

Preface on *The Prince*, by Niccolò Machiavelli, Florence, Italy 1513

- Practical power – raw power without theory or ethics
- How “top peckers” can gain and maintain power
 - Top peckers have no other qualifications. Most have little interest in governing.
- Corresponds to right-wingers and their supporters today
- Corporate power (real power) v. State power (crowd control)
- Organization (political parties) v. Figureheads (front people)
- Monarchies are ruled by coercion, democracies... by confusion.
- Must have a state religion; any religion will do.
 - Unites population; provides a basis for communication (PR). Religion is **2nd best of many** distractions from government business, 3rd is getting the public arguing among themselves, entertainment, gadgets, cable tv, pornography...
 - anchors knowledge, personal empowerment v. commerce and entertainment

Problems and Solutions

- **Disinformation** — is when providers benefit more than receivers
- **Specialization** — our greatest strength has become our greatest weakness because we're disoriented in interdisciplinary topics like politics
- **Fragmentation** — immigration, specialization, multimedia, gadgetry... and a lack of common culture, all leave Americans with little in common
- **Ideology** — is not Enlightenment. It's just saying things that sound good.
- **Distractions** — from government and Enlightened education puts us at the mercy of political and economic extremists.

The Disintegration and Reconstruction of America



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Disintegration – socially, politically, economically, financially...

- The “follow new technology” paradigm that worked for over 100 years is obsolete ... because it assumes a political stability we no longer have.
- Failed government, failed democracy, political system, tax system, school systems, trial system, judiciary, Supreme Court, banking, response to terrorism, fraudulent and failed wars; neglecting energy, environment, resources, and regulation, monopolies, unemployment, inflation, the Wal-Mart effect¹...
- Good governments strengthen people and nations.

1. *The Wal-Mart Effect – ... how it's transforming our economy*, Charles Fishman, Penguin Books 2006

Ideology is not knowledge

“Enlightenment” is knowledge

- Referencing its 17th century Western European origins
- Leadership closes the gap between vision and experience
- Management is the implementation, the engineering of a vision into practice.

“Ideology” is believing things that sound good.

- Ideology is selling yourself or your program by way of abstractions. But there is no connection between ideology and reality. Ideology kills!¹

1. *War and Decision – inside the pentagon at the dawn of the war on terrorism*, Doug Feith, HarperCollins 2008

Nixon coordinated a revolution



- Nixon was a tragic figure in the classical sense – a brilliant man with character flaws.
- Always got top grades, had a very difficult childhood,¹ learned to hate the press, all Democrats, and the East Coast establishment.
- **Could not control his anger or vengeance.**
- Spied on both Republicans and Democrats.²
- Kept his Vietnam escalation strategy secret.³

• Nixon's understanding of Sino-Soviet differences enabled him to open talks with the Chinese that helped end the Vietnam War, expand trade, limit development of Soviet nuclear weapons. And it **saved his presidency** from the Pentagon Papers scandal.⁴

1. Interesting bio, see The Writer's Almanac from American Public Media, January 9, 2007. [January 9, 2007](#)
2. *All the President's Men*, Bob Woodward and Carl Bernstein, Simon and Schuster 1974.
3. *Secrets – memoir of Vietnam and the Pentagon Papers*, Daniel Ellsberg, 2002.
4. *The Lost Peace, leadership in a time of horror and hope*, Robert Dallek, Harper-Collins, 2010, page 368

Political change born of contempt for the “liberal” establishment.

Edith Efron	Lewis F. Powell	William E. Simon
Author of the 1 st exposé on media bias made a bestseller thanks to Nixon and his special counsel Charles Colson	Very successful corporate attorney, soon became a Supreme Court Justice via Nixon	Treasury Secretary Under Nixon and Ford / Author of a bombshell classic
<i>The News Twisters</i>	Published a memo through U.S. Chamber of Commerce	<i>A Time for Truth</i>
January 1971	August 23, 1971	1978

From *The Republican Noise Machine*, David Brock, Random House 2004, pages 17-41.

