

# ONE IDEA TO RULE THEM ALL

*Reverse Engineering American Propaganda*

Book  
Diagrams

MICHELLE STILES



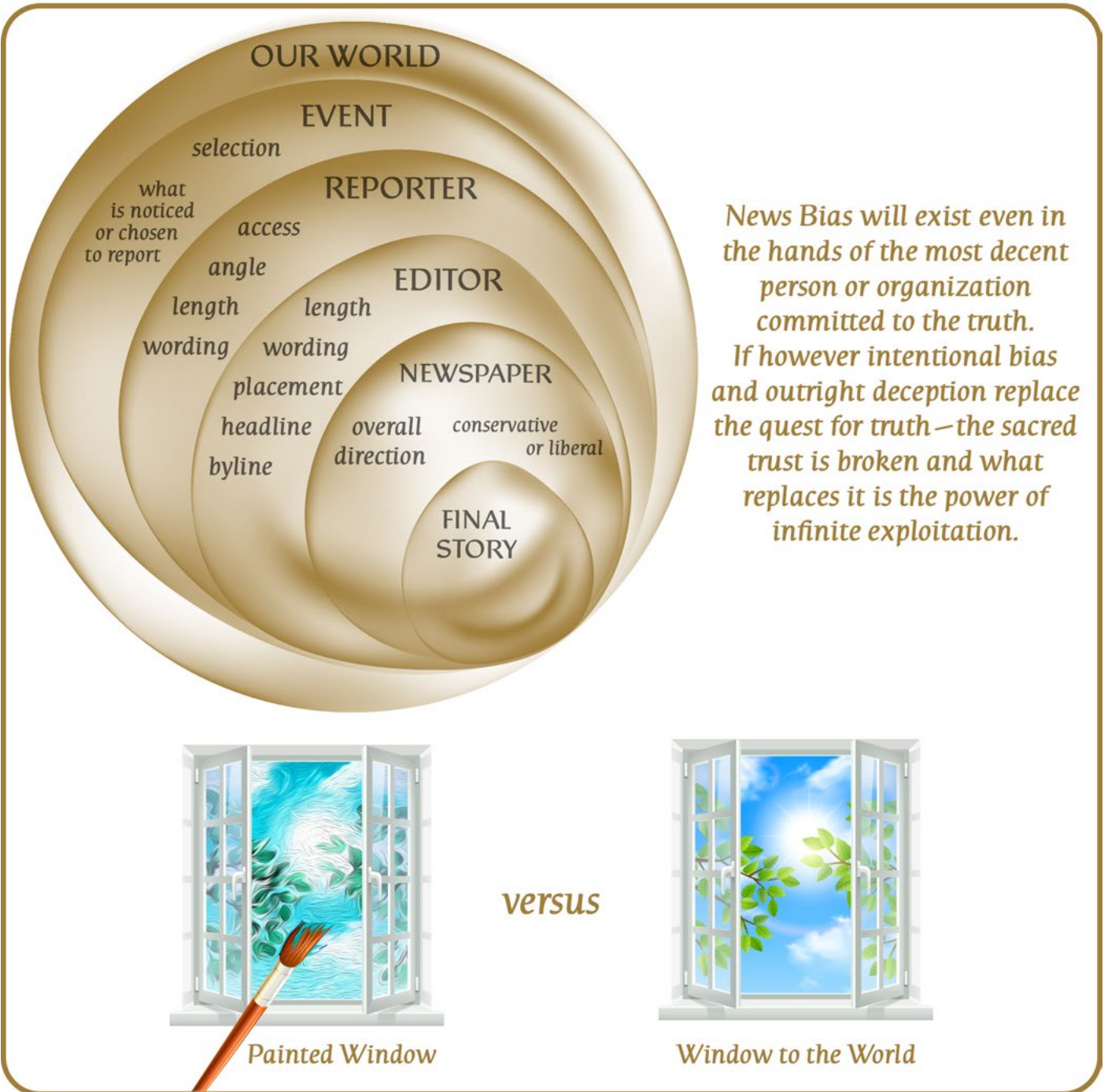
# TIMELINE OF MEDIA WHISTLEBLOWERS

- 1908 *Career of a Journalist* by William Salisbury
- 1919 *Brass Check* by Upton Sinclair
- 1926 *My Own Story* by Fremont Older
- 1938 *Lords of the Press* by George Seldes
- 1938 Rise of Journalism as a Profession  
[First graduate School of Journalism at University of Missouri]
- 1942 "A Free and Responsible Press" [Report Created by The Commission on Freedom of the Press financed by Henry Luce of Time, Inc., a classic exercise in whitewashing the growing concern over media corruption]
- RISE OF TELEVISION
- 1962 *The Image: A Guide to Pseudo-Events in America* by Daniel J. Boorstin
- KENNEDY ASSASSINATION
- Strong censoring of any criticism of Oswald Narrative and media collusion [Mark Lane Books]
- 1975 The Church Committee [Exposed CIA assets in the News]
- 1977 *Rolling Stone Magazine* [Exposed Operation Mockingbird]
- 1979 *Roosevelt, Churchill, and the World War II Opposition* by George Eggleston
- 1985 *Amusing Ourselves to Death: Public Discourse in an Age of Show Business* by Neil Postman
- 1992 *JFK Assassination: The Jim Garrison Tapes* by John Barbour
- 2017 *The Smear: How Shady Political Operatives and Fake News Control What You See, What You Think and How You Vote* by Sharyl Attkisson
- 2019 *Presstitutes Embedded in the Pay of the CIA: A Confession from the Profession* by Udo Ulfkotte
- 2020 *Slanted: How the News Media Taught Us to Love Censorship and Hate Journalism* by Sharyl Attkisson



