



## Executive Summary & Key Questions

- o We face an ever-increasing onslaught of media inputs from an even wider and more divergent range of sources, many with questionable motives and modus operandi.
- o How can we discern not just what is accurate or factual and reflects our values but what is real and can be trusted?
- o How we can make decisions that truly reflect not just how we see the world but really is about the world we want to create for ourselves, our community, our nation and our planet?
- o The notion of reality is important, for either we create our own or someone creates it for us.
- o The question is, can you tell the difference?
- o And more importantly, can you tell the difference when it really matters, and can you trust your own internal barometers for discerning truth and accuracy when it is most needed?



## Keep In Mind

- o Scale From small to large in volume or territory or range.
- o Velocity The speed of individual or collective cultural or technical change and/or adoption.
- Torque Emotional, psychological or cultural impact on an individual or society from personal or collective trauma or socio-cultural trend propelled by mass media or social media.





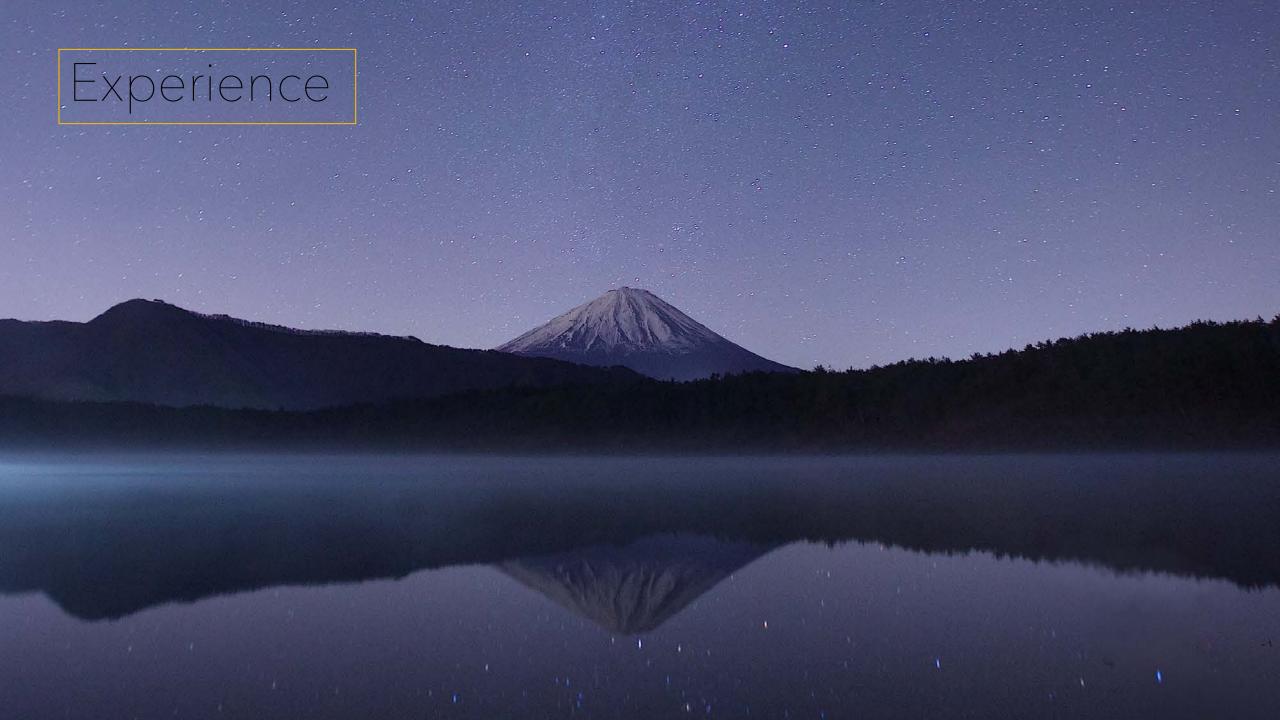
Section 1: Media Landscape and Programming - Going Down The Rabbit Hole.

#### You Are Responsible

It is your responsibility to understand what is happening and for you to make wise choices about the media you consume and what you choose to believe.

You and only you are the writerdirector-producer of your life.







