

# **One Idea to Rule Them All: Reverse Engineering American Propaganda**

## **A Special Interview With Michelle Stiles**

**By Dr. Joseph Mercola**

### **Dr. Joseph Mercola:**

Welcome everyone. I'm Dr. Mercola, helping you take control of your health. We are going to talk about one of my favorite topics, which is propaganda. And we're going to be interviewing Michelle Stiles, who wrote the book, "One Idea to Rule Them All: Reverse Engineering American Propaganda." She actually mailed this to me at my office and I get a lot of books, but it's very rare where I decide to interview someone who mails me a book. But this is a particular interest of mine, as I said. So, it's a really pertinent and apt topic in light of what's been going on over the last few years to try to attempt to understand how we've been manipulated and brainwashed.

Because if you can understand that, then you can prevent that from happening in the future and help other people to do that too. Michelle had a really nice quote from George Orwell in the book, which was, "In the age of universal deceit, anyone telling the truth is a revolutionary act." And that's what we're really battling today, is this massive campaign to disinformation us and essentially have the projection of the people telling the misinformation claiming everyone else's is disinformation, which is precisely what they've done. So, welcome and thank you for joining us today, Michelle.

### **Michelle Stiles:**

Well, thank you for having me. It's an honor and it's especially an honor to be with the foremost person of the Disinformation Dozen. You are the master. You were dubbed by the Center for Digital Hate and The New York Times. Remember that?

### **Dr. Joseph Mercola:**

I remember it well.

### **Michelle Stiles:**

I almost feel like I should be interviewing you as the top disinformation spreader.

### **Dr. Joseph Mercola:**

Yeah. This is largely because I've been doing this so long and I've established some credibility and it is unquestionably, unequivocally, the greatest honor I've ever been given to be recognized as someone who's literally telling the truth in this age of misinformation. So, there's so many different ways that we can start with this, but I think I wanted to start with – because there's so many ways that they misinform us, but the primary one that most people are familiar with, and one that many people my age is aware of is the media as a trusted source of information. And even younger guys, like Tucker Carlson, who's a smart guy, he got bamboozled and even recently admitted on the air in an interview, someone was interviewing him, that one of his

greatest regrets, professionally, was that he'd come to the Iraqi War misinformation and was literally spreading their lies and truths.

And he actually was a proponent of the war, Iraqi war, obviously not so much now. So, his conclusion is that the media in general deserves our utmost contempt because of what they've done. And this is pretty spectacular because people older than 50, 60, I mean this is not always the case, it's been historically well-respected as truth tellers and breaking information, helping give us the details of what we need to know. But it probably was never true. They've just been less careful in covering this misinformation up.

So, I'm wondering if you can comment on that and this whole transition. I think the good part of this though is that the people that were interviewing Tucker were much younger than him. They were in their 20s, and what he was perceiving as an epiphany was really known to people in their 20s. So, this is a really, really good observation is that many people, if not most, and I think you can cite some of the statistics, the recent statistics that just absolutely don't trust the mainstream media anymore. So, with that as a preface, why don't you start it off and kind of expand on that to start with.

**Michelle Stiles:**

Yeah, the trust in the news is at an all-time low. You're exactly correct. And what I try to do in the book, because I want people to take a historic view and I bring up people like Upton Sinclair and George Seldes, and these guys, they were journalists that were manmade. They went into the profession and learned it on their own, and they weren't afraid to tell the truth, but they only had a small magnaphone or-

**Dr. Joseph Mercola:**

Megaphone.

**Michelle Stiles:**

Yes, yes, exactly, exactly, to tell the world. But they said clearly in the early 1900s that the media's corrupt. They were owned by big interests and they were not dealing squarely with people like Upton, as an investigative reporter. And so they were trying to tell as many people as they could, but they couldn't get it out there, and then-

**Dr. Joseph Mercola:**

That was 100 years ago. That was 100 years ago.

**Michelle Stiles:**

Exactly, exactly. That's the point I'm trying to make. And I'm hoping that people, when they come back historically, and they've never really regained that trust, they just moved on to other things. They moved on to television and people kind of turned their attention away. And then journalists, they were created through the schools. We had to have a degree to get into it. So now you're sort of captive. You can't really blow the whistle without blowing up your career. And so that impacts it, because nobody can tell the truth. And if you do come out, it's a long road to getting your own reputation set up and your own income.

I'm just hoping that people, when they take that perspective, can go, "Wait a minute, why would we ever have trusted them?" And it's a sacred trust, as [Walter] Lippmann says, that the power to determine what's important and what's not is a power that – let me see if I can get the quote – "The power to determine what's important and what is not important is a power that is so great that no one has seen it since the Pope lost his hold on the secular mind."

I mean, it's an amazing tool. It's a search light. It's focusing in on what's important, and it's shielding out what's deemed not important. And one of the things that I bring up in the book is I call them tribal elders, in a sense. Because what they are doing is they're alerting the community. They're magnifying problems and they're smoke screening things that are not problems. But the important point to remember is that if you're magnifying the wrong problems, then you're really harming the society. And tribal elders were meant to help people learn and understand what was going to be a threat, and then they would counsel together and they would execute a plan. And so, when you have, in a sense, treasonous tribal elders, you really have a poison in the entire society.

**Dr. Joseph Mercola:**

Well, getting back to the mainstream media that I've started with, I think I'd liked to address is your views on, I mean, you confirm that the trust in them is at an all-time low. I think in some segments of the populations it's as low as 10%, even single digits, low single digits, which is the vast majority of people, the overwhelming majority just don't trust them anymore. But it appears that the journalists, the professional journalists that are hired by the mainstream media know of this, and they're willing conspirators in the whole process, that they're essentially taking their marching orders from a small group of people who control everything.