# THE MAKING OF NEWS

## A Sacred Trust



*“The power to determine each day what shall seem important and what will be neglected is a power unlike any that has been exercised since the Pope lost his hold on the secular mind.” –WALTER LIPPMAN*

# MARKETPLACE OF IDEAS

## TYRANNY

Ideas Viewed as Dangerous

*Censor competing ideas  
and the people who hold them*

*Mockery and ridicule of competing  
ideas and people who hold them*

*Reframe ideas as hurtful and offensive  
so that ideas can be criminalized*

*Allow for right and left dissent  
(simulates illusion of free speech)*

## FREE SPEECH

All Ideas Welcome and Tested

*First Amendment  
honored*

*Individuals do not need to be  
"protected" from ideas*

*Ideas destructive to culture  
will be self-censored*

*Ideas beneficial to culture  
will be embraced*

# THE INFRASTRUCTURE OF BELIEF

Trusted Sources in a Community

IMAGINATION

LANGUAGE

EXPERIENCE

AUTHORITY

SOCIAL  
PRESSURE

Trust  
Your  
Culture

Trust  
the  
Hierarchy  
of Value

Trust  
Your  
Eyes

Trust  
the  
Experts

Trust  
What  
Others are  
Doing and  
Saying

EDUCATION  
•  
HOLLYWOOD  
•  
ARTS  
•  
RELIGION

WEAPONIZED  
WORDS  
•  
SANITIZED  
SPEECH

STAGECRAFT  
•  
P-R-S  
•  
OPERATION  
SHEEPSKIN

INSTITUTION  
CAPTURE  
•  
OPERATION  
SPIDER'S  
WEB

CONTAGION  
•  
MOCK,  
RIDICULE,  
OSTRACIZE

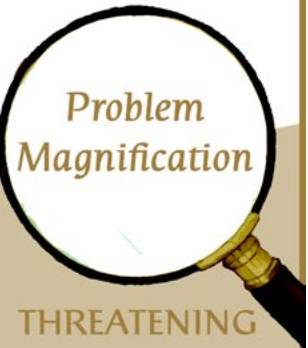
Non-Fact Based Influences on Beliefs



# OPERATION SHEEPSKIN

## Transformation of Society One Problem at a Time

PROBLEM | REACTION | SOLUTION  
Order Out of Chaos



EVENT + STORY →



EVENT + STORY →



EVENT + STORY →



NEWS MEDIA  
Narrative Setting



Pre-Fab Solution  
Hidden Agenda

Transformation of Laws  
Money Allocation  
Government Structure  
Policy Change  
War on "Something"

