to enforce the 'Covid' DNA-manipulating procedure. Sandra Ro, CEO of the Global Blockchain Business Council, told a World Economic Forum event that she hoped 'vaccine passports' would help to 'drive forced consent and standardisation' of global digital identity schemes: 'I'm hoping with the desire and global demand for some sort of vaccine passport – so that people can get travelling and working again – [it] will drive forced consent, standardisation, and frankly, cooperation across the world.' The lady is either not very bright, or thoroughly mendacious, to use the term 'forced consent'.

You do not 'consent' if you are forced – you *submit*. She was describing what the plan has been all along and that's to enforce a digital identity on every human without which they could not function. 'Vaccine passports' are opening the door and are far from the end goal. A digital identity would allow you to be tracked in everything you do in cyberspace and this is the same technique used by Cult-owned China to enforce its social credit system of total control. The ultimate 'passport' is planned to be a microchip as my books have warned for nearly 30 years. Those nice people at the Pentagon working for the Cult-controlled Defense Advanced Research Projects Agency (DARPA) claimed in April, 2021, they have developed a microchip inserted under the skin to detect 'asymptomatic Covid-19 infection' before it becomes an outbreak and a 'revolutionary filter' that can remove the 'virus' from the blood when attached to a dialysis machine. The only problems with this are that the 'virus' does not exist and people transmitting the 'virus' with no symptoms is brain-numbing bullshit. This is, of course, not a ruse to get people to be microchipped for very different reasons. DARPA also said it was producing a one-stop 'vaccine' for the 'virus' and all 'variants'. One of the most sinister organisations on Planet Earth is doing this? Better have it then. These people are insane because Wetiko that possesses them is insane.

Researchers from the Salk Institute in California announced they have created an embryo that is part human and part monkey. My books going back to the 1990s have exposed experiments in top secret underground facilities in the United States where humans are being crossed with animal and non-human 'extraterrestrial' species. They are now easing that long-developed capability into the public arena and there is much more to come given we are dealing with psychiatric basket cases. Talking of which – Elon Musk's scientists at Neuralink trained a monkey to play Pong and other puzzles on a computer screen using a joystick and when the monkey made the correct move a metal tube squirted banana smoothie into his mouth which is the basic technique for training humans into unquestioning compliance. Two Neuralink chips were in the monkey's skull and

more than 2,000 wires 'fanned out' into its brain. Eventually the monkey played a video game purely with its brain waves. Psychopathic narcissist Musk said the 'breakthrough' was a step towards putting Neuralink chips into human skulls and merging minds with artificial intelligence. *Exactly*. This man is so dark and Cult to his DNA.

World Economic Fascism (WEF)

The World Economic Forum is telling you the plan by the statements made at its many and various events. Cult-owned fascist YouTube CEO Susan Wojcicki spoke at the 2021 WEF Global Technology Governance Summit (see the name) in which 40 governments and 150 companies met to ensure 'the responsible design and deployment of emerging technologies'. Orwellian translation: 'Ensuring the design and deployment of long-planned technologies will advance the Cult agenda for control and censorship.' Freedom-destroyer and Nuremberg-bound Wojcicki expressed support for tech platforms like hers to censor content that is 'technically legal but could be harmful'. Who decides what is 'harmful'? She does and they do. 'Harmful' will be whatever the Cult doesn't want people to see and we have legislation proposed by the UK government that would censor content on the basis of 'harm' no matter if the information is fair, legal and provably true. Make that *especially* if it is fair, legal and provably true. Wojcicki called for a global coalition to be formed to enforce content moderation standards through automated censorship. This is a woman and mega-censor so self-deluded that she shamelessly accepted a 'free expression' award – *Wojcicki* – in an event sponsored by her own *YouTube*. They have no shame and no self-awareness.