And you can see this, there's so many videos that I've seen, I'm sure many others have seen, where they show one newscaster, a local newscaster, and then another one and then another, and pretty soon you've got 50 of them on the screen saying the same darn words. They're reading from the same script, they're given a script and they need to read it. So, they're not independently reporting on the news, they're just giving the recommendations from who's ever controlling paying them.

And that's why Tucker, and many others, are saying that they deserve our utmost contempt and that hating them is – there's not enough hate to get to throw at these guys because they're just evil conspirators in what they're doing. But it's all carefully planned and there's many other variables that factor into this. And as we agree, fortunately, most people recognize that they just can't almost believe anything that their local news broadcaster is saying or national news broadcaster. Any other comments on that before we dive into some other things like how you first got interested in this?

**Michelle Stiles:**

I think you're right. I think though that sometimes these young kids, they get their degree, they get out there, and as Lippmann said, you go back to Lippmann's writings, in the journalistic school, it's about a narrative. And I think they've really wiped that out, that it's not a truth. The ends justify the means. We have an orthodoxy we're pushing, and they really learn that in the schools and they come out and I think they're justifying what they do, unfortunately.

**Dr. Joseph Mercola:**

Well, first, from the book, it appears that you first became interested in this somewhat similar path that James Corbett followed, that a result of the truth about 9/11 and that being a major conspiracy and coverup. Pretty well-documented. If you're a careful investigator of the truth, I mean, it's just hard to come to any other conclusion with that. So, Corbett certainly did, and he's an amazing investigative journalist and is exposing so many of their lies. And I think you had somewhat similar experience. Were you teaching in high school and then one of-

**Michelle Stiles:**

No, I had actually said to somebody, "Nobody credible believes that, so stop."

**Dr. Joseph Mercola:**

That it was-

**Michelle Stiles:**

That 9/11 was-

**Dr. Joseph Mercola:**

That [crosstalk 00:11:56] believes it was hoax.

**Michelle Stiles:**

Yeah. I said, "Oh, that's stupid. Nobody believes that." And then I actually sat down and watched with my own eyes, the Architects & Engineers for 9/11 Truth video. And that was really life-altering for me. I remember I really couldn't sleep that night. It was about having the trusts, and I talk about this in the infrastructure belief, it was having those trusts torn down. And it's really a portrayal, in a large sense. And I think that's why so many people have a hard time with coronavirus. It's like you're asking them to say, these trusts that you've had in your life and that you've embraced and that have been around you, it's almost like a breakup of a long-term marriage when somebody realizes, "Hey, your spouse has been cheating on you for the last five years." They struggle to come to grips with that because they want to push that out of their consciousness.

And in the same way when the things that we trust, authority, experience, what other people are doing and saying around us, the culture, the words that we use to describe the culture, those are all trusts. And that's one of the points that I make in the book is that these guys are like snakes. They're wolves. They've infiltrated these trusts. That's the way to package democracy through, or package propaganda through in a democracy. So, when you come to that realization, I think I watched your interview with Dr. Marik and he said the same thing. He said, "I had a hard time coming to grips with, "Wow, there's a lot of deception even in my own industry that I haven't really even seen." And so, I think that's what we're struggling against for that percentage of people who – they may see the news as untrustworthy, but they don't see the whole thing, in a sense, they don't see the massive corruption that's there to support that as well.

**Dr. Joseph Mercola:**

And I suspect a big factor that's related to that is that people have to work, most people have to work to support themselves and pay for food and shelter and other expenses, and that takes up a significant amount of their waking hours.

**Michelle Stiles:**

Yeah.

**Dr. Joseph Mercola:**

So, that doesn't leave a lot of free time to carefully review this. It's not like they have a full-time job of being an investigative journalist.

**Michelle Stiles:**

Yeah.

**Dr. Joseph Mercola:**

So, that you're sort of stuck with the limited resources, time being the most precious. So you have to trust someone and they've just learn to trust these sources. At least many have.

But as I said, fortunately, most of that is shifting and they're finding newer – different, maybe not newer, but different, most of the time, newer, different and more reliable and reputable sources. But then you have to be careful because they have to be continually vetted.

**Michelle Stiles:**

Right. Exactly.

**Dr. Joseph Mercola:**

Even me. Maybe I'm the leader of the disinformation. True. I'm not, obviously, at least from my perspective.

**Michelle Stiles:**

Yeah, I was just teasing you to start out. It's ironic. They would call you the disinformation spreader and you're-

**Dr. Joseph Mercola:**

It's classic Orwellian doublespeak.

**Michelle Stiles:**

Right, exactly.

**Dr. Joseph Mercola:**

It's a perfect illustration of that. So, I guess we can start discussing some of the tools that have been used. And one of the newer ones, at least from my perspective, understanding, that has been

going on for a long time, but it's the power of these public relations agencies. And in fact, we did a whole article on this shortly before this, we're doing this interview, and we highlighted Chapter 8 of your book that reviews this. And I think hardly anyone really appreciates the power that these companies have. It's not a lot of companies, it's literally three or four companies. I think, Publicis being the most recent and maybe the most influential. We've talked, there's been written many articles about them. We've also got WPP, Omnicom, Interpublic, I think.

**Michelle Stiles:**

Yeah, Intergroup, I think.

