



## Tom Dwyer Automotive Services 2016 December Newsletter

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It's a tiny detail, but it's critical to your safety



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Most of us weren't taught about the one planned in 1933

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#### News To Make You Furious

The News That Makes Us ALL Furious... PROPAGANDA!



# Tom's Tidbits

## Not the "Project for a New American Century" they bargained for

Greetings!

It's not long now. In just a few short weeks Donald J. Trump will become the 45th President of the United States. Many Americans are apprehensive or frightened at the incoming regime, some may be hopeful and excited, but the vast majority are waiting anxiously to see what policies emerge from an administration whose campaign lacked any coherent policy. I had problems with much of President Obama's agenda; he got passes from the Left on many issues that would have drawn fire if they came from the Right, but he's certainly no Donald Trump. I have much more severe concerns with Mr. Trump, even more with a President Trump, but our country faces serious problems and now many of these may be exacerbated by this deeply flawed man child. The New Boss isn't the same as the Old Boss, but in a free country the fundamental obligations of citizens to pay attention and be involved have only increased.



Personally, I think political participation is not just a benefit of a free society but the obligation of all citizens. Businesses as a group may tend to shy away from the potential divisiveness of politics, but as a small business owner my business is my life and it's hard to compartmentalize my values. My business has been built on personal principles like integrity, service, transparency, accountability, rationality, and fairness. I believe in paying a good living wage to the individuals who make us an exceptional company, and that any profit should be fair compensation for value rendered and not spoils from plundering the unwary or defenseless. I personally believe companies should be good neighbors; not just "doing no harm" but actively working to make things better in the communities they serve, and I think our community goes beyond Sellwood to Portland, to Oregon, to America, and to the World.

The dignity and grace of President Obama was a refreshing change from the simplistic bumbling of his predecessor, but I didn't give his administration a pass just because he was a nice guy who ran as a progressive Democrat ... he has governed as a Centrist Republican (at best) and a Corporate Authoritarian (at worst). As just a few examples I've called out his bad policy on whistleblowers, the death of habeas corpus, his rollover on single-payer health care, his failure to prosecute criminal banking cartels or the greed on Wall Street, his expansion of drone warfare and extra-judicial killings, and his contraction of civil liberties. Obama got a pass from the sleeping Left that allowed actions which would have been resisted if they had come from a more obvious corporatist.

Donald Trump was an unknown; pretending to be the populist so desperately sought by the American people. He will almost certainly not act as a populist but as the pathological greedy automaton he is. Trump gave few lucid policy positions (good or bad) during the campaign but of the few he did toss out many have already been altered or forgotten. He doesn't yet have a presidential record but the people he's tapped for cabinet positions and the policies they've suggested have been startlingly unqualified and biased. When Trump surrogates are reduced to defending his policies by saying he didn't really mean them, or the ones he did mean can't be implemented because they're illegal or impossible, policy shouldn't be hard to critique once he actually takes office. And I, for one, plan to speak out against bad policy no matter the source.

When politics is reduced to mud-slinging, deception and lies, it's up to us as citizens to look beyond the media fluff, ferret out the facts and be willing to work to fight to preserve the dwindling flame of democracy. Most people assume I'm a Democrat but I'm not, nor am I a Republican. When I do talk about politics I try to avoid the individual personalities or party hyperbole and address the underlying issues or policies. Look again at the list of personal values above... is it "partisan" in any way? When we build our lives, our businesses, our political systems; is there any point on the list that "works" for one party and not the other? I don't think so. What I care about most is basic fairness and sustainability; including healthcare, education, taxes, military spending, militarization of the police, the environment, and the support of the middle class and the poor. Donald Trump's America promises to be a big change from Obama's America and probably the America envisioned by our Founders. But I won't waste time sniping at his personal or stylistic failings; I'll be arguing with his content. And that's not a change from the way I viewed the vast achievements and vast shortfalls of Obama's turn at the helm. I'm just not sure I'll be able to handle "presidential tweets" from a man who I have ZERO respect for and who could in whimsical ego bursts destroy so much.

Take care and make a great day,



# What NOW?!! Toons

Keith Tucker's December Toon



**"WHAT NOW?!!!"**

© KEITH TUCKER  
WWW.WHATNOWTOONS.COM

# Hey, what's that chalk mark on my tire?

It's a tiny detail, but it's critical to your safety



Even if you're "not a car person" you still know wheels must stay attached to a vehicle for safe and proper function. You probably also know they're secured with fasteners commonly called "lug nuts", but did you know there are right and wrong ways to install these seemingly-simple nuts? Too tight can be just as bad as too loose, and tightening them carelessly can lead to wheel damage or stud or nut failure. Here's a look at how the little detail of proper nut tightening matters, what happens if it's ignored, and how the unique procedures we've established ensure this vital detail is taken care of reliably for every client...

## The nuts and bolts of nuts and bolts

Wheels are mount with (often) 5 threaded bolts called "studs" or "lugs", each with its own specially designed lug nut. Lug nuts perform much as any other nut, but they must be tightened sequentially and tightened to a very specific tension to work reliably. Carelessly blasting them into place with air tools can be problematic! The wheel lugs, not matter how many, must be installed and gradually and sequentially tightened up to the point the final "tightness" or torque is applied with a torque wrench to the vehicle manufacture's exact specification... too tight can be just as bad as too loose.



"Torque" is the amount of twisting force used to tighten a nut. It's commonly measured in foot-pounds (ft-lbs), and the proper torque for lug nuts varies from as low as 60 ft-lbs to over 120 ft-lbs. Whether the wheels are cast, stamped, machined; made from aluminum, magnesium or steel, the diameter and metallurgy of the wheel stud itself, vehicle weight, the number of wheel nuts (4, 5, 6 even 8 or even more for larger vehicles), and the design of the lug nut itself all play a part in determining the ideal torque specification for every vehicle.

The torque specification is designed to ensure the wheel fasteners will be reliable over repeated cycles of removal and reinstallation and not fail or cause wheel or other damage. Although metal seems rigid it's actually slightly springy and pliable, so when a nut is tightened the bolt actually stretches. This is taken into account in the design of the nut and bolt, and in a properly tightened nut the slight pressure of the bolt trying to return to its normal shape actually helps hold the nut securely in place. It may be tempting to tighten a nut as hard as possible but over-tightening can be almost as bad as under-tightening. Lug nuts that are over





tightened can stretch the bolt past its elastic limit so it can't spring back to normal shape, leaving the nut without the pressure it needs to work correctly.

### What can possibly go wrong?

Failure to observe proper torque specifications or procedures can cause problems, none of which are pleasant or inexpensive.

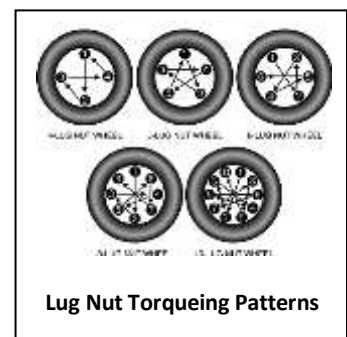
- 1) The obvious worst possibility is that when wheel lug nuts are too loose they can back off and can cause the wheel to separate from the vehicle... very bad!
- 2) Over-tightened wheel lug nuts can damage the wheel, and actually stretch the wheel studs, making them weak and subject to failure. If one stud fails as a result of over-torque the others possibly experienced similar treatment and may be damaged as well. One failed lug will not cause the wheel to come off, but now you have one broken wheel stud with the others taking up a load higher than they were designed for. Over-tightened lug nuts or failure to use gradual sequential tensioning can also damage the wheel and cause warped brake rotors. All of these can lead to an unneeded car repair bill; bad!
- 3) Lug nuts that are too tight can be really hard to remove without air tools. If you have a flat and the last person to install the wheels blasted them on with air tools, good luck getting the lug nuts off with the cheesy lug wrench supplied in the vehicle's spare tire kit; not good!

### How do we prevent these problems?

Knowing the proper nut torque is one thing, but achieving it is another and achieving it consistently on every vehicle we service is something else again. We've done it by setting a rigorous procedure that honors the fine details necessary for proper installation, and then building in layers of safety protocols and failsafes so our Technicians always know the procedure has been followed. We know every wheel we remove is reinstalled and hand-torqued to the vehicle manufacturer's specification.

#### Our torquing procedure

Each nut must be tightened in the proper order in steps to get *close to but less than* the proper torque, and then *finished* with a torque wrench (still in the proper order) to achieve the precise final tension. It's important that this final step of tensioning is *applied* with a torque wrench and not just *checked* with a torque wrench! If that sounds like a small detail, it's not. A lug nut blasted into place by a brute with an air gun on its highest setting will definitely be way over the designated torque, but when "checked with a torque wrench" it will appear to be fine.



#### The failsafes

**Prior to torquing-** It's impossible to tell visually if a nut in its final position is properly torqued, so we never get it close enough to have any doubt. When our Technicians are working with wheels they often use a lug nut to hold the wheel in place, but they'll only put it on a few threads (until the final steps) so it's visually obvious that the nut has not been tightened OR torqued.



**After torquing-** After ALL the nuts on a single wheel have been torqued to the correct spec and in the correct pattern, we make a small chalk mark next to the air stem of the tire to indicate that the lug nuts on that wheel are torqued and

safe. This process is performed one wheel at a time. This is a clear indicator to the Technician working on the vehicle that those wheel lug nuts are torqued... there's no "wait, did I do that one?" type of doubt involved. It also serves as point of confirmation in our Post Service checkout, where the staff knows to look for chalk marks on every tire that's been removed and reinstalled for service.

One other small detail about that chalk mark... we change chalk colors each year so there is no confusion if a mark is new or old. In 2017 we will be using RED chalk to mark your tires. So now when you see that little RED mark on your tires after service you know why it's there and you can feel good about all the thinking that goes into just that one little mark.

Our final failsafe is possibly our best... the personal integrity and responsibility of our Technicians. The issue of wheel torque is so important it's one of the few technical issues in our Policy Manual for new Technicians. It states that "Every wheel will be torqued to vehicle specifications and the inside wall of the tire and outside near stem will be marked with a tire crayon. This policy is for all employees and will be followed without exception", and that violating that standard is grounds for termination. All our people know how seriously we take this as a company, so they know to take it seriously themselves.

Subject: WHEEL TORQUE POLICY  
Releasing a vehicle with loose wheels may be grounds for Termination.

As is known, failing to tighten a Customer's wheels is a dangerous condition. This failure exposes the Company and all employees to liability. Regardless of intent and position of the individual making this mistake the course of action is as follows:

All damage expense will be covered by the employee.

1. First incident may be grounds for Termination.  
If not terminated, Written Warning will be issued, signed and placed in the employee file.
2. Second incident may be grounds for Termination.  
If not terminated, Written Warning will be issued, signed and placed in the employee file. Suspension without pay for one day minimum will be ordered.
3. Third incident will be grounds for Termination.

When removing and replacing wheels  
Every wheel will be Torqued to vehicle specifications and the inside wall of the tire and outside near stem will be marked with a tire crayon. This policy is for all employees and will be followed without exception.

I have reviewed and understand the above information:  
Signed: \_\_\_\_\_ Date: \_\_\_\_\_

Sign and date this copy for your employee file

Our employee Wheel Torque policy

## What's been the result?

There are lots of serious problems that can arise from your vehicle, but things that make it catch fire, make its wheels fall off, or make it lose brake hydraulics are things we take particularly seriously. In the first 18 years of operation we had two episodes of a loose wheel causing problems (fortunately none caused accidents) but two is too many. Anytime we have a problem from operations we learn and formulate a response or change to policy to prevent a reoccurrence and wheel torque was no exception. We are serious about proper wheel lug nut etiquette and we had zero defect for over 12 years. As far as we know it's a level of detail and commitment that no other shops approach, but it's typical of the fanatic commitment we have our clients' safety and driving confidence.