You know that 'Covid' is a scam and Wojcicki a Cult operative when YouTube is censoring medical and scientific opinion purely on the grounds of whether it supports or opposes the Cult 'Covid' narrative. Florida governor Ron DeSantis compiled an expert panel with four professors of medicine from Harvard, Oxford, and Stanford Universities who spoke against forcing children and

vaccinated people to wear masks. They also said there was no proof that lockdowns reduced spread or death rates of 'Covid-19'. Cult-gofer Wojcicki and her YouTube deleted the panel video 'because it included content that contradicts the consensus of local and global health authorities regarding the efficacy of masks to prevent the spread of Covid-19'. This 'consensus' refers to what the Cult tells the World Health Organization to say and the WHO tells 'local health authorities' to do. Wojcicki knows this, of course. The panellists pointed out that censorship of scientific debate was responsible for deaths from many causes, but Wojcicki couldn't care less. She would not dare go against what she is told and as a disgrace to humanity she wouldn't want to anyway. The UK government is seeking to pass a fascist 'Online Safety Bill' to specifically target with massive fines and other means non-censored video and social media platforms to make them censor 'lawful but harmful' content like the Cult-owned Facebook, Twitter, Google and YouTube. What is 'lawful but harmful' would be decided by the fascist Blair-created Ofcom.

Another WEF obsession is a cyber-attack on the financial system and this is clearly what the Cult has planned to take down the bank accounts of everyone – except theirs. Those that think they have enough money for the Cult agenda not to matter to them have got a big lesson coming if they continue to ignore what is staring them in the face. The World Economic Forum, funded by Gates and fronted by Klaus Schwab, announced it would be running a 'simulation' with the Russian government and global banks of just such an attack called Cyber Polygon 2021. What they simulate – as with the 'Covid' Event 201 – they plan to instigate. The WEF is involved in a project with the Cult-owned Carnegie Endowment for International Peace called the WEF-Carnegie Cyber Policy Initiative which seeks to merge Wall Street banks, 'regulators' (I love it) and intelligence agencies to 'prevent' (arrange and allow) a cyber-attack that would bring down the global financial system as long planned by those that control the WEF and the Carnegie operation. The Carnegie Endowment for International Peace sent an instruction to First World

War US President Woodrow Wilson not to let the war end before society had been irreversibly transformed.

The Wuhan lab diversion

As I close, the Cult-controlled authorities and lapdog media are systematically pushing 'the virus was released from the Wuhan lab' narrative. There are two versions – it happened by accident and it happened on purpose. Both are nonsense. The perceived existence of the never-shown-to-exist 'virus' is vital to sell the impression that there is actually an infective agent to deal with and to allow the endless potential for terrifying the population with 'variants' of a 'virus' that does not exist. The authorities at the time of writing are going with the 'by accident' while the alternative media is promoting the 'on purpose'. Cable news host Tucker Carlson who has questioned aspects of lockdown and 'vaccine' compulsion has bought the Wuhan lab story. 'Everyone now agrees' he said. Well, I don't and many others don't and the question is *why* does the system and its media suddenly 'agree'? When the media moves as one unit with a narrative it is always a lie – witness the hour by hour mendacity of the 'Covid' era. Why would this Cult-owned combination which has unleashed lies like machine gun fire suddenly 'agree' to tell the truth??

Much of the alternative media is buying the lie because it fits the conspiracy narrative, but it's the *wrong* conspiracy. The real conspiracy is that *there is no virus* and that is what the Cult is desperate to hide. The idea that the 'virus' was released by accident is ludicrous when the whole 'Covid' hoax was clearly long-planned and waiting to be played out as it was so fast in accordance with the Rockefeller document and Event 201. So they prepared everything in detail over decades and then sat around strumming their fingers waiting for an 'accidental' release from a bio-lab? *What??* It's crazy. Then there's the 'on purpose' claim. You want to circulate a 'deadly virus' and hide the fact that you've done so and you release it down the street from the highest-level bio-lab in China? I repeat – *What??*

You would release it far from that lab to stop any association being made. But, no, we'll do it in a place where the connection was certain to be made. Why would you need to scam 'cases' and 'deaths' and pay hospitals to diagnose 'Covid-19' if you had a real 'virus'? What are sections of the alternative media doing believing this crap? Where were all the mass deaths in Wuhan from a 'deadly pathogen' when the recovery to normal life after the initial propaganda was dramatic in speed? Why isn't the 'deadly pathogen' now circulating all over China with bodies in the street? Once again we have the technique of tell them what they want to hear and they will likely believe it. The alternative media has its 'conspiracy' and with Carlson it fits with his 'China is the danger' narrative over years. China *is* a danger as a global Cult operations centre, but not for this reason. The Wuhan lab story also has the potential to instigate conflict with China when at some stage the plan is to trigger a Problem-Reaction-Solution confrontation with the West. Question everything – *everything* – and especially when the media agrees on a common party line.