**Dr. Joseph Mercola:**

Intergroup. And collectively, I don't think all four of them have more than \$100 billion in revenues, which is a lot of money for sure. But still, I think the biggest is \$15 [to] \$20 billion. So relatively not huge players. I mean there are thousands of people who have that much wealth themselves, let alone as a big international public company. But with a relatively small amount of these revenues, they seem to control almost everything, almost everything. This is the core, the nucleus of how they do it, the ad placements and the consistent messaging that we're hearing is generated through these types of companies.

And I remember when I put together my book on EMF and sought to help people understand how this is another fraud and misinformation is I was using the analogy of the tobacco industry and way back then it was Hills+Knowlton, H+K, that's what they were called, H+K, in the '50s, that was literally responsible for giving the tobacco ministry their playbook. And it worked for almost another 50 years. They would continue the masquerade and confuse people, and their classic strategies that they use, discrediting, causing doubt was another huge element. But this Hills+Knowlton was actually bought up recently by WPP, so they're still around. And I think in your book, and I had totally forgotten. You mentioned that Hills+Knowlton was responsible for, and many maybe remember the story of this-

**Michelle Stiles:**

Kuwaiti witness.

**Dr. Joseph Mercola:**

Yeah, the Kuwaiti witness. So, why don't you discuss that? Because the details escape me at the current time, but I said, "Oh my gosh." And I like this story because it's a perfect illustration. Again, this is the same company that has been misleading the public for decades, a significant percentage of a century about this. And they were even doing it in this century in the Iraqi War.

**Michelle Stiles:**

Right. They presented, to a hearing, and this is Hills+Knowlton I'm referring to, a witness that, it was a young girl whose name was anonymous, withheld from the hearing participants. And she was essentially the ambassador's daughter, I believe, for Kuwait. And she testified-

**Dr. Joseph Mercola:**

That wasn't disclosed. That was just-

**Michelle Stiles:**

Right. Exactly, exactly. Because she was kept anonymous. And she testified to the atrocities of the Iraqis throwing babies out of incubators onto the floor of the hospital unit itself. It was designed to create outrage, and it was designed to support the war effort. And it's actually fantastic when you think about it. It's like, "Okay, who vets people that get to speak in front of a hearing? Who vets them?" And, Hills+Knowlton, according to what my research is they provided every one of the witnesses that day. And you're like, "Wait a minute, is that democracy?"

I mean, how is it possible that congressional staffers are okay with – you're dealing with the PR firm who's vetting all this. And then they're asking questions. And the congressmen are kept in the blind. So, it's fantastic. And yet that had a huge effect on galvanizing support for the war at that time. And it was all done by a PR firm.

**Dr. Joseph Mercola:**

And most people aren't aware of it. And I suspect most people just remember, now that you mentioned the details of that story, and being aghast and appalled at that being true, but they had no idea that it was all fabricated thanks to a PR agency and the perfect illustration of the power of these companies. As I said, they're not very wealthy organizations. I mean tens of billions of dollars is relatively small potatoes, yet they can control international policies.

**Michelle Stiles:**

Right.

**Dr. Joseph Mercola:**

There's some real power behind these companies.

**Michelle Stiles:**

Yeah, absolutely. Absolutely. And when I tugged on the strings and looked for the origins of that, the most classic story that I could find was [Edward] Bernays talking about the politician. Now remember, this is 1920, and he's saying, "Facts and reason, that's out. We're not using those things anymore. Here's what we're going to do. A politician wants to advocate for low tariffs, lowering the tariff on wool coming into the country. This is what he's going to do. He's going to say he's going to get the PR guy, and the PR guy is going to create circumstances. So, he's going to talk to prominent businessmen and get them to agree to wear cotton suits as a protest to their important events. They're going to boycott wool."

Somewhere else in the community or in the nation at large, they're going to get maybe some middle-class people to protest. So, they don't seem linked together in the public's mind. And then somewhere else social workers will do some surveys and they'll interview the poor and they'll run a report on the plight of the poor and the suffering that entails from the high cost of wool, like they can't buy wool blankets and they're starving, or I mean, not starving, but freezing to death.

So, you have these events being placed into the public consciousness. And that's when he says, "Okay, now the politicians are going to step into that atmosphere and he's going to help solve the problem." And so, he's teaching young PR professionals and he says, "You're going to have to look and find out intimately what news feels like because you're going to be creating it." And so propaganda packaged as news is devastating to a democracy, and they're seeding the consciousness and putting the problem – again, the news highlighting those, because they're picking out, obviously when they spend time focusing on one thing, they're eliminating the time, the opportunity costs to highlight a different problem, but they highlight the problems they want.

And so, you think, well, what does it matter if a politician advocates for lower taxes? But let's say, because that's sort of a simple PR campaign, let's just say that powerful interests have overseas stakes in wool that they want to dump cheaply onto the United States, or they want to take out their competitors in the United States with cheap wool. So now, you have something really nefarious. You don't have a simple campaign. You have powerful interests, big government, corporations and the news manipulating to consolidate power, wealth and resources.

And that, to me, is the important thing that – we can't do that, Dr. Mercola. They always want to call us propagandists. We don't have power in society in that way. We may have money, but we certainly don't have the money available that they do, and we can't influence the news like that. So yeah, that's something to really, really take home from this video is the average person, it's simply ridiculous to think that we can actually do propaganda and that this network, these wolves working as a pack really for the last 100 years – and look at the income. The 1%'s just getting higher, the middle class is getting wiped out. We've seen that trajectory for the last 100 years. They've just used this playbook over and over and over again.

**Dr. Joseph Mercola:**

So, let's go into some of the specific strategies that they're using, because as you said, it's been going on for over century and they've been getting better and better and better. Bernays, I believe, was Sigmund Freud's cousin, some relative.

**Michelle Stiles:**

Yes, yes.