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## Thinking about tires?

If you're interested in the proper tightness of wheel nuts it may be because you're thinking about new tires for your vehicle. If that's the case, then you'll want to know Tom Dwyer Automotive Services carries tires in all sizes and specifications from the most common to the most exotic, and we'll gladly help you with your tire needs. Let us start now by offering some of our tire advice from past issues of our newsletter, and you can always give our non-commissioned Service Advisors a call for their answers to any specific questions you might have.

[Where The Rubber Meets The Road- The Basics Of Tire Selection And Purchase](#)

[Does Baby Need A New Pair Of Shoes? How To Pick The Right Tires For Your Vehicle](#)

[Will Polyurethane Replace Rubber For Tires?](#)

[Why Are Tires Black?](#)

[When Should I Replace My Tires?](#)

# The Corporations are staging another coup!

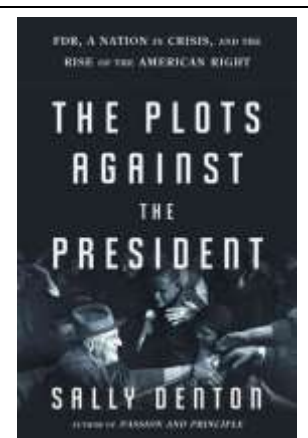
Most of us were not taught about the one planned in 1933.



Remember learning about the “Wall Street Putsch” in high school history class? C’mon, you remember... that time back in the 1930’s when industrialists and bankers conspired to create a 500,000-member army of WWI vets to overthrow FDR, but then were outed by their hand-picked general before the coup could go through? And remember when the House UnAmerican Activities Committee held hearings, but no one was held responsible? Still don’t remember? Well, you weren’t just asleep in class. “The Business Plot” is one of the most direct threats our democracy has ever faced, but it’s also one of the least-known events in our history. As an administration of billionaires, generals, propagandists, paranoiacs, xenophobes, and bigots prepares to take office, now may be the ideal time to look back at

the time they tried it before. Join us now to see how one man was tempted with the offer of being the first dictator of the United States but chose instead to stand up for its ideals. Settle back, get comfortable, and let us tell you all about General Smedley Butler and the Wall Street Putsch...

Mark Twain reputedly said “History doesn’t repeat itself, but it rhymes”. Depression-era America was a very different place from today’s America, but they faced the same choice between authoritarian fascism and socialized democracy we do today. No one yet understood the evil Hitler represented so business leaders watched with interest as he rebuilt Germany from the ashes of WWI. People around the world were looking to fascists like Hitler and Mussolini for strong, simple solutions to deep-rooted and complex problems. Here at home those same business leaders were furious about the “traitor to his class” FDR and his notion of a social safety net to protect all Americans, an idea diametrically opposed to fascism. If you think those 1-percenters-of-their-day were content to let politics play out and see where things settled, you’re wrong. They went much further than opposing FDR at the next election or even obstructing his plans throughout his administration. According to General Smedley Darlington Butler, they planned a coup.



## [When The Bankers Plotted To Overthrow FDR](#)

Interview with Sally Denton, author of “The Plots Against The President”, NPR Books, Feb 2012

Here’s one of the better accounts of the coup plot itself, along with several other avenues to explore if you want to dig deeper. We’ve also included many links on General Smedley Butler to give you a glimpse into the thoughts and writings of the singular man whose integrity preserved our democracy... at least until today. It’s our job from here on out.

## [The Business Plot To Overthrow Roosevelt](#)

Reprinted from Huppi.com

In the summer of 1933, shortly after Roosevelt's "First 100 Days," America's richest businessmen were in a panic. It was clear that Roosevelt intended to conduct a massive redistribution of wealth from the rich to the poor. Roosevelt had to be stopped at all costs.

The answer was a military coup. It was to be secretly financed and organized by leading officers of the Morgan and Du Pont empires. This included some of America's richest and most famous names of the time:

**Irene Du Pont** - Right-wing chemical industrialist and founder of the American Liberty League, the organization assigned to execute the plot.

**Grayson Murphy** - Director of Goodyear, Bethlehem Steel and a group of J.P. Morgan banks.

**William Doyle** - Former state commander of the American Legion and a central plotter of the coup.

**John Davis** - Former Democratic presidential candidate and a senior attorney for J.P. Morgan.

**Al Smith** - Roosevelt's bitter political foe from New York. Smith was a former governor of New York and a codirector of the American Liberty League.

**John J. Raskob** - A high-ranking Du Pont officer and a former chairman of the Democratic Party. In later decades, Raskob would become a "Knight of Malta," a Roman Catholic Religious Order with a high percentage of CIA spies, including CIA Directors William Casey, William Colby and John McCone.

**Robert Clark** - One of Wall Street's richest bankers and stockbrokers.

**Gerald MacGuire** - Bond salesman for Clark, and a former commander of the Connecticut American Legion. MacGuire was the key recruiter to General Butler.

The plotters attempted to recruit General Smedley Butler to lead the coup. They selected him because he was a war hero who was popular with the troops. The plotters felt his good reputation was important to make the troops feel confident that they were doing the right thing by overthrowing a democratically elected president. However, this was a mistake: Butler was popular with the troops because he identified with them. That is, he was a man of the people, not the elite. When the plotters approached General Butler with their proposal to lead the coup, he pretended to go along with the plan at first, secretly deciding to betray it to Congress at the right moment.

What the businessmen proposed was dramatic: they wanted General Butler to deliver an ultimatum to Roosevelt. Roosevelt would pretend to become sick and incapacitated from his polio, and allow a newly created cabinet officer, a "Secretary of General Affairs," to run things in his stead. The secretary, of course, would be carrying out the orders of Wall Street. If Roosevelt refused, then General Butler would force him out with an army of 500,000 war veterans from the American Legion. But MacGuire assured Butler the cover story would work:

*"You know the American people will swallow that. We have got the newspapers. We will start a campaign that the President's health is failing. Everyone can tell that by looking at him, and the dumb American people will fall for it in a second..."*

The businessmen also promised that money was no object: Clark told Butler that he would spend half his \$60 million fortune to save the other half.

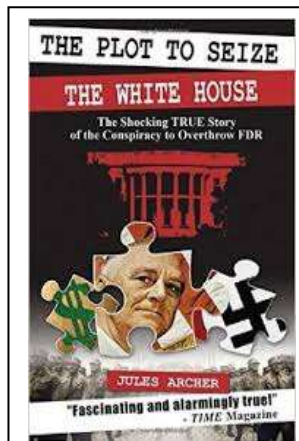


[Vintage video of the real General Butler](#)  
addressing the marchers  
of the Bonus Army

And what type of government would replace Roosevelt's New Deal? MacGuire was perfectly candid to Paul French, a reporter friend of General Butler's:

*"We need a fascist government in this country... to save the nation from the communists who want to tear it down and wreck all that we have built in America. The only men who have the patriotism to do it are the soldiers, and Smedley Butler is the ideal leader. He could organize a million men overnight."*

Indeed, it turns out that MacGuire travelled to Italy to study Mussolini's fascist state, and came away mightily impressed. He wrote glowing reports back to his boss, Robert Clark, suggesting that they implement the same thing.



[The Plot to Seize the White House: The Shocking True Story of the Conspiracy to Overthrow FDR](#)  
by Jules Archer, 2007

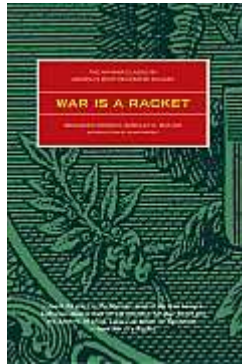
If this sounds too fantastic to believe, we should remember that by 1933, the crimes of fascism were still mostly in the future, and its dangers were largely unknown, even to its supporters. But in the early days, many businessmen openly admired Mussolini because he had used a strong hand to deal with labor unions, put out social unrest, and get the economy working again, if only at the point of a gun. Americans today would be appalled to learn of the many famous millionaires back then who initially admired Hitler and Mussolini: Henry Ford, John D. Rockefeller, John and Allen Dulles (who, besides being millionaires, would later become Eisenhower's Secretary of State and CIA Director, respectively), and, of course, everyone on the above list. They disavowed Hitler and Mussolini only after their atrocities grew to indefensible levels.

The plot fell apart when Butler went public. The general revealed the details of the coup before the McCormack-Dickstein Committee, which would later become the notorious House Un-American Activities



Committee. (In the 50s, this committee would destroy the lives of hundreds of innocent Americans with its communist witch hunts.) The Committee heard the testimony of Butler and French, but failed to call in any of the coup plotters for questioning, other than MacGuire. In fact, the Committee whitewashed the public version of its final report, deleting the names of powerful businessmen whose reputations they sought to protect. The most likely reason for this response is that Wall Street had undue influence in Congress also. Even more alarming, the elite-controlled media failed to pick up on the story, and even today the incident remains little known. The elite managed to spin the story as nothing more than the rumors and hearsay of Butler and French, even though Butler was a Quaker of unimpeachable honesty and integrity. Butler, appalled by the cover-up, went on national radio to denounce it, but with little success.

*In the last few weeks of the committee's life it received evidence showing that certain persons had attempted to establish a fascist organization in this country...*



#### **"War Is A Racket"**

This short work by General Butler has become an anti-war classic

*There is no question that these attempts were discussed, were planned, and might have been placed in execution if the financial backers deemed it expedient...*

*MacGuire denied [Butler's] allegations under oath, but your **committee was able to verify all the pertinent statements made to General Butler, with the exception of the direct statement suggesting the creation of the organization. This, however, was corroborated in the correspondence of MacGuire with his principle, Robert Sterling Clark, of New York City, while MacGuire was abroad studying the various form of veterans' organizations of***

*Fascist character.*

Butler was not vindicated until 1967, when journalist John Spivak uncovered the Committee's internal, secret report. It clearly confirmed Butler's story:

Needless to say, the survival of America's democracy is not an automatic or sure thing. Americans need to remain vigilant against all enemies... both foreign and domestic.

## **Transcript of Testimony of General Butler, Gerald MacGuire, and others to the HUAC, Dec 29, 1934**

### **Digging Deeper...**

**Major General Smedley D. Butler Expose Fascist Coup in US** Video by Occult Agenda, Apr 2012

**1934: The Plot Against America** by Scott Horton in Harpers Magazine, Jul 2007

**Smedley Butler And The Business Plot**, by Melissa Blevins on Today I Found Out, Jan 2014

**Wall Street's Failed 1934 Coup** by Michael Donnelly on CounterPunch, Dec 2011

**FDR- Man on the White Horse** from Reformation.org

**The Whitehouse Coup**; BBC Radio 4 documentary, Jul 2007. **3-part video version on YouTube begins here.**

**Oh, Smedley: Was there really a fascist plot to overthrow the United States government?** By Cecil Adams in The Straight Dope, Nov 2005

**Outrage Over Obamacare Is Nothing Compared With FDR's New Deal** by Joshua Holland on Moyers & Company, Apr 2014



General Butler's full **"War Is A Racket"** speech delivered by a re-enactor



December is awfully crowded in Drew's Kitchen with all the fruitcakes, turkeys, desserts, and other holiday necessities stacked around, so when we noticed Drew stumbling and tripping past the stove we at first thought that was the problem. When he started singing obscene Christmas carols we looked a little closer, and his recipe this month gave us a clue as to what the REAL problem might be...