Third wave ... fourth wave ... fifth wave ...

As the book went into production the world was being set up for more lockdowns and a 'third wave' supported by invented 'variants' that were increasing all the time and will continue to do so in public statements and computer programs, but not in reality. India became the new Italy in the 'Covid' propaganda campaign and we were told to be frightened of the new 'Indian strain'. Somehow I couldn't find it within myself to do so. A document produced for the UK government entitled 'Summary of further modelling of easing of restrictions – Roadmap Step 2' declared that a third wave was inevitable (of course when it's in the script) and it would be the fault of children and those who refuse the health-destroying fake 'Covid vaccine'. One of the computer models involved came from the Cult-owned *Imperial College* and the other from Warwick University which I wouldn't trust to tell me the date in a calendar factory. The document states that both models presumed extremely high uptake

of the 'Covid vaccines' and didn't allow for 'variants'. The document states: 'The resurgence is a result of some people (mostly children) being ineligible for vaccination; others choosing not to receive the vaccine; and others being vaccinated but not perfectly protected.' The mendacity takes the breath away. Okay, blame those with a brain who won't take the DNA-modifying shots and put more pressure on children to have it as 'trials' were underway involving children as young as six months with parents who give insanity a bad name. Massive pressure is being put on the young to have the fake 'vaccine' and child age consent limits have been systematically lowered around the world to stop parents intervening. Most extraordinary about the document was its claim that the 'third wave' would be driven by 'the resurgence in both hospitalisations and deaths ... dominated by *those that have received two doses of the vaccine*, comprising around 60-70% of the wave respectively'. The predicted peak of the 'third wave' suggested 300 deaths per day with 250 of them *fully 'vaccinated' people*. How many more lies do acquiescers need to be told before they see the obvious? Those who took the job to 'protect themselves' are projected to be those who mostly get sick and die? So what's in the 'vaccine'? The document went on:

It is possible that a summer of low prevalence could be followed by substantial increases in incidence over the following autumn and winter. Low prevalence in late summer should not be taken as an indication that SARS-CoV-2 has retreated or that the population has high enough levels of immunity to prevent another wave.

They are telling you the script and while many British people believed 'Covid' restrictions would end in the summer of 2021 the government was preparing for them to be ongoing. Authorities were awarding contracts for 'Covid marshals' to police the restrictions with contracts starting in July, 2021, and going through to January 31st, 2022, and the government was advertising for 'Media Buying Services' to secure media propaganda slots worth a potential £320 million for 'Covid-19 campaigns' with a contract not ending until March, 2022. The recipient – via a list of other front companies – was reported to be American media marketing giant Omnicom Group

Inc. While money is no object for 'Covid' the UK waiting list for all other treatment – including life-threatening conditions – passed 4.5 million. Meantime the Cult is seeking to control all official 'inquiries' to block revelations about what has really been happening and why. It must not be allowed to – we need Nuremberg jury trials in every country. The cover-up doesn't get more obvious than appointing ultra-Zionist professor Philip Zelikow to oversee two dozen US virologists, public health officials, clinicians, former government officials and four American 'charitable foundations' to 'learn the lessons' of the 'Covid' debacle. The personnel will be those that created and perpetuated the 'Covid' lies while Zelikow is the former executive director of the 9/11 Commission who ensured that the truth about those attacks never came out and produced a report that must be among the most mendacious and manipulative documents ever written – see *The Trigger* for the detailed exposure of the almost unimaginable 9/11 story in which Sabbatians can be found at every level.