**Dr. Joseph Mercola:**

So, he is really recognized, I believe, as the grandfather-

**Michelle Stiles:**

Father of public relations.

**Dr. Joseph Mercola:**

Or the father of public relations. But they've had tools. Back then it was limited. They had print, newspaper primarily. They had radio. And then TV came along later, of course, and it continues to evolve. But some of the other things that you alluded to, which reminded me of the details in your book is that the protest, the spontaneous public protests are not what they appear to be. Many of these things. These are hired people that the PR agency hires to do this protest. And

then obviously has the media cover it. And it may be a relatively small protest. I don't know, dozens, hundreds maybe, but more than likely dozens, and gets massive PR coverage, as opposed to legitimate protests where there's hundreds of thousands, maybe even millions of people that gets virtually no coverage.

**Michelle Stiles:**

Right.

**Dr. Joseph Mercola:**

So that's one. Obviously, there's a bunch of others that we can go into, but let's talk about that for a bit as a tool, as a strategy they're using in their armamentarium to brainwash people into whatever their nefarious agenda is.

**Michelle Stiles:**

Yeah. Well, you've mentioned, really, a lot of them. One of the things that I want to just bring in here is that I think there's a tendency for us, and I put in the infrastructure of belief and why visual things are so impacted so dramatically is that seeing is believing to a large sense. And so, when you've got video and you've got these events, people don't naturally think well, like you were saying, you have this really small boycott, but depending on the camera angle you can make that – nobody knows. You can zero in on it and you can also back off on a large one. You can manipulate how it comes across. But when we take things in video in a technological society, we don't have any way to discriminate that natural impulse to say what we see is true, Dr. Mercola.

And so, the infrastructure belief is huge in terms of trying to recognize the potential dangers of a visual experience. Let me give you an example. Damar Hamlin. That just happened. People feel like they were there, right? 9/11, certainly. All these things. So now, we're normally in a local culture, experience wasn't that far from us. We knew somebody or we were there or we knew somebody who knows somebody who was there and we can verify it, but we can't verify any of those things anymore. Does that make sense? So, technologically-

**Dr. Joseph Mercola:**

And for those who don't recall, Hamlin was the NFL player who had some type of cardiac event during the game. It was a nationally-televised game and clear implications where it was related to a recent jab. But he never admitted or denied that he was vaccinated, of course, because he was. More than likely. At least according to Dr. Peter McCullough, who's a world-class cardiologist and basically figured that thing, presented the evidence to suggest that. So, that's a good illustration of it, really. We can't. We don't have the time, effort or resources to do that so we have to rely on these things.

**Michelle Stiles:**

Right. Let me give you an example of just the infrastructure belief and the trust. So I mentioned experience, it's in the center of let's say a dice that's a number five. So, experience is in the middle, authority. So, seeing is believing. Trust your eyes. Authority, trust the experts. Social pressure, trust what other people are doing and saying. Trust your culture and trust the words we

use to talk about the culture.

And you say, "Okay, so now in a small, local community that works great, that absolutely works great." But when you overlay a technological culture, you can't ferret out those trusts, if you will. That's what you're relying on. Because we can't go and investigate everything. We can't dig up every fact. We have to trust the medicine man as an authority. So those things are really important to realize.

Now, let me just give you an example with coronavirus. Just take coronavirus. We see what happened visually comes to us. People arriving on the ground in China, hazmat suits, the draconian lockdown. Then we went to Italy and you saw gurneys and you saw morgues. And then you went to New York City and you saw floating ships and more deaths. And then somebody died that you knew or somebody that you know had somebody lose somebody to coronavirus. And boy, how could that be wrong? I'm seeing it in my own life. I've experienced it. It's happening all across the globe. That's got to be real.

Into that comes the authorities. Grandfatherly Dr. Fauci, grandmotherly Dr. Burkes, And CDC (Centers for Disease Control and Prevention) and the WHO (World Health Organization). If you didn't trust them, you might have just trusted science, which is a good thing to trust in a society of integrity. And if you didn't trust that, then maybe you trusted Trump, right? Okay. So, you don't really trust the government, but he's inside and he knows the inside scoop and he's telling and leading us this way. So now you've got two points of triangulation. And then while everybody seems to be following along, I'm looking around to see my neighbors. Are they doing it and saying the same thing? Are they believing the same thing as I am?

Okay, everybody starts wearing masks and all of a sudden you have this huge triangulation of you kind of looking around in the community, trusting your eyes, asking authorities, and looking at the social response. And you're going, "Well, this has got to be real." So, when you and I come up and say, "Hey, did you know that Pfizer only lowered mild symptoms in relatively healthy people?" That was their study. And they blew away the control arm at some point.

So, these were facts. You would bring facts to them. They would go, "You're nuts because I've triangulated these trusts and you've got to be loony." Even in families, it tore apart husbands and wives who are at odds over this. And so, I say in the book that facts are tiny handmaidens to the true queens of belief, which I believe are these trusts. And now you say, "Well, how does language impact that?" Well, you chronicled in your newsletter many times the WHO changed the definition of pandemic, right?

**Dr. Joseph Mercola:**

Vaccine.

**Michelle Stiles:**

Vaccine, right? Cases. Never in the history of medicine has an asymptomatic been considered a case. I test positive for TB (tuberculosis), but I'm not a case, I don't have active TB.

**Dr. Joseph Mercola:**

They conflated those to an asymptomatic infection, which is really a case, as having COVID.

**Michelle Stiles:**

Right.

**Dr. Joseph Mercola:**

Which is a clinical, potentially pre-terminal condition. Well, it was pre-terminal most of the time if you were treated with conventional therapies.