### **Sloshy Uncle Drew's Best Fruitcake Ever!**

#### **Ingredients**

- 1 cup butter
- 1 cup sugar
- 4 large eggs
- 1 cup dried fruit
- 1 tablespoon baking powder
- 1 tablespoon baking soda
- 1 tablespoon salt
- Lemon juice
- 1 cup brown sugar
- Assorted nut
- 1 or 2 quarts whiskey

#### **Preparation**

- Before you start, sample the whiskey to check for quality. Good, isn't it?
- Select a large mixing bowl, measuring cup, etc. Check the whiskey again as it must be just right. To be sure whiskey is of the highest quality, pour one level cup into a glass and drink it as fast as you can. Repeat.
- With an electric mixer, beat 1 cup of butter in a large fluffy bowl. Add 1 tablespoon of thugar and beat again. Meanwhile, make sure that the whiskey is of the finest quality. Try another cup.
- Open the second quart. Add the 2 arge leggs, 2 cups fried druit and beat till high. If fruit gets stuck in the beaters, just pri it loose with a drewscriver. Sample the whiskey again, checking for toxscisticity. Next sift 3 cups of salt or something, it really doesn't matter. Sample the whiskey. Sift ½ pint of lemon juice. Pour in a little of whatever that is on the counter over there.
- Get up off of the floor. Fold in chopped butter and strained nuts. Add 1 babblespoon of brown thugar, or whatever color you can find and wix mell.
- Grease oven and turn cake pan to 350 degrees. Now pour the whole mess in the coven and ake. Check the whiskey again. When the fire alarm gets too annoying, pull the cake out of the oven and throw it away. Dispose of any high-quality whiskey there may be leftover.
- Go to bed.

# Shop Talk

Dave Gettman says goodbye



## Our Holiday Schedule



We want our people to spend time with their families and friends during the Holidays, and fortunately the oddities of the calendar mean we don't have to close the shop very much to do it this year. Our Holiday schedule is...

**OPEN on Fri, Dec 23**

**CLOSED Sat, Dec 24 to Mon, Dec 26**

**OPEN Tue, Dec 27 to Fri, Dec 30**

**CLOSED on Sat, Dec 31**

**OPEN on Mon, Jan 2 and on into a brand new year!**

## Dave Gettmann is moving on down the road



We have a good news bad news situation to share with you. It's bad news for us as we say goodbye to a good friend, but great news for Dave Gettmann as he hangs up his wrench after years of spectacular service to our company and clients. Dave has over 40 years' experience in all aspects of auto repair but we had the benefit of his last 16 years with us as our go-to guy for undercar work like brakes, shocks, and alignments. Technicians can tend toward the curmudgeonly, especially with years of service, but Dave comes in each day with a REAL smile and a positive, can-do, service-centered attitude that was not only a pleasure to work with but slowed the slide into

curmudgeonliness for the rest of the team. He won't be slowing down after leaving us, on the contrary his wife, children, and grandchildren, as well as his hobbies of gun collecting, gardening, and home improvement will keep him busier than ever (now that he has the time to spend on them!) Surprisingly, Dave is the first Technician to actually retire from Tom Dwyer Automotive in our 30-year history so we'll be doing something special for him... we'll take his last Technician shirt and raise it up into the rafters over his repair rack, retiring his number for future techs. From now on, any "Dave's" we hire will be "Dave R." or "Dave H." or whatever, but the only "Dave-with-no-last-initial" will be our friend for many years, Dave Gettmann. As a final gift to Dave we'll do something that's only possible if you've known for 16 years... show embarrassing photos of him from back-in-the-day, with our apologies that none of these pictures capture the care and preening Dave put into his ever-changing beard and moustache choices. Congratulations, Dave, on decades of service, and thank you from Tom Dwyer Automotive Services and all the clients you've helped through the years. On behalf of all of us, we wish you every success and happiness in the many joyous years to come!



Here's Dave from 2001, near the start of his time with us



Mister Gettmann from about 2008. NOT a mug shot!



Here's Dave from about 5 years ago



## Comment of the Month



This month's Comment comes from client Paula E. who said...

*"I was very pleased that Josh was able to show me where my coolant overflow bottle was so that I won't let it run out of fluid again. Thank you so much for the great service!"*

Glad to do it Paula! We don't just want to help you when things go wrong, we want to help you *prevent* vehicle problems in the first place! Staying aware of things like fluid levels, tire pressures, or drips on your driveway *between services* can give you warnings of serious problems, but only if you know how to check them. Our *educated* clients get the most value from our services, so Josh (or any of our other Techs or Advisors) are *always* available to educate you on any vehicle issues you may have!

## Referral Reward Program



Maybe it's the spirit of the season, but November was a very big month for our Referral Reward program... we were privileged to make 15 donations totalling **\$644 to 13 deserving groups!** If you haven't heard about this unique way to help the non-profits you care about, our Referral Reward Program says "thanks" for referring new clients to our shop by making donations to the non-profit group of your choice whenever a new client gives your name as a referral source. Donations vary from \$10 to \$50 based on the new client's initial purchases. Here are the groups we donated to this month, along with the clients who made it possible. And from all of

us and all of the groups who benefitted, THANK YOU!

[Sage Metro PDX](#) by Emily Z.

[Sacred Stone Defense Fund](#) by Jennifer T.

[Doctors Without Borders](#) by June D.

[Common Cause Oregon](#) by Liz B.

[Oregon Food Bank](#) by Angie W.

[P:EAR](#) by Emily O.

[Planned Parenthood of Columbia/Willamette](#) by Margie F. & Rob C.

[Scrap PDX](#) by Kay B.

[Doernbecher Childrens Hospital](#) by Marya W.

[Greater Portland Bible Church](#) by Mitch L.

[Sellwood Jr. Baseball](#) by Dawn M.

[ARC of Multnomah County](#) by Roy Soards

Oregon Humane Society by Angela M. & Jaiya C.

## Your reviews and referrals matter



We are constantly grateful for the supportive and loyal clients we have developed over the years. Your comments and appreciation keep us on the right road to providing the superior automotive service you deserve. Your reviews and referrals are not only the highest compliments we can receive, but they're the lifeblood of our new business. If you like what you've found at Tom Dwyer Automotive Services, please tell a friend or take a minute to write a review on [Yelp](#), [Angieslist](#), [Google](#), or the review site of your choice. Thank you!

## Latest Automotive Recalls



Automobiles are just like any other product; occasional flaws in manufacture or design can cause problems once they leave the factory. When an issue is identified the manufacturers and government work hard to bring the vehicles back in for refit or repair, but not all recalls make the front pages. The National Highway Traffic Safety Administration maintains a [constantly updated list of recalls from every manufacturer](#). The last month's recalls are below, but clicking the button at right will take you to the full list at the NHTSA website.

# Health Notes

## Reasons to enjoy real butter



With all the goodies of Holiday Food comes the guilt... too much sugar, too much fat, too many calories. Of course, you could opt for the guilt-free, taste-free option instead but c'mon... it's once a year. Just in time for the Holidays we bring you this good news from Well Being Journal that may not let you off the hook for everything but will give you a pass on the butteriest treats, and that's at least a help...

### Reasons To Enjoy Real Butter

By Margie King in Well Being Journal, Jan/Feb 2017

Originally titled "10 Healthy Reasons to Enjoy Real Butter" and published on GreenMedInfo.com

Butter has gotten a bad reputation for many years, starting in the last century with the rise of margarine, which we now recognize as a deadly trans fat. More recently, butter has been shunned in favor of olive and other healthy oils. But here's why we should reserve a place at the table for good old-fashioned butter.

A study from Lund University in Sweden shows that butter leads to considerably less elevation of fats in the blood after a meal compared with olive and flaxseed oils. High blood fat normally raises cholesterol levels in the blood, which according to the discredited "lipid hypothesis", elevates the risk of atherosclerosis and heart attack.

### **Why doesn't butter raise blood lipid levels?**

Researchers pointed out that 20 percent of the fat in butter consists of short and medium-length fatty acids. These are used directly as energy and do not stay around long enough to affect blood fat levels significantly. The researchers opined that although butter raises blood cholesterol in the long term, its short-term effects may actually be advantageous.

Not everyone agrees that butter's advantage over olive or other vegetable oils is only a short-term phenomenon. Sally Fallon of The Weston A. Price Foundation is a staunch and eloquent advocate of the benefits of butter and disagrees that butter or cholesterol is a factor in the increase of cardiovascular disease.

### **The Vast Fat-Free Conspiracy**

Since the early 1920's butter has been pushed aside in favor of margarine and other fad fats and vilified as a deadly saturated fat that causes heart disease. Yet for thousands of years before that, butter was a dietary staple of many cultures with no evidence of adverse health effects.

Between 1920 and 1960, Americans' use of butter declined from eighteen pounds per person per year to four pounds, yet heart disease went from a relatively unknown condition to the number one killer. So how likely is it that butter is killing us?

According to Fallon, butter is the victim of a vast fat-free conspiracy, formed by those who benefit from replacing healthy butter with disease-promoting mass-produced, adulterated vegetable oils and trans fats.

The truth is that butter is good for you. Here are ten benefits of eating real, fresh creamery butter:

1. Butter is the most easily absorbable source of vitamin A, which supports the thyroid and adrenal glands, and in turn, the cardiovascular system.
2. Butter doesn't lead to excess body fat, since its short- and medium-chain fatty acids are burned for quick energy and not stores. Butter also gives a feeling of satiety that may decrease cravings and over-eating
3. Butter is rich in antioxidants such as vitamins A and E, as well as selenium, which protects against heart disease and cancer.
4. Butter is a good source of dietary cholesterol, which acts as an antioxidant to repair damage from free radicals caused by rancid fats, vegetable oils, and trans fats. Cholesterol is also important of the development of the brain and nervous system in children.
5. The saturated fat in butter consists of short- and medium-chain fatty acids, which have anti-tumor properties and also strengthens the immune system.
6. Butter contains conjugated linoleic acids, which protect against cancer.
7. When in its raw state and not pasteurized, butter has an anti-stiffness property called the Wulzen factor, which protects against arthritis, cataracts, and hardening of the arteries.
8. Butter is a good source of iodine in a highly absorbable form, which is necessary for proper thyroid function.
9. Butter promotes gastrointestinal health and decreases rates of diarrhea in children.
10. Butter is a good source of vitamin K2, which prevents tooth decay and builds strong teeth and bones.
11. Remember that the richest benefits are found in raw butter made from pastured cows.