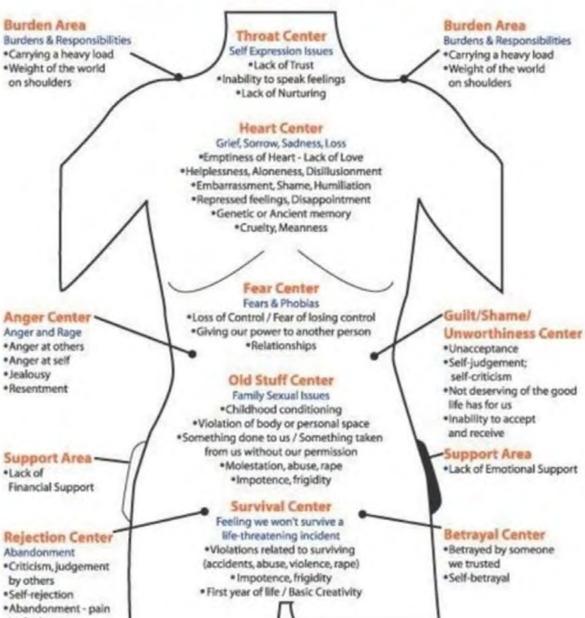
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# \*Lack of Emotional Imprinting in the heart

#### **Emotional Energy Centers of the Body**





## Simple Media – News With Slight Editorial Slant

- o Three nationwide TV stations.
- o All pretty centrist.
- o First major use of national mass media.
- o All male 'father knows best'.
- o Entire country looks to 3 men to express the emotional tone of the nation.









## Slick Media

Corporate
News With
Heavy
Editorial Bias

SIX media conglomerates control 90% of US media as of 2000 -2018.

#### **Media Behemoths**

AT&T may follow the lead of Comcast, which owns NBCUniversal, and add content to its distribution services.



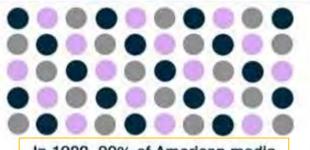
"Lutest fiscal year. Notes: Revenue excludes intracompany adjustments. Market caps as of Oct 20. Socress: S&P Capital IQ: the companies; FactSet (market (ap).

THE WALL STREET JOCENAL.

## Ownership - 2019

FIVE media conglomerates control 90% of US media as of 2019.

# M IS FOR MEDIA WHY DO & COMPANIES CONTROL 90% OF THE MEDIA?



In 1983, 90% of American media was owned by 50 companies.



NEWSCORP

WALL STREET JOURNAL

UNIVERSAL PICTURES NEW YORK POST **FOCUS FEATURES** 

COMCAST

COMCAST

NBC

FOX

PIXAR MIRAMAX

ABC

**ESPN** 

MARVEL STUDIOS



In 2015, that same 90% is controlled by 6 companies.



VIACOM Notable Properties:

> MTV NICK JR.

BET

PARAMOUNT PICTURES CMT



TIME WARNER Notable Properties:

CNN

**HBO** 

TIME WARNER BROS

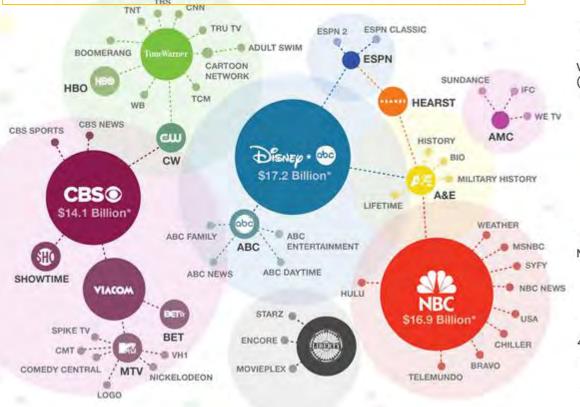


**JEOPARDY 60 MINUTES** 

## CORPORATE MEDIA LOBBIED FOR **LIDATION SO NOW YOU GET LESS** REAL NEWS AND A LACK OF DIVERSE VI

## BIG Media

#### **Q WHO OWNS THE BIG TV NETWORKS?**



#### Media landscape Distribution Streaming video CIRCLES SIZED BY MARKET CAP (as of June 2019) Content 20th Century Warner Bros. Studios Fox Studios HBO **ESPN** Hulu \$15B AT&T/WarnerMedia 25M subs \$237B market cap Disney/21st Otter 23M video 67% **Century Fox** ABC Media 16M broadband STAKE \$254B subscribers Turner (CNN, Marvel 33% Studios Lucasfilm TNT, TBS) DirecTV STAKE Verizon Media Group Fox Netflix broadcast (Yahoo/AOL) Dreamworks NBC \$1588 139M subs Fox cable Comcast (Fox News. Verizon Columbia \$198B Fox Sports) \$237B Sky **Pictures** 22M video 5M video 27M broadband Sony 7M broadband Picture: Universal E!, Bravo, Studios Sony CNBC CBS Pictures TV RELATIVE News 12 Showtime \$19B CBS Charter MARKET Networks i24NEWS Interactive/ Discovery CAP \$90B CNET Scripps 17M video Amazon: Altice \$15B \$943B 25M broadband CBS USA Apple: TO BUY Cheddar Discovery. \$16B \$920B Paramount James Food Network. 3M video Google: Bond Epix 4M broadband **HGTV** \$773B Cox Facebook: \$37B\*\* Viacom Media Lionsgate/ MGM AMC Viacom \$548B ~4M video (MTV, Comedy Starz \$12B \$6B\*\* \$3.1B Dish Starz ~5M broadband Central, BET) \$2.5B \$19B 13M video AMC, IFC, IFC Lionsgate Lionsgate (includes Sling) Films **BBC** America Films TV

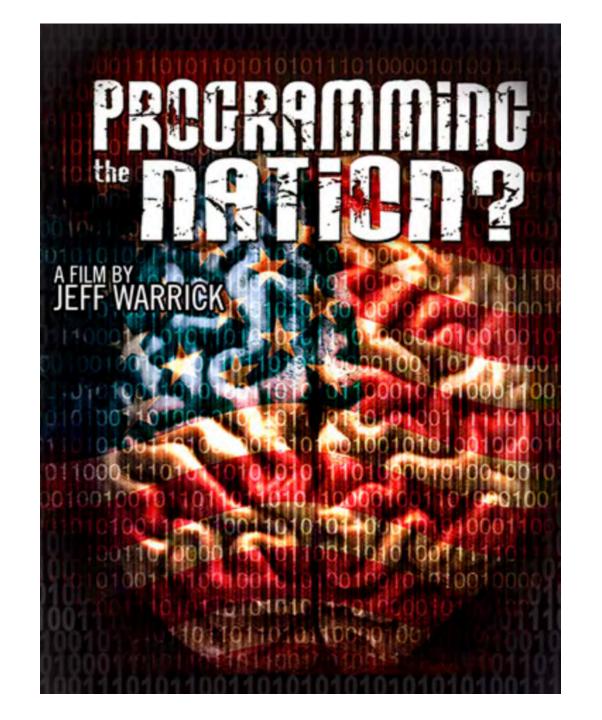
Note: \*Assumes 3.8 revenue multiple \*\*Assumes 3.1 revenue multiple

Source: the companies, news reports, Leichtman Research Group (cable/internet subs)

#### Alternative Media

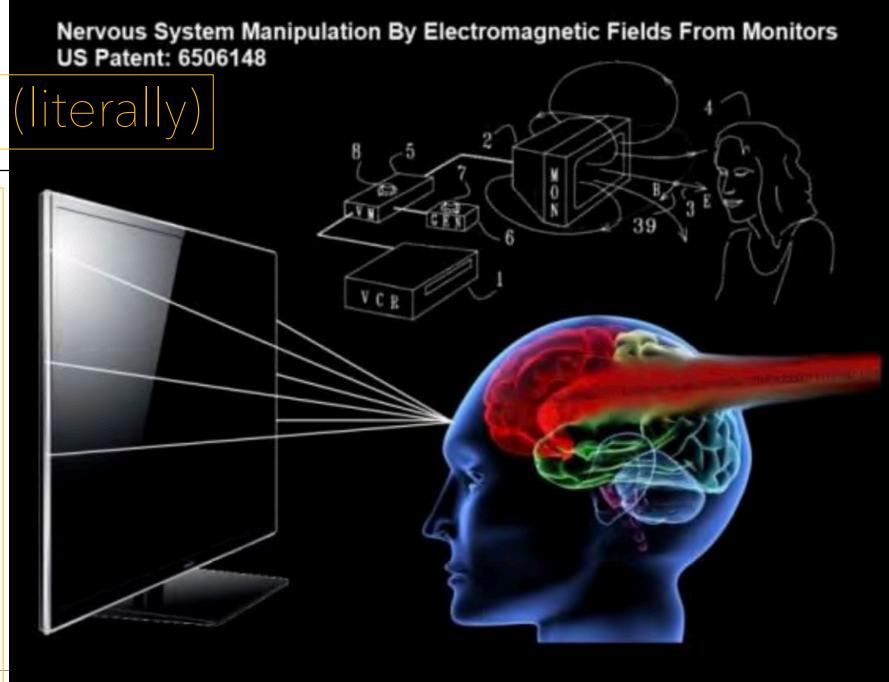
- o Media
- o Politics
- o Economics / Finance
- o Health
- o Environmental / Green
- o Technology
- o Social Justice
- o More