**Michelle Stiles:**

Right. Exactly, exactly. And then the other one was deaths. Deaths was conflated. You could die with COVID and not – so, the effect of those definitional changes magnified the threat of the whole thing. And then finally you go to culture. How did that impact? Well, I think they used our Judeo-Christian ethos in the culture of “do unto others.” “Don't go to somebody else's house and bring a virus that may kill their grandmother. And I won't do it to you.” Especially because the outcome is something so severe. It's not like you're giving somebody a cold. You're possibly killing them.

And so that was a slam dunk. You put all those five pieces together and people were overwhelmed with – I was told I was seriously misinformed and morally reprehensible because I took the stance that I did. And I'm sure you, as well, you get flack. But that's where manipulating and hacking those trusts is a really big thing.

**Dr. Joseph Mercola:**

Well, let's jump to a few more that I think people would be aware of and may not be completely familiar with, is the element of using the front group is pretty routinely utilized. And this is essentially a fabricated organization that's paid for by the industry and it seeks to justify some nefarious strategy the industry is using and really twists the truth. This is routinely used in almost every case. And who has the time to do the deep dive on these front groups? And there's so many of them, and they almost always use some highly beneficial public service name that's serving humanity, classic Orwellian doublespeak. So, why don't you expand on that for a bit?

**Michelle Stiles:**

Yeah. They were using those techniques really, really early on. In fact, there were a couple of lawsuits around the '40s and the '50s with Carl Boyer's group that they had an opportunity to outlaw that sort of deceptive method of being funded by a group that is completely – the money where the group's coming from is completely hidden. And I gave an example of BoneSmart in the book, where that's a big company. And basically, you go back, the holding company, basically the money is coming from the big manufacturers of joint replacements. And so they're promoting joint replacements through the BoneSmart, but they appear to be just a neutral forum, just out of the goodness of their heart, helping people get along with this.

So yes, it's a huge problem, but it's been a problem in this country for a really long time. And legally we looked at it and we didn't choose to, but if we just eliminated front groups, Dr.

McCullough made them illegal and eliminated PR firms, you know what I mean? Just said, "Well, we're going to just make them illegal." Boy, we'd be way forward to advancing the truth in the country, wouldn't we?

**Dr. Joseph Mercola:**

Well, ostensibly, I'm skeptical though because these guys are so, so smart. They're really brilliant strategists. They really are. These are not stupid people.

**Michelle Stiles:**

Oh, absolutely.

**Dr. Joseph Mercola:**

Beyond clever, they're clearly connected and networked, politically. So, they find some other work around. I'm absolutely confident. And I'll tell you the most classic illustration of workaround which I really wanted to discuss because I think it's the one that I'm particularly concerned about, but anyone who isn't should be. And that is these large language models, ChatGPT and OpenAI-

**Michelle Stiles:**

Yes.

**Dr. Joseph Mercola:**

-being the big one and Bing, [inaudible 00:37:22] has their derivative of that, and Google has Bard. There are literally dozens, if not hundreds of other companies that will be releasing them shortly, including the giant search engine in China, which is Baidu.

There are some people who disagree, but I'm pretty well-convinced, and I've studied this really carefully, that these are the harbingers of artificial general intelligence, which is – I mean, these models are profound. It's not quite there yet, but we are really, really close. I'm talking this decade. In my mind, it's inevitable. This seems to be the consensus from the number of experts that I reviewed. And why is it a concern is because, as you carefully explain in your book, language is what they use to convince us and initiate the propaganda.

And what better way to have this most sophisticated intelligence who has access, essentially, to almost everything that's ever been written, carefully orchestrate some plan. I mean, to me it's the ultimate goal. So yeah, take away the front groups, take away the PR agencies, take away the news agencies. I mean, we've got to communicate. It's through language. So that is the ultimate, is these large language models.

**Michelle Stiles:**

Yeah. No, you're absolutely right. It's a huge threat. I see a lot of people willingly adopting these things because they adopt any technology without thinking. It's like, "Oh, I see one piece of use over here." But they just turn their eyes away from the absolute potential for danger. They won't see it. I agree with you. I think it's phenomenally dangerous. And if they get these in the schools, and they're already the Media Literacy thrust. Are you familiar with that legislative endeavor?

**Dr. Joseph Mercola:**

Why don't you explain it?

**Michelle Stiles:**

Well, it's actually a propaganda campaign. So, you take J-6 and you say, "Well, these people were influenced by disinformation and it caused an insurrection. And so disinformation is a threat to society." And so, then you go to the legal legislative realm, and you say, "Well, look, we've got to do something about this. Disinformation is a threat to democracy." So, they have these, again, euphemistically labeled bills called Media Literacy. And so, they've just passed the first one, I think, but there's a whole slew of them that are scheduled.

If you go into DailyClout by Naomi Wolf and you can find they're all set up to go in many different states, basically teaching K-12, getting money to teach Media Literacy to the kids on a – I mean, what are you going to teach a kindergartner about media literacy that isn't just blatant indoctrination? They're before the age of reason. So, I think what it's going to be doing is essentially saying, "Okay, codifying, making orthodoxy any real truth coming from the main legacy outlets."

**Dr. Joseph Mercola:**

Google, well, they own DeepMind, for those who don't know, that's the company that created AlphaGo and AlphaFold and all these amazing advances in technology, which is beyond extraordinary. I didn't think that they were going to happen for many, many decades in the future, but they did. So they have a deep wealth of artificial intelligence scientists. And it is somewhat surprising to me that they weren't first to market with this. They've had it, but they didn't deploy it first. It was OpenAI.