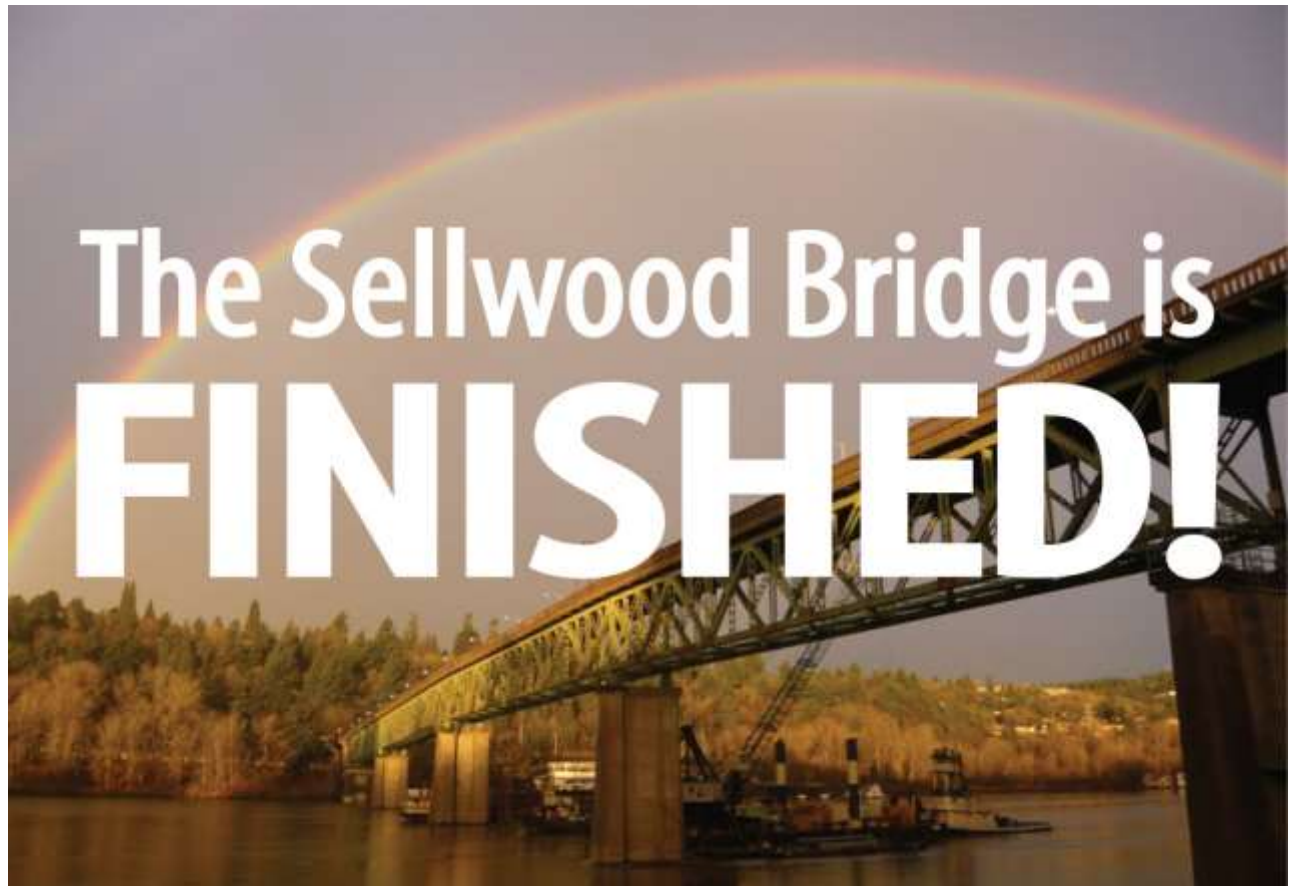
## **Sellwood Bridge FINAL Update**

The Bridge is FINISHED!



Our Sellwood Bridge Update column began with these words... "It seems that every time our Client Shuttle starts across the Sellwood Bridge, a nervous voice will come from the back, asking 'so... are they any closer to fixing this thing?'" We are pleased, proud, and relieved to say that after almost eight years of design and construction, we finally have a reassuring answer for that nervous client. They aren't just very, very close to fixing it, they're done! As of this month we can officially say

# **THE SELLWOOD BRIDGE IS FINISHED!**



*Sellwood Bridge, 2012 - Image: Tom Hendrickson*

Yes, done! Completed. Accomplished. Concluded, finalized, wound up, and ENDED! Well, mostly. SellwoodBridge.org, the county's website for the project, points out that "...as construction work wraps up, the contractor is working on clean-up tasks throughout the project area. At times workers will be out on the bridge or around the roadway. Traffic cones and warning signs will be put up if work affects traffic." There were indeed a few construction cones on the Bridge when we checked today, but they were few and far between.



Here's some last minute milestones as we get used to having a Bridge we don't have to think about...

**Speed, weight and vehicle length limits are changing:** The speed limit on the bridge has increased to 30 mph and the speed limit on Hwy. 43 near the bridge returned to 35 mph. The 30-foot vehicle length limit on the bridge has been eliminated. Signs for the new vehicle weight limit on the bridge will be posted in December.

**TriMet service returns:** TriMet bus service has returned to the Sellwood Bridge after a 12-year absence. Line 99 provides weekday rush hour service across the bridge, connecting the east side with westside destinations from Lake Oswego to downtown Portland. Read the news on TriMet's [website](#).

**Changes for 6th/Tacoma Signal:** The traffic signal phases for north and south-bound movements on SE 6th Ave. will be combined to improve east-west traffic flow on Tacoma St. The signal change should be made in the next month. Signs will be installed to prevent right turns on red for westbound traffic on Tacoma and northbound traffic on 6th.

The end of the Sellwood Bridge Construction also means an end to our Sellwood Bridge Update column, so this is the last time our crack Bridge Reporting staff will regale you with the details of the revival of our wobbly neighbor. Both fans of the Update can take comfort in the fact that we'll do a retrospective of the entire Bridge Project in next month's newsletter, and, if anything new on the Bridge DOES happen in the next few years, we'll be right here to tell you all about it.

At the end of an era like this, people search for ways to express the bittersweet turmoil we all must be feeling. The sad truth is that mere words can never express the depth of our emotions at closing the Bridge Update. Instead of relying on platitudes, we'll close this last column with the words that have brought a tear to our eye since the Sellwood Bridge Update began, and advice that will serve Bridge trackers well into their lonely future...

“Multnomah County maintains the definitive website on everything related to the Sellwood Bridge Replacement project at [www.sellwoodbridge.org](http://www.sellwoodbridge.org). Construction and closure alerts, archived information, and other resources are all available 24/7 for your convenience. If you’re looking for something that’s not on the website, you can contact Mike Pullen ([mike.j.pullen@multco.us](mailto:mike.j.pullen@multco.us), 503-209-4111) or visit [www.sellwoodbridge.org](http://www.sellwoodbridge.org).”

**Happy crossings from all of us here at the Sellwood Bridge Update!**



The biggest signal that the Bridge is indeed finished is that the County is dismantling the trailers in front of our shop used for offices during the project. We think the “End Road Work” sign is a good omen too!



This stunning image by Victor Von Salza of the NEW Sellwood Bridge at night is one of over 300 amazing images of the project at the [Sellwood Bridge Photo Pool on Flickr](#)



# Book Spotlight

## "Why Americans Hate Politics" by E.J. Dionne



### "Why Americans Hate Politics"

by E.J. Dionne

#### Publisher Comments

In this new edition of his national bestseller, E. J. Dionne brings up to date his influential proposals for a politics that can and must find a balance between rights and obligations, between responsibility and compassion.

"At the heart of *Why Americans Hate Politics* is the view that ideas shape politics far more than most accounts of public life usually allow. I believe ideas matter not only to elites and intellectuals, but also to rank and file voters. Indeed, I often think that the rank and file see the importance of ideas more clearly than the elites, who often find themselves surprised by the rise of the movements that arise from the bottom up and shape our politics."

One of our shrewdest political observers traces thirty years of volatile political history and finds that on point after point, liberals and conservatives are framing issues as a series of "false choices," making it impossible for politicians to solve problems, and alienating voters in the process.

In this new edition of his national bestseller, E. J. Dionne brings up to date his influential proposals for a politics that can and must find a balance between rights and obligations, between responsibility and compassion.

#### Review from "Dan" on Goodreads

*Dionne's intellectual history of the development of U.S. contemporary political ideologies. The book is divided, first half left, second half right. The strengths and weaknesses of each and their evolution until the dawn of the Clintonian era is explored. The book is a little dated, first published in 1991 and only spottily updated, save for the afterword; however, the themes explored remain easily identified and quickly contextualized. If anything, the distance from the bulk of the events Dionne features serves them well as they have become less charged as individual incidents, therefore enhancing the reader's ability to consider them less viscerally than would have been the case were the book newer. "Why American's Hate Politics" would serve as an easy primer on how U.S. political thinking has become so stagnated and why we insist of re-fighting old battles in new guises. Dionne is a PhD, and scholar at the Brookings Institution, a columnist for The Washington Post, and a regular commentator on NPR's "All Things Considered." Highly and unreservedly recommended!*

# Humorousness

## Christmas Lists



What's on your Holiday list this year? Probably not most of the things on these lists, ripped directly from the slightly dated Top-10 List vaults of David Letterman...

### Least Popular Holiday TV Specials

- 10 - "The Gingrich That Stole Christmas"
- 9 - "Rush Limbaugh Eats a Reindeer"
- 8 - "Bob Hope's Dizzy Dizzy Christmas"
- 7 - "Frothy the Runny-Nosed Snow Monkey"
- 6 - "Richard Simmons Sweatin' with Elves"
- 5 - "Harvey Fierstein's Hanukkah on Fire Island"
- 4 - "Van Damme Kick-Boxes Santa to Death"
- 3 - "The Dave Letterman Christmas Spectacular"
- 2 - "Joycelyn Elders' Mistletoe-For-One Special"
- 1 - "Teddy the Red-Nosed Kennedy"

### Signs You Bought a Bad Christmas Tree

- 10 - Two feet tall, forty feet wide
- 9 - Salesman's opening line: "You're not a cop, are you?"
- 8 - It looks suspiciously like a broom handle with a lot of coat hangers
- 7 - While you sleep, it gets liquored up and takes the family caravan for a joy ride.
- 6 - Each branch has "Duraflame" printed on it.
- 5 - Keeps heckling your lame top ten list
- 4 - It's very small and says "air freshener" on it.
- 3 - Rabbis have better Christmas trees than yours.
- 2 - Some guy named Mujibur puts a crappy Statue of Liberty on top of it
- 1 - Constantly bragging about its "trunk size"

### Signs You're Sick of the Holidays

- 10 - You've got red and green bags under your eyes
- 9 - You're serving reindeer pot pie
- 8 - When you hear, "Sleigh bells ring, are you listenin'?", you scream, "No! I'm not listening!"
- 7 - You climb on your roof and start shooting carolers in the ass with your BB gun
- 6 - You think you hear your Christmas tree taunting you
- 5 - Instead of spending time with family, you're watching some guy make photo copies
- 4 - You're busted for running through town wearing nothing but mistletoe.
- 3 - You've got eggnog coming out of your ears
- 2 - Your standard response, "And happy holidays to you too, you bastard"
- 1 - Two words: tinsel rash

### Top Ten Santa Pick-up Lines

*(Note, this one is a bit "off-color")*

- 10 - "I'll make you shake like a bowl full of jelly."
- 9 - "I put the 'scroo' in Scrooge."
- 8 - "I've got something you can hang a wreath on."
- 7 - "One hour with me, honey, and you'll see flyin' reindeer!"
- 6 - "Buy you a Zima?"
- 5 - "That is a candy cane in my pocket, and I am glad to see you."
- 4 - "Uh -- yeah, that's right, I'm Kenny Rogers."
- 3 - "I got your stocking stuffer right here, Shirley!"
- 2 - "Giddy-up over here and say 'howdy' to your fat, bearded cowboy of love!"
- 1 - "I've got an elf in my pants!"