http://www.programmingthenation.com/



# Programming (literally)

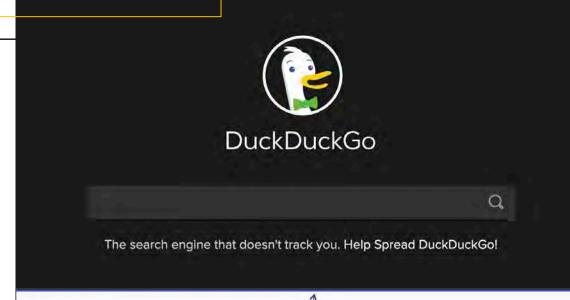
"Physiological effects have been observed in a human subject in response to stimulation of the skin with weak electromagnetic fields that are pulsed with certain frequencies near 1/2 Hz or 2.4 Hz, such as to excite a sensory resonance. Many computer monitors and TV tubes, when displaying pulsed images, emit pulsed electromagnetic fields of sufficient amplitudes to cause such excitation. It is therefore possible to manipulate the nervous system of a subject by pulsing images displayed on a nearby computer monitor or TV set. For the latter, the image pulsing may be imbedded in the program material, or it may be overlaid by modulating a video stream, either as an RF signal or as a video signal. The image displayed on a computer monitor may be pulsed effectively by a simple computer program. For certain monitors, pulsed electromagnetic fields capable of exciting sensory resonances in nearby subjects may be generated even as the displayed images are pulsed with subliminal intensity."



https://www.youtube.com/watch?v=5txljvK

## You Are The Product

- o DuckDuckgo.com and Startpage.com.
- Search engines that don't track your IP address.
- Use Google for search on the backend.
- Without ubiquitous data tracking and advertisements that follow you online.



Set Startpage.com as your default

Add to Chrome



Add DuckDuckGo to Chrome





# Thought Forms

- o Abundance or Scarcity?
- o Love or Fear?
- o Hero or Victim?
  - o I can do this or I'm not enough?

Which thought forms are you buying into?





- o Love or Fear.
- o Abundance or Scarcity.
- o Fight or Flight.
- o Perpetrator or Victim.
- o Winner or Loser.



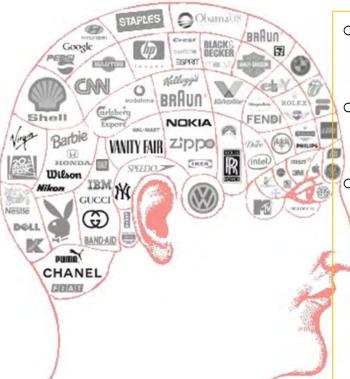
JOSEPH SUGARMAN



30 Sales Tools
You Can Use to Control
the Mind of Your Prospect
to Motivate, Influence
and Persuade.

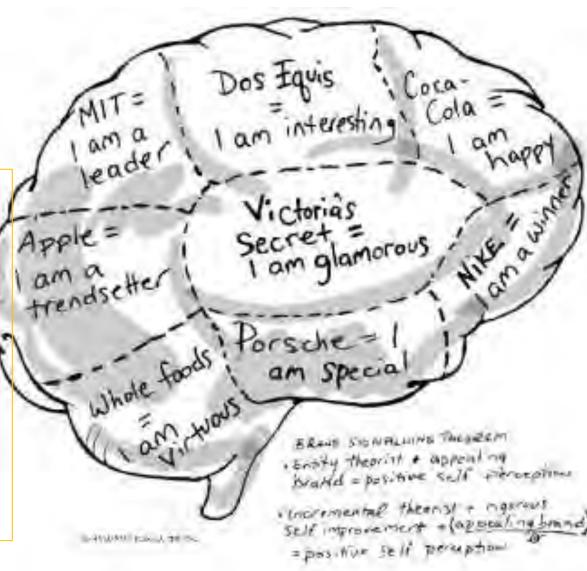
# Neuromarketing





Consumer sensorimotor,
 cognitive and affective
 response to marketing stimuli.
 Understand rationale