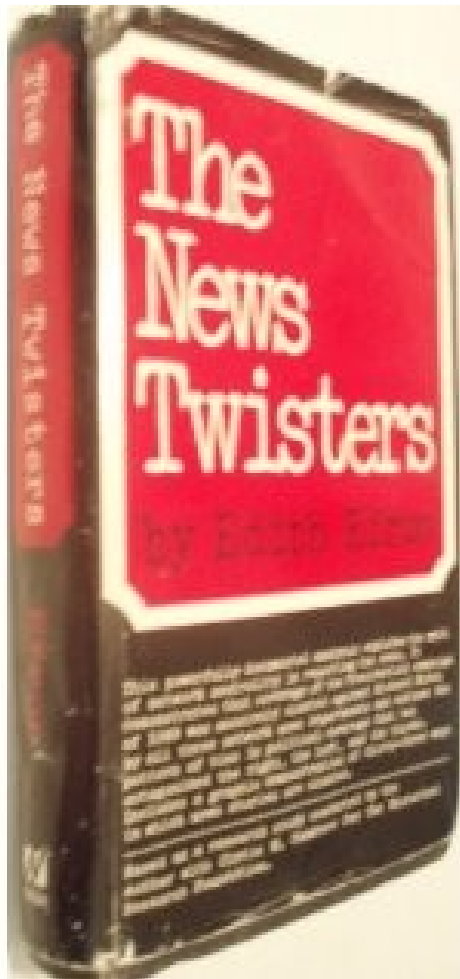
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Meanwhile, Nixon maintained a very liberal agenda

- Nixon, not Johnson, oversaw the most rapid increase in domestic spending since the New Deal¹ (as did George W. Bush from 2001 to 2009).
- Nixon created the EPA: **Environmental Protection Agency** (1970).
- Created our national food stamps program
- Created the MOB: Office of Management and Budget² (Deputy Director Paul O'Neill)
- Expanded regulation: Occupational Safety and Health Adm., National Traffic Safety, Consumer Product Safety, and Mine Safety Commissions
- Expanded Social Security and state welfare programs, and a fully national Supplementary Security Income program – updating the Old Age Assistance.
- Employee Retirement Security Act (transformed employer provided benefits).
- **Tried to create a national healthcare system**
- Imposed wage-price controls in an attempt to overcome stagflation (no theory)

1. *Winner-Take-All Politics – how Washington made the rich richer – and turned its back on the middle class*, by Jacob S. Hacker and Paul Pierson, Simon and Shuster 2010, Chapter 4, page 96-97.

2. *The Price of Loyalty - ... the education of Paul O'Neill*, by Red. Suskind, Simon and Shuster 2004, pages 2-3



Edith Efron

- 1st exposé on liberal bias of the television **network news** (the primary source... since 1964).
- Shows how the views and issues of a “**Silent Majority**” in states like OH, FL, and WY were ignored in the 1968 elections on all three channels.
- Nixon offered her several positions. She declined all. “**I’m not a politician...**” says she.
- **America was too liberal**, but as conservative ideology co-opted liberalism, **America lost its grounding in the Enlightenment**. The Silent Majority doesn’t see Enlightenment as part of its history or founding (**State’s have the Right to be ignorant** and destroy the Union, if they please).

Mostly *The News Twisters*, Edith Efron, Nash Publishing 1971.

Lewis F. Powell

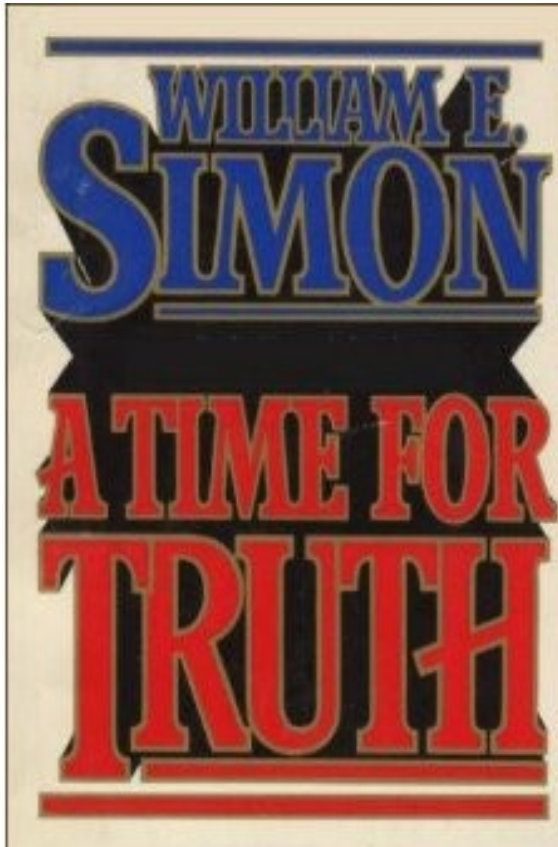


- Served on the boards of 11 corporations
- Circulated a memo² thru the U.S. Chamber of Commerce asserting that the **our system of free enterprise was under attack by the 4 institutions that shape public opinion:**
 - Schools: secondary, college, and graduate schools
 - The media : equal time on television, radio, press
 - The political establishment
 - And the courts.
- Attached a summary of Efron's conclusions.
- Memo kept from the public until long after his confirmation to the Supreme Court.
- **The Chamber doubled its membership between 1974 and 1980 and tripled its budget pursuing Powell's suggestions.**³

Note 1. *The Republican Noise Machine*, David Brock, Random House 2004, see chapter 2, pages 39-40. **Note 2.** Google "the Powell memo" or the "Powell manifesto"

Note 3. *Winner-Take-All Politics – how Washington made the rich richer – and turned its back on the middle class*, – by Jacob S. Hacker and Paul Pierson, Simon and Shuster 2010, Chapter 5, page 119.