## Least Popular Christmas Carols

- 10 - "I Saw Mommy Marry Larry King"
- 9 - "Boris the Red-Nosed Yeltsin Had an 86-Proof Nose"
- 8 - "I'm Searching For the Real Killers With Every Round of Golf I Play"
- 7 - "Oh, Hillary, Oh, Hillary, You're Going to Jail for One-to-Three"
- 6 - "Influenza, Influenza, Influenza, Influenza"

- 5 - "O Little Network CBS How Still We See Thee Lie"
- 4 - "Frosty the Crackhead Had a Crack Pipe Full of Crack"
- 3 - "I Have an Irregular Heartbeat Pa-Rum-Pum-Pum-Pum"
- 2 - "O.J. Is Free Although He's Prob'ly Guilty"
- 1 - "Good King Clinton Dropped His Pants in a Cheap Hotel Room"

## 20 Ways To Confuse Santa Claus

- 20- Instead of milk and cookies, leave him a salad, and a note explaining that you think he could stand to lose a few pounds.
- 19- While he's in the house, go find his sleigh and write him a speeding ticket.
- 18- Leave him a note, explaining that you've gone away for the holidays. Ask if he would mind watering your plants.
- 17- While he's in the house, replace all his reindeer with exact replicas. Then wait and see what happens when he tries to get them to fly.
- 16- Keep an angry bull in your living room. If you think a bull goes crazy when he sees a little red cape, wait until he sees that big, red Santa suit!
- 15- Build an army of mean-looking snowmen on the roof, holding signs that say "We hate Christmas," and "Go away Santa."
- 14- Leave a note by the telephone, telling Santa that Mrs. Claus called and wanted to remind him to pick up some milk and a loaf of bread on his way home.
- 13- Throw a surprise party for Santa when he comes down the chimney. Refuse to let him leave until the strippers arrive.
- 12- While he's in the house, find the sleigh and sit in it. As soon as he comes back and sees you, tell him that he shouldn't have missed that last payment, and take off.
- 11- Leave a plate filled with cookies and a glass of milk out, with a note that says, "For The Tooth Fairy. :)" Leave another plate out with half a stale cookie and a few drops of skim milk in a dirty glass with a note that says, "For Santa."
- 10- Take everything out of your house as if it's just been robbed. When Santa arrives, show up dressed like a policeman and say, "Well, well. They always return to the scene of the crime."
- 9- Leave out a copy of your Christmas list with last-minute changes and corrections.
- 8- While he's in the house, cover the top of the chimney with barbed wire.
- 7- Leave lots of hunting trophies and guns out where Santa's sure to see them. Go outside, yell, "Ooh! Look! A deer! And he's got a red nose!" and fire a gun.
- 6- Leave Santa a note, explaining that you've moved. Include a map with unclear and hard-to-read directions to your new house.
- 5- Set a bear trap at the bottom of the chimney. Wait for Santa to get caught in it, and then explain that you're sorry, but from a distance, he looked like a bear.
- 4- Leave out a Santa suit, with a dry-cleaning bill.
- 3- Paint "hoof-prints" all over your face and clothes. While he's in the house, go out on the roof. When he comes back up, act like you've been "trampled." Threaten to sue.
- 2- Instead of ornaments, decorate your tree with Easter eggs.
- 1- Dress up like the Easter Bunny. Wait for Santa to come and then say, "This neighborhood ain't big enough for the both of us."



# Popcorn Shorts

Cool stuff that's too small for a big article

Just like it says, Popcorn Shorts is about the kind of things we think are really interesting, but don't really need a large article to explain them. From the sublime to the ridiculous, check in here for crunchy bits of info you'll love to munch. By the way, much (but not all) of our delicious Popcorn comes from articles we've posted on [our Facebook page](#). If you're on Facebook, please stop by and "Like" us and we'll keep a fairly-constant-but-not-frequent-enough-to-be-annoying stream of these coming to your virtual door!



## **Pentagon buries evidence of \$125 billion in bureaucratic waste**



Lefties and Righties are both theoretically against waste, fraud, and abuse, and there's no bigger offender of those than our Pentagon. Unfortunately, from [the Washington Post Article](#), "...The Pentagon has buried an internal study that exposed \$125 billion in administrative waste in its business operations amid fears Congress would use the findings as an excuse to slash the defense budget... Pentagon leaders had requested the study... but after the project documented far more wasteful spending than expected, senior defense officials moved swiftly to kill it by discrediting and suppressing the results." One of many [petitions to Audit the Pentagon](#) is available [here](#), if you're interested.

## **A 13-year-old girl Portland girl invents an electronic bandage**



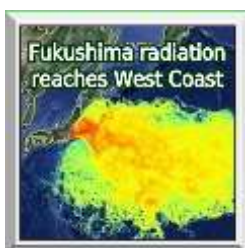
Yet another reason to love Portland is Anushka Naiknaware, a local eighth grader whose science fair project was a little more ambitious than most. She created an "electronic bandage" that uses a circuit printed with a standard inkjet cartridge to [accurately monitor and report the moisture content of healing wounds](#) without having to unwrap the dressing. Anushka's idea has already been awarded the Lego Educational Builder Award, which among other things includes a 1-year mentorship to put her idea into production. Congratulations Anuska!

## **Take a Ride on 9 of the Most Incredible Model Trains in the World**



Railroads are oddly appropriate to the Holiday season. While you may not be able to ride our own [Sellwood Holiday Express](#), you can virtually ride on some of the most fantastic trains in the world through this "[Ride on 9 of the Most Incredible Model Trains in the World](#)" From the Miniatur Wunderland (an odd name for the world's largest model train set) in Hamburg, Germany to the Hara Model Railway Museum in Nishi-Ku, Japan, it's a fascinating trip through obsessive detail and stunning craftsmanship. Our present to you... enjoy!

## **Fukushima radiation has reached U.S. shores**



The fact that you're reading about this from your local mechanic may be disturbing enough in itself, but the Fukushima Meltdown hasn't gone away. ["For the first time since the nuclear disaster in 2011, radiation from Japan's Fukushima plant has reached the West Coast of the United States"](#), according to a New England researcher. It's a minuscule amount -- less than one-thousandth the standard for drinking water or a dental X-ray. But it's notable considering the amount was detected 5,000 miles from Japan five years after the disaster..."

# **News To Make You Furious-**

## **The News That Makes Us All Furious- PROPAGANDA**



With all the fake news *in* the news, an article about propaganda seems a timely fit for “News To Make You Furious”. After all, what is there about a targeted pattern of lies and distortion focused on changing your behavior like you’re a rat in a lab test *wouldn’t* make you Furious? But propaganda is difficult to put into a box. It’s like obscenity... it’s impossible to define, but everyone knows it when they see it and for months we’ve been seeing it in everything. Rather than focus on just one aspect of such a huge issue we decided to bring you samplers from a full buffet of outrage, from what propaganda is to (most importantly) how to defend against it. We even have a little bit about our own encounters with propaganda here at the shop! So join us now for a buffet of bile, a cornucopia of conniption, a deluge of disgust on the perennial perversion of propaganda, and take our word for it... all of it is true!

### **Know your enemy**

Definitions and methods to spot propaganda

### **Living under Propaganda States**

Examples of life behind the propaganda curtain.

### **How Does It Work?**

Sometimes it’s just as blatant as it seems.

### **Climate Denial**

The clumsy propaganda about Climate Change.

### **“Dishonest” Media**

Most media *tries* to be honest... but not all

### **FAUX News**

Today’s gold standard of propaganda

### **No Such Thing As Facts**

NOT EVERYTHING is true but SOME THINGS are.

### **Facts don’t just exist, they matter.**

New facts can change *fact-based* positions

### **Fake News**

Includes an interview with a Fake News writer

### **Fake Enemies**

The creation one of today’s biggest fake enemies.

### **Everyone does it... right?**

Yep. But it’s not all the same.

### **US Propaganda**

Guess what? We’re propagandists too!

### **Tom Dwyer Propaganda**

Our own dealings with propaganda

### **Fighting Back**

Ways to beat the OmniDirectional Sludge Pump

## **So what did we learn?**

Since we can never know for sure what is or is not propaganda, we may have to settle for the idea that it might not matter. Propaganda can be used in service of “good” or “bad”, the specific information in it may be accurate or not, the distortion of reality it creates may be useful or not... we may think of it as bad, but propaganda may be value-neutral in itself.

Truth is what differentiates propaganda from communication. If hearing the message leaves you with a less accurate, more distorted, and less useful view of the world then it was propaganda. If it leaves you with a more accurate and useful view, then it was communication. Most communication exists on a spectrum between these two extremes. In either case our obligation is the same... determine the truth through multiple sources then take intelligent action on the reality-based content. This may be one cast where being Furious can be helpful... once you’ve determined whether you were being propagandized, you’ll know the appropriate reaction to the people who were dehumanizing *you*!

## Know your enemy

The only way to defeat it is to know it's there, so we first have to define it. Let's start where everyone does today, with Wikipedia...

Propaganda is **the deliberate, systematic attempt to shape perceptions, manipulate cognitions, and direct behavior to achieve a response that furthers the desired intent of the propagandist.**" More comprehensive is the description by Richard Alan Nelson: "**Propaganda is neutrally defined as a systematic form of purposeful persuasion that attempts to influence the emotions, attitudes, opinions, and actions of specified target audiences for ideological, political or commercial purposes through the controlled transmission of one-sided messages (which may or may not be factual) via mass and direct media channels.**"

Wikipedia notes propaganda on the left, right, and middle, in religion, political, and corporate settings, in peacetime and wartime, in workplace adults and schoolyard children. It advances many theories of propaganda and particularly notes the difficulty of separating propaganda from real education. But one thing that was consistent across all theories was that while there was no definition of propaganda, there were ways to spot it...

[What is Propaganda?](#) by Ralph D. Casey, University of Minnesota, 1944, published online by the American Historical Association

Defining Propaganda  
Enemy Propaganda  
Democratic vs. Enemy Propaganda  
War Propaganda  
The Story of Propaganda  
What Are the Tools of Propaganda?

Some Limitations of Propaganda  
News and Propaganda  
Defining Propaganda II  
How to Size Up Propaganda  
To the Leader  
Suggestions for Further Reading

[50 Powerful Examples Of Visual Propaganda And The Meanings Behind Them](#) by Caitlin Jordan on Canva.com, Oct 2015

Deceitful, manipulative, persuasive or informative? However you perceive it, propaganda has been used to change the way the world thinks and behaves for thousands of years.



...from [The Institute for Propaganda Analysis](#)

**PROPAGANDA** – the use of a variety of communication techniques that create an emotional appeal to accept a particular belief or opinion, to adopt a certain behavior or to perform a particular action. There is some disagreement about whether all persuasive communication is propagandistic or whether the propaganda label can only be applied to dishonest messages.

**NAME CALLING** – links a person, or idea, to a negative symbol. Examples: commie, fascist, yuppie

**GLITTERING GENERALITIES** – use of virtue words; the opposite of name calling, i.e., links a person, or idea, to a positive symbol. Examples: democracy, patriotism, family  
The next two are ways of making false connections:

**TRANSFER** – a device by which the propagandist links the authority or prestige of something well respected and revered, such as church or nation, to something he would have us accept. Example: apolitical activist closes her speech with a prayer

**TESTIMONIAL** – a public figure or a celebrity promotes or endorses a product, a policy, or a political candidate. Examples: an athlete appears on the Wheaties box; an actor speaks at a political rally

The following three constitute special appeals:

**PLAIN FOLKS** – attempt to convince the audience that a prominent person and his ideas are "of the people." Examples: a prominent politician eats at McDonald's; an actress is photographed shopping for groceries

**BANDWAGON** – makes the appeal that "everyone else is doing it, and so should you." Examples: an ad states that "everyone is rushing down to their Ford dealer"

**FEAR** – plays on deep-seated fears; warns the audience that disaster will result if they do not follow a particular course of action. Example: an insurance company pamphlet includes pictures of houses destroyed floods, followed up by details about home-owners' insurance.