Understand rationale behind how consumers make purchasing decisions
Benefits include more efficient and effective marketing campaigns and strategies, fewer product and campaign failures, and the manipulation of the real needs and wants of people to suit the needs and wants of marketing interests.



BLACK

Dramatic & Sophisticated



MICHAEL KORS





BLUE

Trustworthy & \$















**Bold & Passionals** 













YELLOW

Optimises # # \*\*



[ yellow tail ]









ORANGE

Vibrant & Energetic











PURPLE

**Enchanting & Regal** 









GREEN

Rejuvenating &













GRAY

Sleek & Timeless









BROWN

Grounded & Robust





J.P.Morgan

PINK Festive & Fun









**PEPSICO** 

For PepsiCo's Frito-Lay division, Neuro-Focus tested women's responses to Baked Lays. The research helped shape an ad campaign and new single-serve packaging.

**CBS** 

NeuroFocus measured viewers responses to pilots and new shows; of course its corporate parent, Nielsen, measures how many people are watching.

ESPN

Advertisers want the best on-air display they can get; NeuroFocus helped the cable net make its sponsor splashes more noteworthy.

To analyze the tech giant's global

and American brains.

image, NeuroFocus tapped Chinese

CALIFORNI

Which olive-oil label appealed most to consumers? NeuroFocus tested several options to find one that set brains afire.

etity

NeuroFocus helped its PayPal division find a more refined corporate identity than "safe, simple, wow!"





#### **PANTONE 19-4052 Classic Blue**

Instilling calm, confidence, and connection, this enduring blue hue highlights our desire for a dependable and stable foundation on which to build as we cross the threshold into a new era.

We are living in a time that requires trust and faith. It is this kind of constancy and confidence that is expressed by PANTONE 19-4052 Classic Blue, a solid and dependable blue hue we can always rely on.

Imbued with a deep resonance, Classic Blue provides an anchoring foundation. A boundless blue evocative of the vast and infinite evening sky, Classic Blue encourages us to look beyond the obvious to expand our thinking; challenging us to think more deeply, increase our perspective and open the flow of communication.