Passive no more

People are increasingly challenging the authorities with amazing numbers of people taking to the streets in London well beyond the ability of the Face-Nappies to stop them. Instead the Nappies choose situations away from the mass crowds to target, intimidate, and seek to promote the impression of 'violent protestors'. One such incident happened in London's Hyde Park. Hundreds of thousands walking through the streets in protest against 'Covid' fascism were ignored by the Cult-owned BBC and most of the rest of the mainstream media, but they delighted in reporting how police were injured in 'clashes with protestors'. The truth was that a group of people gathered in Hyde Park at the end of one march when most had gone home and they were peacefully having a good time with music and chat. Face-Nappies who couldn't deal with the full-march crowd then waded in with their batons and got more than they bargained for. Instead of just standing for this criminal brutality the crowd used their numerical superiority to push the Face-Nappies out of the

park. Eventually the Nappies turned and ran. Unfortunately two or three idiots in the crowd threw drink cans striking two officers which gave the media and the government the image they wanted to discredit the 99.9999 percent who were peaceful. The idiots walked straight into the trap and we must always be aware of potential agent provocateurs used by the authorities to discredit their targets.

This response from the crowd – the can people apart – must be a turning point when the public no longer stand by while the innocent are arrested and brutally attacked by the Face-Nappies. That doesn't mean to be violent, that's the last thing we need. We'll leave the violence to the Face-Nappies and government. But it does mean that when the Face-Nappies use violence against peaceful people the numerical superiority is employed to stop them and make citizen's arrests or Common Law arrests for a breach of the peace. The time for being passive in the face of fascism is over.

We are the many, they are the few, and we need to make that count before there is no freedom left and our children and grandchildren face an ongoing fascist nightmare.

COME ON PEOPLE – IT'S TIME.

One final thought ...

The power of love
A force from above
Cleaning my soul
Flame on burn desire
Love with tongues of fire
Purge the soul
Make love your goal

I'll protect you from the hooded claw
Keep the vampires from your door
When the chips are down I'll be around
With my undying, death-defying
Love for you

Envy will hurt itself
Let yourself be beautiful
Sparkling love, flowers
And pearls and pretty girls
Love is like an energy
Rushin' rushin' inside of me

This time we go sublime
Lovers entwine, divine, divine,
Love is danger, love is pleasure
Love is pure – the only treasure

I'm so in love with you
Purge the soul
Make love your goal

The power of love
A force from above
Cleaning my soul
The power of love
A force from above
A sky-scraping dove

Flame on burn desire
Love with tongues of fire
Purge the soul
Make love your goal

Frankie Goes To Hollywood

APPENDIX

Cowan-Kaufman-Morell Statement on Virus Isolation (SOVI)

Isolation: The action of isolating; the fact or condition of being isolated or standing alone; separation from other things or persons; solitariness

Oxford English Dictionary

The controversy over whether the SARS-CoV-2 virus has ever been isolated or purified continues. However, using the above definition, common sense, the laws of logic and the dictates of science, any unbiased person must come to the conclusion that the SARS-CoV-2 virus has never been isolated or purified. As a result, no confirmation of the virus' existence can be found. The logical, common sense, and scientific consequences of this fact are:

- the structure and composition of something not shown to exist can't be known, including the presence, structure, and function of any hypothetical spike or other proteins;
- the genetic sequence of something that has never been found can't be known;
- "variants" of something that hasn't been shown to exist can't be known;
- it's impossible to demonstrate that SARS-CoV-2 causes a disease called Covid-19.

In as concise terms as possible, here's the proper way to isolate, characterize and demonstrate a new virus. First, one takes samples (blood, sputum, secretions) from many people (e.g. 500) with symptoms which are unique and specific enough to characterize an illness. Without mixing these samples with ANY tissue or products that also contain genetic material, the virologist macerates, filters and ultracentrifuges i.e. *purifies* the specimen. This common virology technique, done for decades to isolate bacteriophages¹ and so-called giant viruses in every virology lab, then allows the virologist to demonstrate with electron microscopy thousands of identically sized and shaped particles. These particles are the isolated and purified virus.