So, clearly Google is at the core of this evil cabal, 95% or more of all the searches done in the world are done on their platform. Now, Bing, Microsoft's Bing search platform is a threat to this, actually. Samsung was just recently considering renegotiating their contract, which was like \$20 billion to pay Google every year to use their search engine, and they were considering using Bing.

So, it's good that they have that. I think Google is more nefarious than Microsoft, but they're both not good. I mean, that's Bill Gates. Bill Gates versus Google. Either of them is no bueno. The point of this though is that Google is unequivocally using this. They have to be. They've had the technology for years. Microsoft now has it, for sure. So, whether or not that they're creating a narrative as consistently as Google remains to be seen or debated, but they're both players and they both have accessed these tools and it's going to be used.

The point of describing this is to warn people that they're using it on you right now today. And it's going to get worse and worse and worse. Well, there there's some things, I don't want to be Debbie Downer here and just tell people, "Just forget about it. Just hang it all up." There are some things we can do, but just understand this is probably one of the biggest threats in the propaganda campaign. Ultimately, my belief is I don't even think it's the biggest threat because the biggest threat is actually existential.

It's because these large language models with a glimmer of artificial intelligence, they made the mistake of giving them the ability to code. They can create software, which means they can get procursive improvement over time. They program themselves and they get better and they're smarter, and that program programs itself, and it increases exponentially. The safeguards are not put into the system. So essentially, we are looking at an existential threat that will not only just take us out, but it'll take them out with them.

**Michelle Stiles:**

Dr. Mercola-

**Dr. Joseph Mercola:**

All of humanity. It has that potential. It has that potential. I mean, will they do it? No one knows, but it is certainly a potential threat, probably more of an existential threat than an asteroid hitting us. Which is also a possibility. Not very likely, but it's possible.

**Michelle Stiles:**

Do you know, my understanding is that these models have been trained on just recent data. So, starting at let's say five years ago, and-

**Dr. Joseph Mercola:**

Whether or not that's true, I don't know, but it's a moot point because it's a computational process that involves these deep-learning strategies that you just have to give them the data. So, it's easy to that. The other mistake they made is it opened up to the internet, which of course has data, most of humanity's data on the internet, especially going to the dark web. And once you have access to – the dangerous part is this is the psychology of humanity. What causes behavior change? How do you influence humans? And they know how to do that and they can manipulate language better than anyone on the planet. That doesn't bode too well for humanity. It really doesn't.

**Michelle Stiles:**

Right.

**Dr. Joseph Mercola:**

They have access to it. They have access to the internet, they have access to human psychology.

**Michelle Stiles:**

Right. You really have to start unplugging-

**Dr. Joseph Mercola:**

That's not going to help us. They're still going to hit us because the system – yeah, unplugging is useful a certain, at least as – well, I'm not sure I agree with that completely. Unplugging from conventional media sources, absolutely. Unless you want to be entertained and know what the current narrative is seeking to be pushed.

**Michelle Stiles:**

Right, right.

**Dr. Joseph Mercola:**

Because I do regularly review the New York Times and I know 100% it is just pure propaganda, brainwashing bullshit. And I'm entertained by it to see, "Oh, that's how they spin it." But you know that going in. So, I wouldn't disconnect and just be in the dark. You really want to be aware of what their current strategy is.

**Michelle Stiles:**

Well, but the training, and I mean a lot of people are going to, obviously the homeschooling and getting them out of –

**Dr. Joseph Mercola:**

Yeah.

**Michelle Stiles:**

-you have to take the kids back. I firmly believe you've got to train them on reading and logical thinking, off the videos. Because the video, Jacques Ellul wrote a book called "Humiliation of the Word," and it was in 1970. He so perfectly portrayed what we see now in the social justice warriors. He said, "If you train people on videos, because it's a motion, narrative and it's not actual thinking like you would have to go through in reading a book and processing the information." And he said, "What training by video does is it produces an extreme conviction without logical coherence."

And so, you see that, the social justice warriors throwing themselves on the steps of the Capitol screaming and crying. So, these outward displays of emotion, and then if you interview them, they really can't even tell you, they can't articulate the problem well. And so, I was astounded that that's 50 years ago. He said, "Look, don't train through video." Or at least you can't abandon reading and training your thinking process and critical thinking skills. And so I think that's really important for parents to remember that, yeah, we have all these video educational materials, but they've got to read to get that thinking skill part.

**Dr. Joseph Mercola:**

Yeah. Sadly, that's an abandoned strategy for many folks. I like to read 20, 30, 40 books a year or more. Or actually I listen to them now because it's just a little bit easier for me to do that. I can consume more content that way. But it's a good point that the children are our hope for the future. And if you continue to enroll them in the traditional educational system, certainly it starts in kindergarten, grade school, high school, and certainly continues well into college and professional school, they're going to be brainwashed. They will absolutely be brainwashed because the whole system is designed to do that, unless you can get them into private schools or homeschool them.

**Michelle Stiles:**

Right. Yeah, absolutely. And we're seeing the results of that. I mean, we're seeing home-schoolers go and be able to master the knowledge that you need to go into college at 16. And so, we're seeing the fruits of that now, and even more so driven after COVID with the mandated vaccines. So actually, there's a silver lining in that, is that that's exploding the exodus outside of the school. So that's a good thing.

**Dr. Joseph Mercola:**

One of the few of the other one would be, it woke a lot of people up to the truth-

**Michelle Stiles:**

Absolutely.