#### Leatrice Eiseman EXECUTIVE DIRECTOR OF THE PANTONE COLOR INSTITUTE

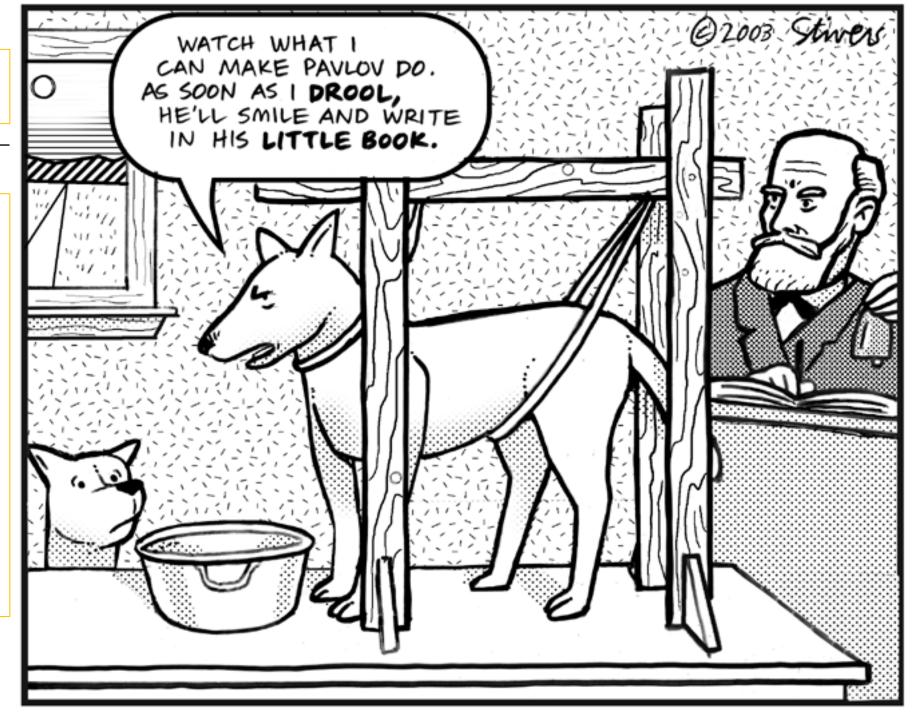


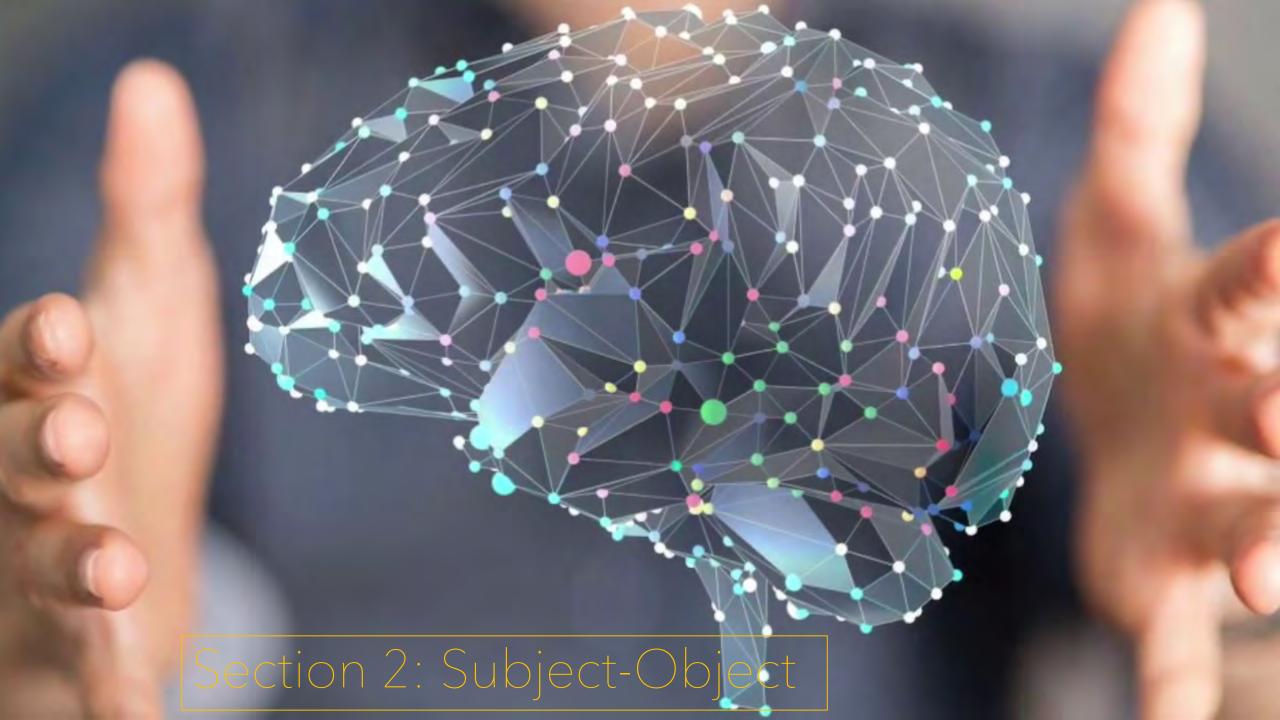


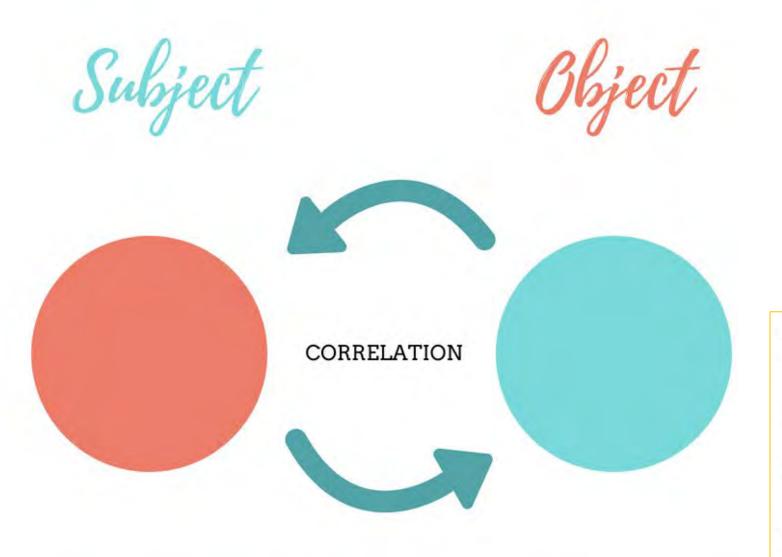


## Our Choice

Either we allow ourselves to be programmed or we program ourselves by deconstructing our conscious and sub-conscious belief systems which shape our individual and collective and nation-state lives and replace them with new life supporting and values-aligned mindbody programs.