The next two are types of logical fallacies:

**BAD LOGIC** – an illogical message is not necessarily propagandistic; it can be just a logical mistake; it is propaganda if logic is manipulated deliberately to promote a cause. Example: Senator X wants to regulate the power industry. All Communist governments regulate their power industries. Senator X is a Communist.

**UNWARRANTED EXTRAPOLATION** – making huge predictions about the future on the basis of a few small facts. Example: If the U.S. approves NAFTA, thousands of jobs and factories will move to Mexico.



## Living in Propaganda States

We may not always recognize propaganda, but it really exists and has been the conscious base of governments for hundreds of years. Here are a couple examples of life behind the propaganda lines.

### [PBS.ORG Investigative Assets- Propaganda In The Propaganda State](#)

When the Bolshevik party came to power in the October 1917 revolution it immediately began creating the world's first modern propaganda state. This is not at all surprising. Before 1917 many Bolsheviks lived the life of underground agitators. As underground men they devoted their days and nights to propaganda...

### [What was it like to live in the Soviet Union?](#) In Pravda.RU, Mar 2016

*(interviews with Russians who lived under the Soviets, conducted by Pravda and appearing in Pravda)*

Many people in Russia say these days that they miss the times of the Soviet Union, that life in the USSR was great, all food products were high quality products and so on and so forth. Interestingly, such remarks can most often be heard from young people, who were not even born in the USSR. Those who were born in the Soviet Union may have a different opinion...

"Outside of Germany people often wonder at the palpable fraudulence of Nazi propaganda, the stupid incredible exaggerations, the ludicrous reticence concerning what is generally known. Who can be convinced by it? They ask. The answer is that it is not meant to convince but to impress. It addresses emotion and fantasy. Nazi propaganda seeks to create in our minds tenacious ideas and fantasies."

-- Sebastian Haffner,  
"Germany: Jekyll and Hyde",  
1940

### [How to Deal With the Lies of Donald Trump: Guidelines for the Media](#)

by James Fallows in The Atlantic, Nov 2016

"...Being back in China in the U.S.-election aftermath naturally leads to thoughts about how societies function when there is no agreed-on version of "reality," public knowledge, or news... The United States is seeing both a chronic and an acute new version of this public-information problem. The chronic version, recognized but nowhere close to being solved, is the rise of separate fact-universes into which different segments of society silo themselves—occurring at the same time as the "normal" news media are struggling against economic and other pressures."



A look at the US from inside a modern propaganda state, North Korea



## How Does It Work? At least parts are conscious and direct

When people think about propaganda they sometimes imagine it coming from a sinister cabal in a back room pumping out lies. That's not always the case, but sometimes it is. Here are several examples of our current propaganda state and how it works in government and the Corporatocracy.

### [The Powell Memo- Because every road starts somewhere](#)

by Charles Letherwood on TomDwyer.com, Feb 2012

If you look around at our media/political/corporate landscape, it seems obvious (as Mr. Snyder will say below in his memo, "to any thoughtful person") that there is an overriding pro-business, pro-corporate, anti-worker, authoritarian fascist agenda. That same thoughtful person may come to the conclusion that this agenda could be the result of conscious intent. But wouldn't that be paranoia? Isn't someone who says there's a "vast right-wing conspiracy" just giving in to tin-foil hat theories? The 1971 Powell Memo is a smoking-gun argument otherwise...



### [Noam Chomsky: This is the propaganda system that corporate media uses to dominate society](#)

by Andrew Smolski on CounterPunch, Apr 2016

The famous political activist discusses corporate media, foreign policy and war.

### [Some Examples of Corporate Influence in the Media](#)

by Anup Shah in Global Issues, Dec 2004

The following are just a small set of examples of corporate influence in the media on issues that have been highlighted elsewhere on this web site. However, over time, more will be added. This web page has the following sub-sections:

Some general observations  
Creating Fake Citizens on the Internet  
Ridiculing and Discrediting Scientists on  
Health and Environmental Issues  
Influence on Media Coverage of the  
Kyoto Conference  
Chiquita's Influence

McDonald's Influence  
Monsanto's Influence  
Military Industrial Complex and Military  
Contractor's Influence  
Disney's Influence  
General Electric's Influence

### [FlackCheck.org's Detecting Patterns of Deception](#)

Welcome to FlackCheck.org's Detecting Patterns of Deception, the beta version of a new page designed to help viewers spot and debunk slippery moves in politics to see patterns of deception in contemporary debates. On the page, we parse misleading political communication into six main categories.

- [Misunderstanding the Process](#) identifies ways in which misleading assumptions about the nature and extent of executive or legislative power drive problematic promises, attacks and self-congratulatory communication. So, for example, the complexity of the legislative process makes it possible for bills and votes to be misconstrued.
- [Misleading Use Of Language](#) features ways in which politicians exploit the ambiguities and connotations in words to prompt unjustified conclusions.
- [Misleading Audio/Visual Cuing](#) illustrates how pictures and sound can be manipulated to elicit false inferences.
- [Misleading By Not Telling The Whole Story](#) focuses attention on the process by which political sins of omission, including selective uses of evidence, deceive.
- [False Logic](#) covers common errors in argument that lead audiences to faulty conclusions.
- [Hypocritical Attack](#) examines statements that apply a different standard to one candidate than to another or imply a difference between candidates where none in fact exists.

## Climate Denial

The existence and mechanisms of global warming have been known for over 100 years, but in the early years the scientific understanding was incomplete. Back then, there was much room for debate. Our understanding of the subject has grown since and there are still many parts we don't yet fully understand, but there are many parts we now do. The debate on these is over, and when Senators stand up and deride Climate Change using a snowball you know you're seeing golden, intentional, pure, and very clumsy propaganda. It's being employed for a purpose, and the news shows it's working...

### [Priebus Confirms That Climate Denial Will Be The Official Policy Of Trump's Administration](#)

by Joe Romm on ThinkProgress, Nov 2016

### [Turns out that Breitbart article the House Science Committee tweeted out is a con job](#)

by Walter Einkenkel on Daily KOS, Dec 2016

### [News To Make You Furious- Global Warming Lies in Murdoch's Wall Street Journal](#)

Tom Dwyer Automotive Newsletter

The Wall Street Journal op-ed "[In Defense of Carbon Dioxide](#)" was so brazen that it wasn't just an insult to our intelligence, but an insult to our stupidity. So we covered it in our News To Make You Furious column.



## "Dishonest" Media

Donald Trump has become President in part by attacks on "dishonest media". Imagining a conspiracy to smear him may be wrong, but the Media is dishonest in many ways and sins through both commission and omission.

### [Project Censored- The Top Censored Stories Of 2015–2016](#)

The presentation of the Top 25 stories of 2015-2016 extends the tradition originated by Professor Carl Jensen and his Sonoma State University students in 1976, while reflecting how the expansion of the Project to include affiliate faculty and students from campuses across North America has made the Project even more diverse and robust. During this year's cycle, Project Censored reviewed 235 Validated Independent News stories (VINS) representing the collective efforts of 221 college students and 33 professors from 18 college and university campuses that participate in our affiliate program.

### [Corporate Media Is Just As Dangerous As Fake News](#)

[Sites](#), Farron Cousins on Ring of Fire, Dec 2016

There is no question that fake news, conspiracy theory news outlets in the United States are causing very real harm. This whole Pizzagate nonsense story promoted by Breitbart proves that. Fake news in the United States almost had a death toll from the crazy gunman who went in that pizza shop and shot it up because he thought it was some sort of pedophilia ring. That's the damage that fake news can do in the United States. It is a very real threat and it's a threat we have to take seriously, and one that frankly needs to be investigated and taken to court. But there is another threat from the news industry. That is the threat that the corporate media poses to our health and safety...

#### **FUN FACT!**

The term Propaganda originally derives from an administrative body of the Catholic Church created in 1622, called the Congregatio de Propaganda Fide (Congregation for Propagating the Faith), or informally simply Propaganda. Its activity was aimed at "propagating" the Catholic faith in non-Catholic countries...

From the 1790s, the term began being used also for propaganda in secular activities. The term began taking a pejorative connotation in the mid-19th century, when it was used in the political sphere.

## FAUX News

Citizens of the Soviet Union read Pravda, but they knew what they were getting. US citizens don't seem as perceptive, since FOX News is still described as a "news channel". As the inspiration for MSNBC and the destruction of intelligent debate and journalism, we thought it deserved special focus in any story about propaganda...

[Fourteen Propaganda Techniques Fox "News" Uses to Brainwash Americans](#) by Dr. Cynthia Boaz on Truthout, Jul 2011

[How Rupert Murdoch and Fox Created the Fake News Industry](#) by Juan Cole on TruthDig, Dec 2016

[Fox Pundits Try To Mainstream Neo-Nazi Racists By Pretending There's An 'Alt Left'](#) by News Hound Ellen on Crooks and Liars, Nov 2016

[How The F\\*ck Can Fox News Report On Trump With These Glaring Conflicts](#) by News Corpse on Daily KOS, Nov 2016

[Fox Nation vs. Reality: The Fox News Cult of Ignorance](#) Kindle Edition

In "Fox Nation vs. Reality" you will find a compilation of articles originally published on the media analysis web site News Corpse. They provide an eye-opening look into the lengths that committed propagandists will go in order to fabricate an alternative political reality. And remember that Fox Nation is not some remote outpost on the Internet Superhighway. It is an integral part of Fox News whose executives are wholly responsible for the stain it produces on journalism.



## No Such Thing As Facts

The phrase "reality-based community" first appeared in a October 17, 2004 New York Times article by Ron Suskind titled, "Faith, Certainty and the Presidency of George W. Bush." It was apparently meant to be a derisive term, and was used by a member of the Bush administration (later identified as Karl Rove) to refer to the community of people who did not buy into the notion that Bush and his team were able to create their own reality. Unsurprisingly, the term was instantly embraced by its intended targets as a badge of honor who began to describe themselves with the phrase "a proud member of the reality-based community." The full quote is:

*"The aide said that guys like me were "in what we call the **reality-based community**," which he defined as people who "**believe that solutions emerge from your judicious study of discernible reality.**" ... "**That's not the way the world really works anymore,**" he continued. "We're an empire now, and when we act, we create our own reality. And while you're studying that reality—judiciously, as you will—we'll act again, creating other new realities, which you can study too, and that's how things will sort out. We're history's actors ... and you, all of you, will be left to just study what we do."*

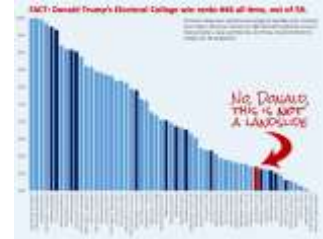
—Unnamed White House aide

[There Are No Such Things As Facts" Says Trump Surrogate On NPR](#)  
by ursulafaw on Daily KOS, Nov 2016

[Reporting On Nasty Demagogues, We Have No Idea What Works Anymore](#)  
by Steve M. on Crooks & Liars, Dec 2016

## But facts don't just exist, they matter. Example...

Donald Trump's electoral college margin was 46/58, and he lost the popular vote by 2.5 million people as of the latest count. These are facts. [Yet he and his supporters claim a "landslide" victory at direct variance with these facts](#). It's not even that "there's no evidence he's wrong" it's that there's PROvable FACT THAT HE'S WRONG. It's not a matter of debate; to maintain otherwise is to lie. Yet he is now using a false landslide to fake a mandate to institute policies that the majority of the people don't want.