William E. Simon



- A *Mein Kampf* of American politics and economics, much like Powell's memo.
- Like Powell, claimed that **enterprise is demonized by workers, consumers, minorities, environmentalists, and other movements.**¹
- In 1982 Simon bought Gibson Greetings, broke it up, then sold it 16 months later for a \$70M profit, and 100x gain for investors. The deal kicked off **the new economics of exploitation,**² that replaced value-based economics.

1. *A Time for Truth*, William E. Simon, Reader's Digest Press 1978, paperback pgs 207-208. Started a free market genre, e.g., *Meltdown*, by Thomas E. Woods Jr., Regnery Publishing, Inc., 2009

2. *Den of Thieves*, James B. Stewart, Simon and Shuster 1991, 1992, Chapter 3, page 97.

The gist of Powell's memo and Simon's book

Corporations have all the money and power!

- Why then is government telling us what to do?
- The Chamber of Commerce should organize free enterprise like unions organized workers.
- We should build a conservative counter-establishment **and proactively harass any opposition** into conforming to our ideology¹.

1. *The Republican Noise Machine*, David Brock, Random House 2004, chapter 3, pages 74.

They began orchestrating a coup through the 4 institutions that shape public opinion



Education



Media



Government



The Courts

The Republican Noise Machine, David Brock, Random House 2004, chapter 2, pages 39-40

They created a parallel political reality

A plutocracy based on corporate needs and wealth that leads to an aristocracy.

The Great Society based on individual and social needs, and our founding in reason and science... and the study of human culture and the natural world (Enlightenment).

Heritage Foundation

Joseph Coors
Sarah/Richard Mellon
Scaife

Paul Weyrich "mechanic"

The American Enterprise Institute

Irving Kristol (1970s)

Manhattan Institute

Charles Murray, Betsy McCaughey, Peter Huber

Cato Institute

Edward Crane

Americans for Prosperity

Charles and David Koch

Compassionate Conservatism

Myron Magnet

Americans for Tax Reform

Grover Norquist

The Public Interest

Irving Kristol

American Spectator

Tom Wolfe and Ben Stein

City Journal

Charles Murray

The New Republic

Betsy McCaughey

They continue to use ideology to sell their retro agenda (deregulation + tax cuts)

Spreading ideology far and wide through <u>superior organization</u>.	Putting an ideological happy face on a radial economic platform
Barry Goldwater's "sagebrush" Republicans different from "country club" Republicans	Slashing taxes for the wealthy – slogans like privatization, the new federalism, "flat tax."
Anti-abortion and anti- feminists like Phyllis Schlafly	Deregulation of enterprise by government
Pro-business and pro-Christian icons like William F. Buckley, Jr.	Roll back civil rights and affirmative action School Choice (destroy unions and Dem. Funding)
Political pundits like George F. Will, David Brooks, William Kristol	Roll back consumer and worker rights
Opinion influencers like novelist Tom Wolfe	Gutting Social Security and Medicare and Medicaid: Poverty is behavioral
Many others at universities, think tanks, media talking heads.	Orwellian spin Estate Taxes to "Death Tax" to re-create a blood aristocracy our Founders loathed.

All from *The Republican Noise Machine*, David Brock, Random House 2004, chapter 2, pages 39-49.

What can we conclude about rigid and uncompromising people?

A 2-party “pendulum” democracy

Democrats

Republicans



Democrats V. Republicans



Hippies

Socialists

Both

Capitalists

Libertarians

Authoritarians

Monarch

Communists

1. *The Authoritarians* by Bob Altemeyer, Asso. Professor, Dept. of Psychology, U of Manitoba, Winnipeg, Canada, 2006

2. *Conservatives Without Conscience* by John W. Dean, Viking 2006

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Building a bridge to the 19th century

- Their agenda was never limited to the repeal of the Great Society, or the New Deal, nor to Grover Norquist's pre-WWII size of government.
- Ultimately they want a repeal of the Progressive Era: no Social Security, no minimum wage, no employer-provided health care, no income tax, no financial regulation, return to the gold standard... Back to 1861 with subjugation, instead of slavery.
- It's totally anti-people, anti-democratic, and anti-American.