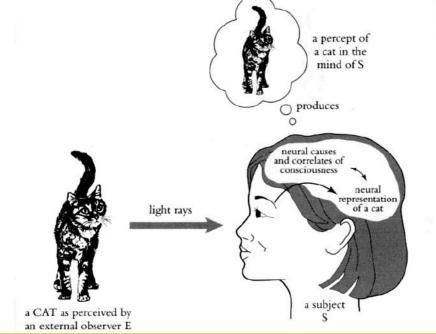






NO SUBJECT WITHOUT AN OBJECT, NO OBJECT WITHOUT A SUBJECT

#### THE ESSENCE OF KNOWLEDGE



#### Ways of Relating to the World

1. Subject Object

2. Subject Object

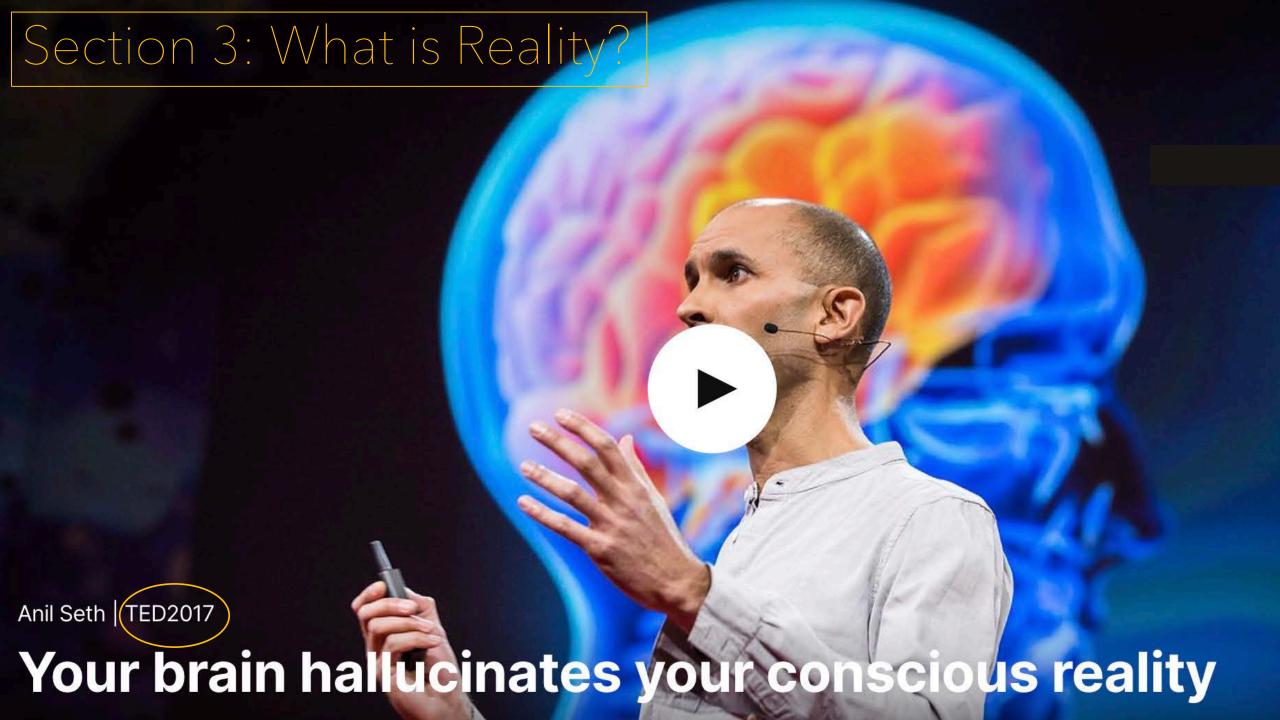
3. Subject Object

Ever since modernity (shift starting from the Renaissance to the Romantic era) the prominent way of relating to the world is through the subject-to-object approach.