**Dr. Joseph Mercola:**

-about vaccines. Obviously, they started to understand that the COVID jab was a hoax, but it opened their minds to the possibility that the whole vaccine system is a fraud. It's "Turtles All the Way Down," which is a recent book written about that. It's all based on fraud. You look at one sample. And there's never, ever, in the history of humanity ever been any studies showing that the vaccines are safe and effective. That work has never been done. It's been specifically avoided by the vaccine industry or the pharma. Pharma, more specific. Are there any other tools you want to review that they're using before we dive into what some of the solutions might be?

**Michelle Stiles:**

No, I think that's a good representation of their armament, so to speak.

**Dr. Joseph Mercola:**

So you have a new project, right?

**Michelle Stiles:**

Mm-hmm.

**Dr. Joseph Mercola:**

It reminds me, it's not really focused on legislation, as the National Vaccine Information Center, the NVIC. They have the Vaccine Portal, which was been such a magnificent tool that put together about 10 years ago to help people in the public, in local communities, and states, really pass legislation to counteract what would've been done. And I was surprised when I recently interviewed Barbara, because I didn't realize this, but the United States was the only country, major country in the world, that didn't have a vaccine mandate. And that was largely because of the work that was done through the Vaccine Portal, which is an amazing testimony to how powerful public action can be. Your project that you've put together reminds me of this in some ways, and I think it's great potential. So, why don't you describe it?

**Michelle Stiles:**

Yeah, it's basically on the idea, and we didn't talk about George Creel, but he's the founder of the committee, or he was the head of the Committee on Public Information and World War I. And he created what was called the Four Minute Men. And they were leaders, he recruited leaders in local communities and they would take essentially talking points from Washington. And in the middle of a reel change during a movie, they would stand up and extemporaneously give this speech from their heart.

It swayed a lot of people because they were respected in their local communities and people held them in high regard. There were 10,000 men that he trained. And so my challenge is that, if George Creel can mobilize 10,000 men to essentially spout Washington DC talking points on behalf of the war, let's mobilize 10,000 to protect the sheep, expose lies and the frameworks that are used to create them.

And I'm looking at saying, okay, so people don't think they can teach. Can they lead a discussion group? Can they bring this conversation into the lives of, certainly, their children? Can you sit down, take the book, lead a discussion group and teach the material? You could do that with church, meetups, book clubs, et cetera. And so that's kind of the idea is that we bring the discussion back to the people. And a lot of people go, "Well, what can we do? We think we're limited." And they're waiting for another Dr. Mercola to arise. You know what I mean? More Dr. Mercolas.

But the problem with anyone that gets lifted to prominence in our movement is that the news media, like a Howitzer on the hill, just trains their focus on that person and attempts to destroy them, as you well know. I mean, you could probably have stories that you haven't even shared with your community. So, in a sense, we have to stop waiting for leaders, high-profile leaders, to do the job. And we can start by doing something small like this.

**Dr. Joseph Mercola:**

It adds up.

**Michelle Stiles:**

It does add up, right?

**Dr. Joseph Mercola:**

Yeah. I think it's a really novel idea, for sure. I'm just curious, this George Creel character, he preceded Bernays by-

**Michelle Stiles:**

Correct. Well, they were actually contemporaries. Bernays was in the war, he was overseas in the-

**Dr. Joseph Mercola:**

He wasn't doing his dasterdly deeds at that time.

**Michelle Stiles:**

He was learning, he was in training.

**Dr. Joseph Mercola:**

Learning, yeah. So, it would seem like that would be a strategy that Bernays would suggest or eventually promote himself. Really clever. So, do you think this guy just independently figured this out? Or is there another tool in the government that was organized back then that catalyzed this type of pretty sophisticated propaganda?

**Michelle Stiles:**

You mean, Bernays or Creel?

**Dr. Joseph Mercola:**

Creel.

**Michelle Stiles:**

Creel. Well, I think some of it came from Britain. You have the Crow House and the Wellington House, right? So, I think they shared some information on that, and they were really learning on the job. And to me, I position Creel as just a large demonstration project. I think at the end of that, in his book, "How We Advertise America," he's doing a victory lap and just sharing, I think the enthusiastic "Look what we did." I mean, oh my God, I don't think they really expected to be able to do what they did. And his book is his boasting of all the things that they did in detail. And I really highly recommend it to anybody that has any illusions about American propaganda.

Start right there. Have your kids read it and go, "This is what we did." And I mean, that's what started me. I read that book and I kept asking people, "Did you know this? Did you learn this in high school?" And nobody, of course did. And I still have people say that to me as they're reading the book. They say, "I had no idea that that's what we did, our country." It's like the biggest secret. And so that's a good place to start.

**Dr. Joseph Mercola:**

Well, that's why I like your idea is the basic foundation here is that these techniques that we discussed, they work, there's no question they work. Don't even think about arguing that point. They are very highly effective tools. So, why the heck wouldn't we use the same tools? There's no law against using propaganda tools, especially when it's not propaganda. It's the truth.

But the tools work. So why not emulate their tried-and-true strategies? They worked in World War I. We could certainly repeat that process now. And I think a concerted effort that would get some traction, because it's going to need a large number of people. But you can make a difference. You can make a huge difference. And just as an illustration of that, is this anecdote I just shared with the Vaccine Information Portal for NVIC, literally, I don't even know if it was tens of thousands of people. It might have been thousands of people that were active and participated and played a role in legislative process and educated the legislators, which prevented a vaccine mandate, nationally, in the United States.

**Michelle Stiles:**

Right, so essentially-

**Dr. Joseph Mercola:**

It's done with just-

**Michelle Stiles:**

It's grassroots. It's grassroots, it's local, that's what you're saying. You know what I mean?