Winner-Take-All Politics – how Washington made the rich richer – and turned its back on the middle class,
by Jacob S. Hacker and Paul Pierson, Simon and Shuster 2010, Chapter 8.

The Powell/Simon movement was nothing but a Machiavellian power grab

- The Nixon/Powell/Simon, and later neoconservatives, “big idea” was to organize to gain power, rather than compete with Democrats for a superior vision of government.
- **Organized think tanks, publishers, web sites, television and radio talk shows to advance conservative agendas and to ruthlessly attack any opposition.**
- **After 30 yrs and 100s of millions of dollars, the Big Lie took hold: our media is now widely distrusted...** as are our schools, teachers, banks, government, and national security.
- **A media driven only by profit is no better than a media driven by state.** Propaganda replaces reality, as in China.¹

1. *Bad News – the decline of Reporting, the business of news...*, Tom Fenton, Regan Books 2005

The rest from *The Republican Noise Machine*, David Brock, Random House 2004, Chapter 2 and Chapter 3.

Right now, there's only one person controlling our government



- **Grover Norquist** is president Americans for Tax Reform (ATR) 2. Orchestrated a right-wing takeover of the College Republicans replacing moderates with ideologues. 3. Helped Gingrich purge moderates from the House to become Speaker. 4. Issues weekly “talking points” to > 80 conservative organizations, media outlets, and top White House aides.
- “Our goal is to **cut government in half...** so we can drown it in the bathtub.” “It’s not good enough to win; it has to be a painful and devastating defeat.” “**Send a message as kings would spike their opponent’s head on a stick.** “ **This talk is psychopathic!** ¹
- “All we need is someone to take Obama’s place...” someone who can “handle a pen.” Daily Kos, 2-13-12
- “We will make it so that a Democrat cannot govern as a Democrat.” Kstreet607 in GOP, 7-3-11
- Republican Candidates must sign a pledge and suffer consequences for disloyalty.

Mostly from *The Republican Noise Machine*, David Brock, Random House 2004, chapter 2, page 50.

1. *Without Conscience...* Robert Hare, PhD, The Guilford Press 1993 & *The Sociopath Next Door*, Martha Stout, Ph.d. 2005

Norquist's Taxpayer Protection Pledge

Taxpayer Protection Pledge

I, _____, pledge to the taxpayers of the (_____ district of the) state of _____ and to the American people that I will: **ONE, oppose any and all efforts to increase the marginal income tax rate for individuals and business; and TWO, oppose any net reduction or elimination of deductions and credits, unless matched dollar for dollar by further reducing tax rates.**

- The GOP has replaced economic theory with brute force politics. They insist on democracy “of the GOP,” not “of the people.”
- The pledge, in effect, short circuits one’s ability to govern, as well as our government’s ability to govern at a time of social, political, and economic crisis.
- **Completes the total domination of our political system by some of the most affluent elements of our society.**
- Lost identity: A blood aristocracy replaces our natural aristocracy; there is nothing unique about freedom for wealthy people.

It only takes a few billionaire's to
hijack a government – bad capitalism undermines good



- **What executive or business owner won't endorse deregulation and lower taxes?**
- Much has been reported about the Koch brothers funding of the Tea Party, Governor Scot Walker (WI)
- **But the main media will never reveal the extent of their assault** as the website DESMOGBLOG.com.¹
- They have, in the mean-spirited, communist-bashing, absolutist, tradition of their father, Fred C. Koch, created an empire that threatens American core values, including our founding opposition to a blood aristocracy – all in the name of freedom. Whose?
- Joseph Coors setup the Heritage Foundation in 1973, which by 2000 blossomed into > 500 mini-Heritages.
- Others: John Olin, Richard & Sarah Mellon Scaife, Harry Bradley, Smith Richardson – “Four Sisters.”²

1. Heartland Institute: A Manifestation of the Kochtopus Empire By *Steve Horn*, DESMOGBLOG.com, *March 1, 2012*

2. *The Republican Noise Machine*, David Brock, Random House 2004, chapter 2, page 49

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Conservative institutions generally outspend liberal 4:1, so the mainstream media relies more on conservative think tanks for expertise and interpretation of the news.

Whereas Liberal organizations generally avoid partisan politics.