These identical particles are then checked for uniformity by physical and/or microscopic techniques. Once the purity is determined, the particles may be further characterized. This would include examining the structure, morphology, and chemical composition of the particles. Next, their genetic makeup is characterized by extracting the genetic material directly from the purified particles and using genetic-sequencing techniques, such as Sanger sequencing, that have also been around for decades. Then one does an analysis to confirm that these uniform particles are exogenous (outside) in origin as a virus is conceptualized to be, and not the normal breakdown products of dead and dying tissues.² (As of May 2020, we know that virologists have no way to determine whether the particles they're seeing are viruses or just normal breakdown products of dead and dying tissues.)³

1 Isolation, characterization and analysis of bacteriophages from the haloalkaline lake Elmenteita, Kenya Julia Khayeli Akhwale et al, PLOS One, Published: April 25, 2019.
<https://journals.plos.org/plosone/article?id=10.1371/journal.pone.0215734> – accessed 2/15/21

2 "Extracellular Vesicles Derived From Apoptotic Cells: An Essential Link Between Death and Regeneration," Maojiao Li et al, Frontiers in Cell and Developmental Biology, 2020 October 2.
<https://www.frontiersin.org/articles/10.3389/fcell.2020.573511/full> – accessed 2/15/21

If we have come this far then we have fully isolated, characterized, and genetically sequenced an exogenous virus particle. However, we still have to show it is causally related to a disease. This is carried out by exposing a group of healthy subjects (animals are usually used) to this isolated, purified virus in the manner in which the disease is thought to be transmitted. If the animals get sick with the same disease, as confirmed by clinical and autopsy findings, one has now shown that the virus actually causes a disease. This demonstrates infectivity and transmission of an infectious agent.

None of these steps has even been attempted with the SARS-CoV-2 virus, nor have all these steps been successfully performed for any so-called pathogenic virus. Our research indicates that a single study showing these steps does not exist in the medical literature.

Instead, since 1954, virologists have taken unpurified samples from a relatively few people, often less than ten, with a similar disease. They then minimally process this sample and inoculate this unpurified sample onto tissue culture containing usually four to six other types of material – all of which contain identical genetic material as to what is called a “virus.” The tissue culture is starved and poisoned and naturally disintegrates into many types of particles, some of which contain genetic material. Against all common sense, logic, use of the English language and scientific integrity, this process is called “virus isolation.” This brew containing fragments of genetic material from many sources is then subjected to genetic analysis, which then creates in a computer-simulation process the alleged sequence of the alleged virus, a so called in silico genome. At no time is an actual virus confirmed by electron microscopy. At no time is a genome extracted and sequenced from an actual virus. This is scientific fraud.

The observation that the unpurified specimen — inoculated onto tissue culture along with toxic antibiotics, bovine fetal tissue, amniotic fluid and other tissues — destroys the kidney tissue onto which it is inoculated is given as evidence of the virus' existence and pathogenicity. This is scientific fraud.

From now on, when anyone gives you a paper that suggests the SARS-CoV-2 virus has been isolated, please check the methods sections. If the researchers used Vero cells or any other culture method, you know that their process was not isolation. You will hear the following excuses for why actual isolation isn't done:

1. There were not enough virus particles found in samples from patients to analyze.
2. Viruses are intracellular parasites; they can't be found outside the cell in this manner.

If No. 1 is correct, and we can't find the virus in the sputum of sick people, then on what evidence do we think the virus is dangerous or even lethal? If No. 2 is correct, then how is the virus spread from person to person? We are told it emerges from the cell to infect others. Then why isn't it possible to find it?

Finally, questioning these virology techniques and conclusions is not some distraction or divisive issue. Shining the light on this truth is essential to stop this terrible fraud that humanity is confronting. For, as we now know, if the virus has never been isolated, sequenced or shown to cause illness, if the virus is imaginary, then why are we wearing masks, social distancing and putting the whole world into prison?

Finally, if pathogenic viruses don't exist, then what is going into those injectable devices erroneously called "vaccines," and what is their purpose? This scientific question is the most urgent and relevant one of our time.

We are correct. The SARS-CoV2 virus does not exist.

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noun

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