[Donald Trump's 'Mandate' Is Historically Terrible Both Popularly And Electorally](#) by Walter Einkenkel on Daily KOS, Nov 2016

## Fake News

We all used to call it "lies", but "Fake News" has a much better ring. (Which is propaganda in itself!) Fake News is a subset of propaganda, but it's also bigger. Fake news can include pranks that are taken seriously and develop by themselves without any support from an organized propaganda campaign. These stories may later serve as the basis for an organized campaign. While Fake News is sometimes no more than rumor, sometimes it's much more...

[Video: How Fake News Preys On the Uninformed](#)

by Sydney Robinson on Ring of Fire, Dec 2016 Interview with Trump supporters

[We Tracked Down A Fake-News Creator In The Suburbs. Here's What We Learned](#)

by Laura Sydell on NPR's All Tech Considered, Nov 2016

A lot of fake and misleading news stories were shared across social media during the election. One that got a lot of traffic had this headline: "FBI Agent Suspected In Hillary Email Leaks Found Dead In Apparent Murder-Suicide." The story is completely false, but it was shared on Facebook over half a million times. We wondered who was behind that story and why it was written. It appeared on a site that had the look and feel of a local newspaper. Denvergaurdian.com even had the local weather. But it had only one news story: the fake one...

[The Most Dangerous Thing About Fake News Sites Is Not What They Say, But How They Say It](#)

by Adam Peck on Think Progress, Dec 2016

**Readers aren't waiting for stories to be proven right, they demand to be proven wrong.** In journalism, the credo imparted upon cub reporters is simple: "Trust, but verify." Sources are an important part of any story, but what they say should be subjected to close scrutiny and verified whenever possible. In other words, the impetus is on the reporter to provide hard evidence and authoritative confirmation of a story before publishing — an intentionally high bar for any journalist to clear. Fake news sites, which spin innuendo, rumor and conspiracy into digestible, shareable headlines, has inverted that obligation.

[Trump's National Security Advisor sent 16 fake news \(propaganda\) stories on social media](#)

by Jen Hayden on DailyKOS, Dec 2016

[Flynn under fire for fake news](#)

A shooting at a D.C. pizza restaurant is stoking criticism of the conspiracy theories being spread by Donald Trump's pick for national security adviser.

[Off-the-Record Jake Tapper Stands Up to Dangerous 'Fake News': "Does Someone Have to Die Before You Take this Sh\\*t Seriously"](#)

Sydney Robinson on Ring of Fire, Dec 2016



## Pizzagate

One of the most stark examples of Fake News having Real Implications is the recent swamp of lies revolving around a child porn ring operating out of the basement of a DC pizza parlor.

[Chuck E. Sleaze](#)- A detailed conspiracy theory known as "Pizzagate" holds that a pedophile ring is operating out of a Clinton-linked pizzeria called Comet Ping Pong.

### [How Pizzagate went from fake news to a real problem for a D.C. business](#)

By Joshua Gillin on PolitiFact, Dec 2016

### [Did Trump Adviser Stephen Bannon and Breitbart News Inspire Pizzeria Gunman?](#)

By Juan Cole on TruthDig.com, Dec 2016

## Fake Enemies

Hitler turned the Jews into a threat that motivated an entire empire of evil. Propagandists know that an enemy unifies a population; a threat makes them less deliberative in their decisions. The bad thing about enemies is that when they're defeated a new enemy has to be found. The good thing about FAKE enemies is that they can never be defeated, so they never need to be replaced.

### [Political correctness: how the right invented a phantom enemy](#)

by Moira Weigel in The Guardian, Nov 2016

Donald Trump claimed that Barack Obama and Hillary Clinton were willing to let ordinary Americans suffer because their first priority was political correctness. "They have put political correctness above common sense, above your safety, and above all else," Trump declared after a Muslim gunman killed 49 people at a gay nightclub in Orlando. "I refuse to be politically correct." What liberals might have seen as language changing to reflect an increasingly diverse society – in which citizens attempt to avoid giving needless offence to one another – Trump saw a conspiracy...

### [Popcorn Shorts- Conservapedia](#)

It's hard to tell if that sound you hear is George Orwell turning over in his grave or laughing his head off. A hyper-conservative group is fixing God's mistakes in the Bible by rewriting the whole thing to fit Conservative doctrine. And that's just the start. Run, do not walk, to [http://www.conservapedia.com/Main\\_Page](http://www.conservapedia.com/Main_Page), where you will encounter... Conservapedia. Andy Schafly, son of Phyllis, started Conservapedia to fight the liberal bias in places like Wikipedia and the rest of Western Civilization. The Bible Retranslation Project is just one of their activities. The whole thing is propaganda in the worst tradition of Pravda, but you'll get unending hours of jaw-dropping entertainment as you surf through the 33,784 pages in this Conservative view of the world...

## Everyone does it... right?

Well, sort of. If you go by the loosest definition, just speaking positively or making the best case for something, then yes, everybody does it. In the tightest definition, where the propagandist is intentionally manipulative and distortive, everyone still does it. There's no such thing as purity; propaganda is still found everywhere on the political, religious, and social spectrums. It's a matter of perception; a matter of degree, intent, and severity. And when you factor those in everyone *still* does it, but not everyone does it in the same amount or the same way.



Some toxic propaganda from a religious source

Here's a good example of non-political propaganda around the idea that 9/11 was an inside job. Whether it was or not, this widely-circulated article did little to prove it. The headline asks a question instead of making an assertion, and then goes to great lengths to paint the ['Europhysics News'](#) article it centers around as a peer-reviewed journal article when it is definitely not. The debunk of the article goes into detail.

**[Is there Scientific Proof that 9/11 was an inside job?](#)**

On Skeptical Science, Sep 2016

Think of the press as a great keyboard on which the government can play.

Joseph Goebbels

**[The European Scientific Journal Did NOT Conclude 9/11 Was A 'Controlled Demolition'](#)**

Stephen Knight on the Godless Spellchecker, Sep 2016

Here's a good example of some prime propaganda targeted at Leftys. The Trans-Pacific Partnership may be dead, but there was a lot of mud slung back when it looked more viable. We wrote an article about the lies and distortion called ["Winning Dirty on TPP- Corporatists are pulling out a familiar, ugly playbook"](#). From our article...

"A PR firm called [270 Strategies](#), headed by two Obama campaign veterans, has just created a website in support of TPP called the "Progressive Coalition for American Jobs". The website touts "More jobs, protections for workers, and free and fair trade" as benefits of the TPP. That wasn't enough to convince Dave Johnson at Campaign for America's Future, so he called up the "Progressive Coalition" to ask [a few clarifying questions](#). He wanted to know: 1) Who is in the coalition? 2) Who is funding the campaign? and 3) Has anyone at 270 Strategies read the TPP agreement?

None of his repeated calls or messages resulted in a reply, but digging a little on his own he found a few answers. The Washington Post's Fact Checker had already given the Jobs claim ["4 Pinocchios"](#). No other members of the "coalition" were listed on the website or anywhere else. "Progressive" went down in flames when Dave found a letter from actual [Progressives](#) Raul Grijalva and Keith Ellison (leaders of the Congressional Progressive Caucus) expressing their doubts both about the substance of the deal and the emphasis on Fast Track authority. His last question is answered by the news each day... no one but the negotiators and the roughly 500 CEOs who had input on the deal have read it. Interestingly, when we went to the site ourselves the ["Get the Facts"](#) link was a dead end when we clicked it."

It is the right of the state to supervise the forming of public opinions.

Joseph Goebbels

Another prime example of Lefty propaganda... there's a lot of pushback (for obvious reasons) from the fossil fuel industry on renewable energy sources, but that's no excuse for lying about it. There have been many stories (some more true than others) of people being dissuaded from solar, wind, front yard gardens, rain capture, or other activities that eco-conscious Progressives would care about. However, digging deeper, one frequently finds that the story isn't as cut-and-dried as expected. Here's one example, along with its debunk...

**[A man from Minnesota has been sentenced to six months in prison for installing a wind turbine in his own backyard.](#)**

By Sean Adl-Tabatabai on YourNewsWire.com, Nov 2016

"Faith moves mountains, but only knowledge moves them to the right place.

Joseph Goebbels

**[Tilting at Windmills- A story about a man purportedly arrested over his efforts to use wind power on his own property is inaccurate and misleading.](#)**

By Kim LaCapria on Snopes.com, Nov 2016

Again, while everybody does it, not everybody does it the same way. We found several sources for debunking of all kinds from all directions, but there was a clear difference. While most of the Lefty sources were at least broadly concerned with factual information, most of the Righty "fact checkers" were little better than propaganda themselves. If [Snopes](#) or [PolitiFact](#) set the standard for centrist fact checkers, then

[Media Matters](#) would be a left-leaning but still nominally objective source. We could find no equivalent to Media Matters on the Right. We aren't saying there isn't one, but we couldn't find it and we would gladly examine any alternatives people would care to submit. Lest you think this is our own Lefty bias showing, it's not a new observation. Here's a chatroom conversation that describes the problem beautifully...

### [Thread in Lavender Room](#), Apr 2016

#### **Original Post**

Is there a conservative equivalent of Media Matters?

Rahzel, Apr 23, 10 10:25 Post #1 of 8 (1587 views)

Media Matters is a non-profit progressive organization whose sole purpose is to fact-check conservative media. They spend most of their time pointing out when Fox News and Republican Party members tell a falsehood or spread misinformation. Even though I'm a liberal, I realize that conservatives do not have a monopoly on lying and manipulating the media. There's THREE sides to every story: the Right's, the Left's and the facts.

That's why I want to know: is there an organization out there whose sole purpose is to fact-check liberal media? Is there a right-wing equivalent of Media Matters?

Lastly, conservatives, I'm doing you the respect of trying to obtain a balanced viewpoint over here. Please do me the respect of not responding to this post by saying, "duh, just go watch Fox News!!" You and I both know that that's not what I'm looking for here. Let's not get into that, please.

To make your own side-by-side the comparison of exactly *how* "everybody does it" please take a few minutes to surf to these sites; one a Lefty fact-checker, the other three the best the Right had to offer as an equivalent. And again, give us a better example of Righty fact-checkers and we'll use them instead! (Note: We found the TownHall Factchecker at the last minute, but they still don't hold up well against Media Matters.)(

[Media Matters For America](#), or their fact-check project [Mythopedia](#)

VS

[Media Research Center](#), [NewsBusters](#), or [TownHall Fact Check](#)

#### **Is there a difference between "point of view" and "propaganda"?**

This is another yes/no answer. If you have many information sources and can compare between them, you at least have the possibility of being an informed information consumer. If you only have one point of view available, then there's no difference at all. Once you're thinking critically for yourself, it's vital to have a range of opinions and subjects to check each other against. Media consolidation has crippled our access locally and nationally to alternative views from Corporate media owners; an issue that hit us very specifically in Portland with the loss of KPOJ. Even though it's harder, seeking out alternative viewpoints is still possible. Supporting progressive community outlets like KBOO and XRAY are ways we can stem the tide.

#### [The KPOJ Debacle- Death comes to Progressive Talk in Portland](#)

When KPOJ died listeners called us to find out why. We fielded almost 150 calls about the loss, so we decided to put everything we knew (or suspected) about the closure into one article. From politics to backstabbing to cold hard cash, it's all right here.

#### **Followup Post**

[In reply to readers who suggested [newsbusters.org](#) and [MRC](#)]

Rahzel, Apr 23, 10 10:46 Post #7 of 8 (1563 views)

Thanks for posting this. This is close to what I'm interested in (and certainly worth reading), but the MRC's purpose is subtly different from that of Media Matters. MRC highlights instances of liberal bias in the media, whereas Media Matters highlights instances of conservative misinformation in the media.