Brookings and Urban Institute, Applied Research Center, the Center for American Progress, Center for Constitutional Rights, Center for Defense Information, Center for Democracy & Technology, **Center for Economic and Policy Research**, Center for Policy Alternatives, Center for Social Justice, Economic Opportunity Institute, Economic Policy Institute, Institute for Policy Studies, Institute for Women's Policy Research, Network for Business Innovation and Sustainability, Northwest Progressive Institute, Progressive Policy Institute, Rockridge Institute (George Lakoff's organization).

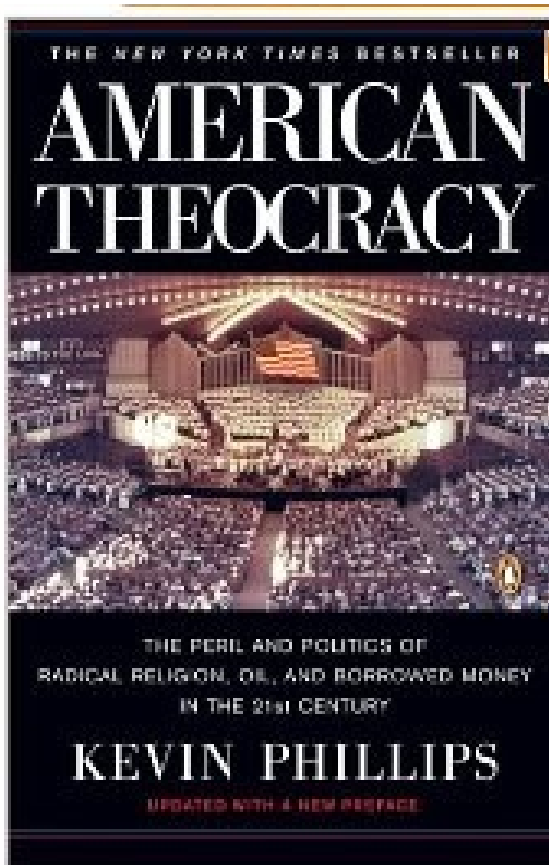
Conservative organizations are mostly politically adversarial, i.e., attacks on liberal programs, or in support of right wing agenda on education, healthcare, climate change, anti-PBS, etc.

The **Heritage**, **Manhattan**, **Hoover**, **Cato**, **Heartland & Hudson Institutes**, Citizens for Sound Economy, the New American Century, Accuracy in Academe, the **American Enterprise Institute**, **Americans for Prosperity**, National Center for Policy Analysis, Americans for Tax Reform...

Foundations: the Heritage Foundation, Smith Richardson, Olin, Bradley, and the Sarah and Richard Mellon Scaife Foundations; the David and Charles Koch, Carthage, Allegheny, and Joseph Coors Foundations, Ford Motor Fund...

From *The Republican Noise Machine*, David Brock, Random House 2004, chapter 2, pages 53-54.

And what's Wall Street doing while all this is going on?



- Stealing as much as they can, for as long as they can, with their ruinous “rip their faces off” rivalry.
- **The “financial economy” is a sham.** Financialization is the last stage of collapse as it was for all previous empires: Spain, Holland, and Great Britain. All suffered from religious excess, an outdated or declining energy or industrial base, financialization, and excessive debt.
- Financialization eliminates middle classes by replacing them with rentier and peasant classes, very much like the American South before our Civil War. An economy without a middle class can’t support itself; nor can it generate sufficient wealth to sustain freedom or democracy.¹

1. *American Theocracy*, Kevin Phillips, Viking 2006, Chapters 8-10

Consequences

- Capitalism and democracy rendered ineffective...
- We're distracted from competing in the global reality.
- Actual inflation and unemployment are out of control.
- Quality of education down, costs spiraling out of control.
- Healthcare coverage down, costs spiraling out of control.
- Millions can't retire, young people can't find jobs.
- Wall Street has ruined the global financial system and extorted trillions of dollars from U.S. taxpayers.
- 3 unfunded, unwinnable wars created trillions more debt
- ... **A stultifying blood aristocracy is replacing our natural aristocracy based on education and Enlightened self-interest.**

We need a Sputnik¹ like response from government and help from private enterprise.

- The idea that governments can't do anything right is a **Big Lie**, as demonstrated in our responses to WWII and Sputnik.
- Private enterprise is not dependent, nor controlled by external funding. **Wealth Generation** will help employers compete in the global economy through better management (MBE).
- But first, *Management by Enlightenment – leading a global race-to-the-top* has to align workers within our Enlightened traditions, starting with politics, economics, religion, education... and make employees aware of cancers like phony finance and banking, and cultural pitfalls like **Disinformation, Specialization, Fragmentation, Ideology, and Distraction.**

Sputnik – the shock of the Century, by Paul Kickson, Walker and Company, New York, 2001/2011

Thank you for your time and
interest.