THREATENING  
INTERESTING  
DISCONCERTING  
CRISIS  
FEAR OF THE  
UNKNOWN



# PRIMAL ARCHITECTURE OF THE BRAIN

Emotional Responses  
to the Unknown

THE  
KNOWN  
*Order*  
*Safety*  
*Security*

Curiosity/  
Interest

Mild Anxiety

Increasing Anxiety

Fear

Panic

TYPES OF  
STAGECRAFT

Novel

Disconcerting

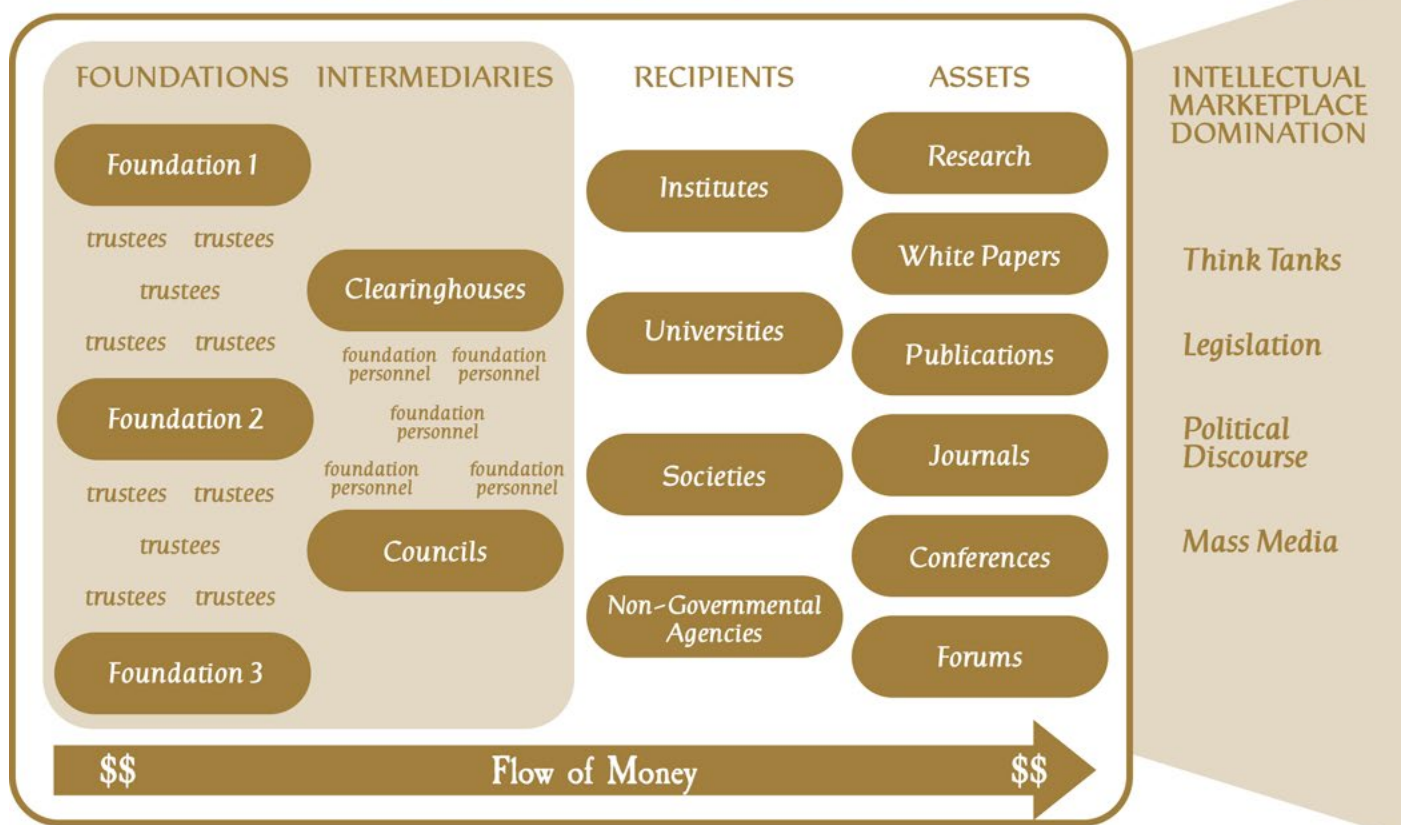
Threatening

Crisis

Chaos

Increasing Power to Drive Change in Society

# IDEA SYNDICATE



*The true threat of the foundations lies “in their ability to provide war chests in the battle of ideas,” picking winners and losers and corrupting the free-flowing ideological landscape.*



# OPERATION SPIDER'S WEB

## A False Reality



# PROPAGANDA ERAS

## Consolidation of Wealth, Resources, and Power

1900 to World War I	World War I to Kennedy Assassination	Kennedy Assassination to 9/11	9/11 to present
<p><b>PIONEER ERA</b></p> <p><i>Fledgling Campaigns</i>  <i>Limited Channels</i>  <i>Single Entity Use</i>  <i>Incomplete Media Capture</i>  <i>Rise of Stagecraft</i>  <i>Marketplace of Ideas: A Battlefield</i></p>	<p><b>WOLFPACK ERA</b></p> <p><i>Operation Sheepskin</i>  <i>Multi-Channels</i>  <i>Coordinated Campaigns</i>  <i>Media Capture Strong</i>  <i>Problem   Reaction   Solution</i>  <i>Idea Syndicate Starts</i>  <i>US Control Established</i></p>	<p><b>CONSOLIDATION ERA</b></p> <p><i>Operation Sheepskin-Spider's Web</i>  <i>Systematic Country Capture</i>  <i>Media Capture Complete</i>  <i>Idea Syndicate Growing</i>  <i>Front Groups Explode in Number</i></p>	<p><b>GLOBALIZATION ERA</b></p> <p><i>Operation Spider's Web</i>  <i>Pseudo-Realities</i>  <i>24/7 Multinational Propaganda</i>  <i>Sclerotic Ideological Framework Established</i>  <i>Rise of Censorship</i>  <i>Rise of a New World Order</i></p>

## DOMAINS OF KNOWLEDGE

**MATERIAL WORLD**  
Facts | Data | Science

**SPIRITUAL WORLD**  
Ultimate Value and Goals

*What Is*

*What Ought to Be*

*Mastery*

*Orientation*

*Real*

*Relevant*

*Science*

**VS**

*Stories of Meaning*

*Myths          Religion*

*History          Arts*

*Drama          Poetry*

*The domains are separate but equally important. Facts by themselves are not enough to determine direction without a value structure.*



## YOU CAN HELP SPREAD THE WORD

In honor of George Creel and his famous Four Minute Men,

We are mobilizing 10,000 leaders to get the word out about American propaganda.

If Creel could mobilize 10,000 leaders to spout Washington, DC talking points, on behalf a war.

Let's mobilize our own 10,000 to protect the sheep and expose the lies and the framework used to create them.

If you are willing to lead a discussion group

Go to **SmartSheepe.com**

Can't lead right now?

Recommend the book on social media and/or review the book on Amazon. Every little bit helps.

Want to Join a Herd of Smart Sheepe?

Go to **SmartSheepe.com**