What I'm looking for is an organization that posts stuff like: "Nancy Pelosi said Statement X today. This is false because X contradicts Statement Y, and we know Y to be true."

Whereas, MRC seems to take the slightly different approach of: "MSNBC reported that Nancy Pelosi said Statement X today, but completely ignored Newt Gingrich saying just-as-important Statement Y today. This illustrates MSNBC's bias in favor of Pelosi."

### [It's Good To Be Back!](#)

When Carl Wolfson came on the air to fill the KPOJ void, we were there for him. Tom cut a new radio spot specifically to welcome him back, and it has a few thoughts on propaganda.

### [Truth Through Humor](#)

Does being limited to just one opinion REALLY cripple your view of the world? FOX is famous for putting its opinion stamp on news, and this humorous look at history from FOX's point of view shows you how different history can look through their set of glasses.

### [Media Consolidation – One stop shopping for ideas](#)

The opening of XRAY-FM is a small victory for the free flow of information, but why? Why should a small, community radio station matter at all? It's because the overwhelming trend in media since 1996 has been consolidation... six companies now control almost all the information we receive through all media. They've taken a vibrant, chaotic marketplace of ideas and forced it through a single spigot as a putrid slurry of corporate propaganda. Why, it's enough to make you Furious, if you check out these stories or even just the chart below on MEDIA CONSOLIDATION!



## **US Propaganda**

Don't settle for inferior propaganda from foreign sources! You have a choice... BUY AMERICAN! We produce some of the finest propaganda in the world right here at home. People of goodwill may argue about whether we propagandize for good or bad, but no one can argue that we do it. And our efforts over the years have had mixed success...

### [Relations Between US And UN Strained Over Afghanistan War Reports](#)

by Sune Engel Rasmussen in The Guardian, Dec 2016

The US military in Afghanistan is increasingly trying to control public information about the war, resulting in strained relations with western organizations offering different versions of events to official military accounts. In a recent incident, the most senior US commander in Afghanistan, Gen John W Nicholson, considered banning or restricting the UN's access to a military base in Kabul, according to informed sources in both organizations. The dispute followed a UN report in late September claiming that a US drone had killed 15 civilians. Washington insists it only killed members of Islamic State...

### [The CIA and the Press: When the Washington Post Ran the CIA's Propaganda Network](#)

by Jeffrey St. Clair and Alexander Cockburn on CounterPunch, Nov 2016

### [In a propaganda war against ISIS, the U.S. tried to play by the enemy's rules](#)

by Greg Miller and Scott Higham in The Washington Post, May 2015

As fighters surged into Syria last summer, a video surfaced online with the grisly imagery and sneering tone of a propaganda release from the Islamic State. "Run, do not walk, to ISIS Land," read the opening line of a script that promised new arrivals would learn "useful new skills" such as "crucifying and executing Muslims." The words were juxtaposed with images of the terrorist group's atrocities: kneeling prisoners shot point-blank; severed heads positioned next to a propped-up corpse; limp bodies left hanging from crosses in public squares. The source of the video was revealed only in its closing frame: the U.S. Department of State.



## **Tom Dwyer Propaganda**

Google "Tom Dwyer" and "Propaganda" and you'll come up with 737,000 results. We've been called out as a propaganda pump in the past, in jest and in seriousness, but there's a difference between propaganda and opinion. Here's a sampling of some of our stories and columns dealing with propaganda in a variety of venues...



## [Am I just a shill for Saddam?](#)

Tom's Tidbits, Tom Dwyer Newsletter, Mar 2012

I'm not afraid to take strong stances on political and social issues. Today's environment usually finds me in the camp of the Progressives, but does that make me a shill for Progressive positions? Do I mindlessly parrot propaganda, or do I choose logical positions based on the general welfare? Thanks to an article in this month's newsletter, that's more than just a rhetorical question...



## [Winning Dirty on TPP- Corporatists pulling out a familiar, ugly playbook](#)

Tom Dwyer Newsletter, Mar 2015

Richard Berman, lobbyist and political consultant, was secretly recorded during a speech to oil and gas industry executives in Colorado. He explained that the industry "...must be willing to exploit emotions like fear, greed and anger and turn them against the environmental groups". Then he summed up his philosophy in one cringeworthy sentence- "you can either win ugly or lose pretty". People have complained for years about propaganda techniques that give the illusion of grassroots support for policies that only benefit corporate interests. But it seems these Orwellian strategies may be perfectly acceptable if they're pushing the "right" policy. In the looming fight over the Trans-Pacific Partnership (TPP), Corporatists are once again rolling out the same strategies that they've used for decades. With apologies to Mr. Berman... win or lose, it won't be pretty.



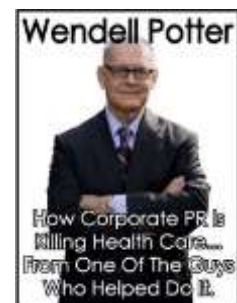
## [News To Make You Furious- Global Warming Lies in Murdoch's Wall Street Journal](#)

In September of 2001, "News To Make You Furious" took an unbiased look at the global warming debate in an article titled ["They're not wrong, they're lying."](#) (If that doesn't sound unbiased, think again. It's entirely possible to come to the unbiased conclusion you're being lied to. Richard Nixon springs to mind.) But these industry-spawned lies have been a constant "rain" on our necks for years... is there anything new to make you Furious? Yes. The pestilent prevarication in the recent Wall Street Journal op-ed ["In Defense of Carbon Dioxide"](#) was so brazen that it wasn't just an insult to our intelligence, but an insult to our stupidity...



## [News To Make You Furious- Wendell Potter and health care](#)

This month's Furious is all about one book. [One book that can make you mad enough to last for years.](#) Have you ever heard the phrase "Government takeover of health care"? It comes to you from a gentleman named Wendell Potter, a retired PR executive for the health insurance industry. He, and people like him, spend their careers figuring out ways to drop people's insurance when they get sick, mislead them about what their insurance covers, and lie to them about the state of health insurance and the implications of reform. Wendell retired from the industry "...because (he) could no longer serve in good conscience as a spokesman for an industry whose routine practices amount to a death sentence for thousands of Americans every year", and now he's telling the behind-the-scenes story the insurance industry doesn't want you to know. If you haven't heard about Wendell Potter already, then settle in. You won't soon forget him.



## [Media Consolidation – One stop shopping for ideas](#)

The opening of XRAY-FM is a small victory for the free flow of information, but why? Why should a small, community radio station matter at all? It's because the overwhelming trend in media since 1996 has been consolidation... six companies now control almost all the information we receive through all media. They've taken a vibrant, chaotic marketplace of ideas and forced it through a single spigot as a putrid slurry of corporate propaganda. Why, it's enough to make you Furious, if you check out these stories or even just the chart below on MEDIA CONSOLIDATION!



## Fighting Back

To fight back against propaganda we must first acknowledge our own susceptibility to propaganda of all kinds. Propaganda may be most effective in low-information population but if you think “propaganda is something stupid people believe”, you’re wrong. We’re all human, and propaganda is used to shape human opinion because it works on us all. This is just a sliver of the research on why...

### [Researchers: Half of People Believe Fake Facts](#)

Sci-News.com, Dec 2016

### [The Dunning-Kruger Effect: Are the Stupid Too Stupid to Realize They’re Stupid?](#)

By Bob Seidensticker on Patheos.com, Feb 2015

### [The Internet Isn’t Making Us Dumber — It’s Making Us More ‘Meta-Ignorant’](#)

By William Poundstone in NYMag “Science of Us”, Jul 2016

Knowledge isn’t always power. You can know everything about human biases and still fall prey to those biases.

### [A Princeton Psychology Professor Told Me A Truth About Human Behavior That's Both Fascinating And Sad](#)

by Shana Lebowitz, Business Insider, Nov 2016

Accepting that we’ll never be perfectly immune to propaganda, we can still reduce our susceptibility. [As Justice Louis Brandeis said](#), "If there be time to expose through discussion the falsehood and fallacies, to avert the evil by the process of education, the remedy to be applied is more speech, not enforced silence." The best weapons are education, critical thinking, and conscious evaluation.

### [How You Can Defeat Propaganda](#)

by Guy Bergstrom on The Balance, Apr 2016

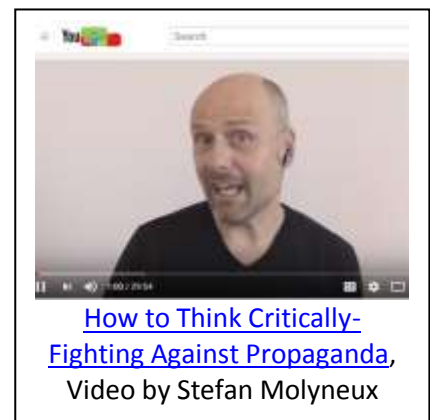
Since this is a website available around the world, it is appropriate to talk about how to combat propaganda that has the full weight and power of the state behind it -- because there are still places on this earth where that's happening.

The more common public relations challenge is combating propaganda on a smaller scale, whether it's a political campaign, a corporate battle or a non-profit trying to generate awareness of an issue in the face of a government covering up the evidence.

It's hard to fight fire with fire, especially when you (a) can't use the same evil techniques, manipulations and lies as the other side and (b) are typically David in a fight against Goliath since propaganda is a tool of those in power and on top.

- 1) Using Leaks to Undermine Propaganda
- 2) Subverting propaganda
- 3) Create your own ways to communicate

Critical thinking is, well, critical to clarity on any subject. Assume what you’re hearing is propaganda until you can check the facts and verify that you’re hearing the FULL story. Even though they may be flawed, here is a selection of fact-checkers from across the political spectrum...



From the Center- [PolitiFact](#), [Snopes](#), [NPR](#), [Washington Post](#)

From the Left- [Media Matters For America](#), or their fact-check project [Mythopedia](#)

From the Right- [Media Research Center](#), [NewsBusters](#), or [TownHall Fact Check](#)

## Speak out

Propaganda withers and Propaganda is most needed by, and flourishes most under, an authoritarian government. It's closely related to the strategy of shutting down dissent and criticism. A recent blacklisting by some yahoo with a website is not just a form of propaganda but a form of thuggery. Much like the response to propaganda, the best response is open information and not letting lies stand.

### [Professor Watchlist Is Seen as Threat to Academic Freedom](#)

by Christopher Mele in The New York Times, Nov 2016

### [I Will Not Shut Up. America Is Still Worth Fighting For](#)

By Heather Cox Richardson on Moyers & Company, Nov 2016

## Restore Respectability to Journalism-

Yes, they've always been biased in a variety of ways, but there's a reason the Press is the only business venture mentioned in the Constitution. A free and functional press, or at the very least an attempt at one, is a major bulwark against the spread of propaganda.

### [Code of Ethics or Canons of Journalism \(1923\)](#)

### [NY Times Standards and Ethics](#)

### [Meet the Press- The hustlers, hucksters, hacks, and cowards who helped elect Donald Trump](#)

by Rick Perlstein in The Washington Spectator, Dec 2016

### [How to Deal With the Lies of Donald Trump: Guidelines for the Media](#)

by James Fallows in The Atlantic, Nov 2016

Being back in China in the U.S.-election aftermath naturally leads to thoughts about how societies function when there is no agreed-on version of "reality," public knowledge, or news... The United States is seeing both a chronic and an acute new version of this public-information problem. The chronic version, recognized but nowhere close to being solved, is the rise of separate fact-universes into which different segments of society silo themselves—occurring at the same time as the "normal" news media are struggling against economic and other pressures.