#### Steve Jobs

Changed six industries:

o Personal computing

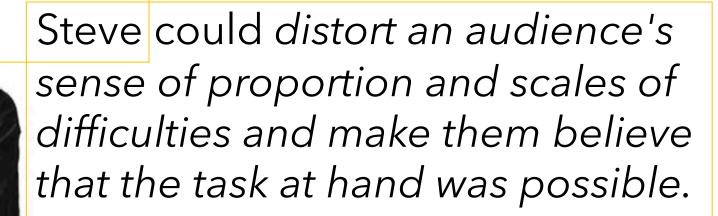
o Music

o Animated movies

o Mobile phones

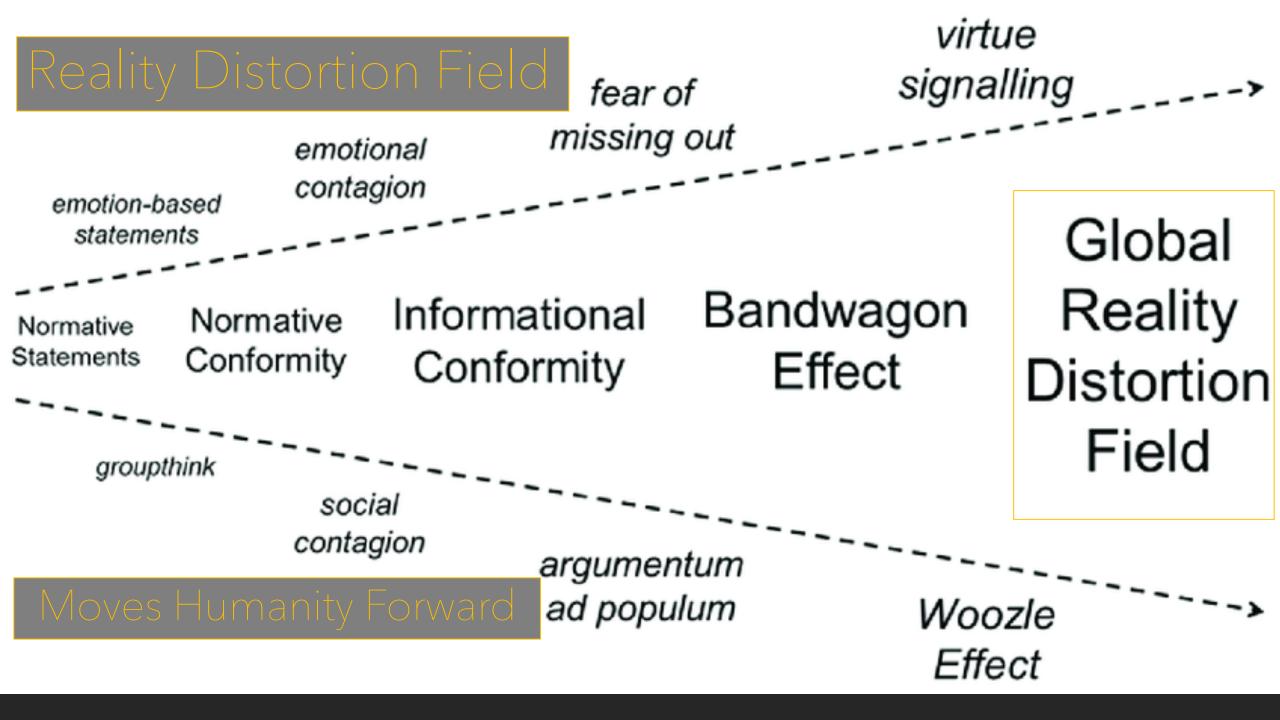
o Tablet computing

o Digital publishing



"because the ones that are crazy enough to think that they can change the world, are the ones who do."





# It's All Made Up - By You.



# Perception is "Reality"