**Dr. Joseph Mercola:**

Right.

**Michelle Stiles:**

It's got to be local leaders saying, "We can do this. We can spread the word. We can stand up in our communities. We can hold the line right here. We'll just hold the line in our little spot." We need to-

**Dr. Joseph Mercola:**

I think if you're not in agreement to what we just discussed, then you probably should shut the video off right now because there's not a hope for you. So, it's a brilliant idea. How do people implement this? What are the steps? What's the process look like?

**Michelle Stiles:**

They just go to SmartSheepe.com, and that's sheep with an E, that's the Old English plural. So it's S-H-E-E-P-E.com. And they'll be a place where you can say, "Hey, I'd like to lead a discussion group." So, it's that's that simple. Don't think of it as teaching. Start a conversation, and anybody can do it. They don't have to be an expert. They don't have to have read all the books. They have to just agree to, "Let's open this information. Let's unpack the idea that America has been infected with propaganda for the last a hundred years."

And that's a real novel idea for people. And so I'm a big advocate that, "Let's leave right and left to the side. Let's not argue ideology. Let's join hands. Because that's part of what they're doing is to divide us and let's look at the material together. Let's face America's history together and make a difference that way." So, I guess an answer more fully to your question, they can get a study guide from me. I'll get a PDF study guide for them so they're not just on their own, and they'll have questions, discussion questions, some other additional insights that they can share with the group and just basically put the message out there.

**Dr. Joseph Mercola:**

So is there a specific plan, though, once these people or individuals are trained to pattern the process of what Creel did, which it sounds like going into movie theaters during the intermission between the reels and giving a four-minute presentation? Is there some-

**Michelle Stiles:**

Yeah, I do have a – what do I want to say? Yeah, I have plans to make it more of an outreach-type thing at some point. But I think we just want to start with getting information back, feedback with like, “Okay, what’s problematic for people? What’s raising questions? What do you need more support? What materials?” And I think once we start learning together, how can we put things, materials out there that'll help people to start seeing patterns and trends, patterns and trends so that they just go, "I see that. I figured out this is what they do when the truth is coming to the surface, they put together a committee where it gets whitewashed." We put in the hands of experts who will then decide what the real problem is, but really all they're going to do is shove it under the carpet and move it onto something else.

So when they can start to see those kinds of patterns, then they are much more able to navigate society and really protect their family, their wealth and resources. And we know now, Dr. Mercola, how dreadfully important this is, because your life could depend on it. All those people that took the vaccine, whose lives are gone and/or whose lives are permanently altered. So, this isn't this, "Oh yeah, maybe I want to do this," it's so vital. It's so vital now.

**Dr. Joseph Mercola:**

Yeah, so it could be multipronged too. Obviously, understanding the basics and the fundamentals of American propaganda, but then sort of multi-purposing that with respect to developing a preparedness group locally, because really-

**Michelle Stiles:**

Oh, absolutely.

**Dr. Joseph Mercola:**

-if things really-

**Michelle Stiles:**

Start to break down.

**Dr. Joseph Mercola:**

-degenerate, as many people believe they will, then the only way through that is to have a really strong community. You're not going to do it alone.

**Michelle Stiles:**

Right. Right.

**Dr. Joseph Mercola:**

You're just not going to do it alone. You're delusional if you think you are. So this could be one of the first steps to creating more awareness and spreading the truth locally and helping develop community.

**Michelle Stiles:**

Yeah. Yeah. Just starting with your freedom group or making a freedom group out of this endeavor. If you go to your friends and your neighbors and you get them to say, "Hey, look, this is what's being done," as you say, let's get a little bit more prepared. Let's start to take initiative, in a lot of things, food security. All that is just of prime importance right now, given all that they're doing with putting the mRNA vaccines in the food.

**Dr. Joseph Mercola:**

Yep. Wouldn't know.

**Michelle Stiles:**

So, there's a lot coming at us from a lot of different directions, Dr. Mercola.

**Dr. Joseph Mercola:**

Absolutely. Certainly, one of the primary books that they could review and understand what's going on is the book that you just wrote, which is "One Idea To Rule Them All." A good one to start with. It really goes over the basics. And once you finish this, then you can put it in your library and have it as a resource. Any other points you'd like to mention? Give us the name of that site again.

**Michelle Stiles:**

SmartSheepe.com. Sheep with an E.

**Dr. Joseph Mercola:**

SmartSheepe. S-H-E-E-P-E.com.

**Michelle Stiles:**

Correct.

**Dr. Joseph Mercola:**

SmartSheepe.com.

**Michelle Stiles:**

SmartSheepe.com.

**Dr. Joseph Mercola:**

And the book's available pretty much anywhere, right?

**Michelle Stiles:**

Yeah. I mean, mostly on Amazon, but you could actually get it at Barnes and Nobles if you request it. I don't think they're stocking it yet.

**Dr. Joseph Mercola:**

Good one. I enjoyed it and I want to thank you for writing it. Any other words before you leave?

**Michelle Stiles:**

No, that's it. That's it. I just – thank you. I appreciate you having me on. And I thank you for picking up a random book that came across your desk and giving me the opportunity to share with your audience.

**Dr. Joseph Mercola:**

Okay. All right. We'll definitely encourage people to go to SmartSheepe.com and start some of these groups. Because I think that could be a big effort to help limit the amount of propaganda we're being exposed to. It won't limit it, it will limit the impact of the propaganda. That's what it would do.

**Michelle Stiles:**

Right.

**Dr. Joseph Mercola:**

Okay. Well, thanks everyone. Thank you, Michelle.

**Michelle Stiles:**

Thank you Dr. Mercola.