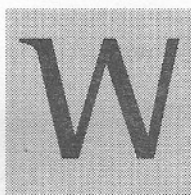


The dream of every leader, whether a tyrannical despot or a benign prophet, is to regulate the behavior of his people. —Colin Blakemore (*Mechanics of the Mind*)



hen Jeff Rense walked away from a #1 rated Oregon-based TV talk show, people suspected job burnout. But Rense wasn't burned out on his job—his dissatisfaction was with the entire mainstream news media machine.

Twelve years as an on-air news personality and production person “up and down the west coast” had left Rense alarmed and fearful for the public consciousness. He saw the viewing public barraged with “news” tainted by the influence of money, and power organizations controlling the very ownership of the airwaves. Rense had grown increasingly bitter about having to conform to a pasteurized press wire. Tabloid exploitation and gore mingled with thinly disguised press release “fluff” journalism had infiltrated and weakened mainstream broadcast information sources.

“I witnessed television news in the ‘70s recede from film journalism to a video product. Substance went out the door, and soon it became a question of putting on the air what sold.”

This control over our information and ultimately of our lives by multinational corporations is not new. Fred Friendly resigned as president of CBS News in 1966 because the network refused to cancel a fifth daytime rerun of *I Love Lucy* for a crucial Senate hearing on the Vietnam War. He was told that the loss of revenue from a delayed episode of *Lucy* was intolerable to shareholders, who would not accept any decrease in net profits.

But instead of retiring to a quiet country retreat as Friendly had, Rense committed to addressing what he felt was a need for a more open public forum committed to airing what the mainstream media never would. He set out to re-invent himself into a liberator of truth, which was trapped in the confines of a corrupt and bloated news broadcast industry.

Rense's first action item was to get back on the air—and on his own terms. To accomplish this, he walked into a radio station in Santa Barbara and paid for his own airtime.

Doing so freed him to focus on guests who would never reach broadcast in the mainstream. Soon, Rense's *Sightings* show became a conduit of news and information unlike anything found on mainstream or alternative news broadcasts. *Sightings* runs the gamut from outright lunacy (e.g. “aliens are actually an evolved subterranean lizard people”) to more down-to-earth topics like China's oppression of Tibet and government

The Most Dangerous Man in Talk Radio

Jeff Rense's Media Burnout Solution

By Kennedy Grey

whistle-blowing. *Sightings* has grown into an on-air forum for the vast undercurrent of organizations, personalities, scholars and theorists attempting to publicize realities deviating from the thin slice of culture to which our existing media caters.

"Talk radio is the last real hope for interactive education in the media," said Rense. "People listen to talk radio instead of staring at a television. Radio is theatre of the mind—a classroom of the mind."

Unlike other talk show hosts, Rense takes a back seat to the topic and guest at hand. "Unfortunately, in talk radio the host is generally the star and they never want you to forget that. In my case, I've always approached it from an antithetical viewpoint; the information on the show is the star and I'm just the facilitator. It's my job to bring the best out of each guest that he or she has to offer so that the audience can make the best possible informed decision." Moving beyond the radio and Web format, Rense is sponsoring his first "Best of the Best Conference," September 24-26 in Santa Barbara.

According to Rense, part of what has kept issues such as UFO sightings out of the mainstream media is the vast merging of media entities into ever-greater megalopolies.

"It's extraordinary—over the last 15 years most of the American media is owned by fewer than a dozen corporations. They have a mindset—it is all 'product,'" said Rense.

Rense's fears about media consolidation are easily validated. The Telecommunications Act of 1996 allows any network or company to own TV stations reaching as many as 35% of the nation's households (previously, the limit was 25%). In areas with fewer than 35,000 people, the local phone company can completely buy out the local cable company. The TC act also lifts national limits on radio station ownership—now one company can own up to eight stations in a market (AM or FM).

The TC Act also allows local phone companies to offer cable, and long-distance carriers to offer local phone service; cable can offer phone, or one can offer all three. With the expense of getting into new businesses like phone service or cable, these interests are more likely to merge than compete.

Most of the American media is owned by fewer than a dozen corporations

Seeing the Internet as the new frontier for media consolidation, Rense decided to get in and make a name for himself there before it became as corrupt and useless as the other forms of mainstream news.

It turned out to be a smart move. *Sightings* has begun appearing on the national radar. His nightly slot on Broadcast.com ranks him fourth behind the heavyweights of talk radio—Rush Limbaugh, Dr. Laura and Art Bell.

"The Web is the greatest opportunity that we as a culture have ever had to avail ourselves of the truth. On the other hand, it's also the greatest opportunity for the corporate mind to control people. The door has never been more wide open for intricate and sophisticated forms of fraud and deception and control," said Rense.

During his radio show, Rense stays online and receives a steady stream of e-mail updates and world news items from people and resources around the world—truly interactive radio for the next millennium. "With us, talk radio has become talk and see radio... and our listeners love it."

Rense's <www.sightings.com> website is also quite popular, currently drawing over 4 million total hits per month. Jeff personally selects and/or edits every single piece of data on the site. New material coming from worldwide sources is updated and posted daily.

According to Rense, the Web, even with its flaws, may help successfully wean our culture off television, an entity he describes as "the most ruthless and overwhelming weapon of control and influence ever on the planet without question."

"The Communist Chinese haven't missed it—their goal is, by the year 2000, to have a television in every home in all of China—1.1 billion people. They know," said Rense.

Though his disillusionment with television stems from his own firsthand experience within the medium, Rense's feelings are also driven by a reason closer to home—his young daughter.

"Some children watch television 30 hours or more a week. The medium is so strong it actually turns these children into little templates of behavior. Kids nowadays are primarily a composite of what they think they ought to be and what they're shown on TV to be cool, hip, trendy and stylish. They don't know who they are anymore," says Rense.

"I call this the 'Age of Irrationalism.' There is very little pragmatic, critical thinking performed by the mass of America. There are irrational responses because we are a reactive society. People react to stimuli—that's the big game. They react to images and sounds."

And not just random images or sound—but ones engineered to cultivate a "buy" response. That same aim at demographic slices of our culture employed by the mass media news has even occurred in our public schools. Free classroom materials are produced by 64% of the 500 largest American industrial corporations. It's no surprise these "learning" materials concentrate on nutrition, energy, environment and economics, almost all supplied by industries with a stake in their own answer to the problems posed in the materials.

According to Rense, it gets even worse. Not only are television messages engineered to elicit a response, but they are fed to viewers who are in "a trance-like state induced by the flicker of the television broadcast signal."

"It's said that within two minutes of watching television, most people enter an alpha state of hypnosis bordering on deep theta. Viewers in this state are no longer able to critically evaluate, discern or pass judgement from their own moral database. The information flows unimpeded into their subconscious over the years," said Rense. "Children watch violence and every negative thing you can imagine, and that all goes into the subconscious. By the time our young people are 16, they've witnessed 8000 violent murders and 200,000 violent injuries on television—and each enters that child's subconscious."

"Add to that our new era of non-accountability. No one is responsible—it's always someone else's fault. So you have irrationality and non-accountability, and gross social irresponsibility. Combine all of that with the gross social mind control perpetrated by the monopolies behind television, and whether it's intentional or accidental, you have almost complete control of a society and the people in terms of the

Jeff Rense is heard nightly on the primary radio broadcast satellite, Satcom C5.

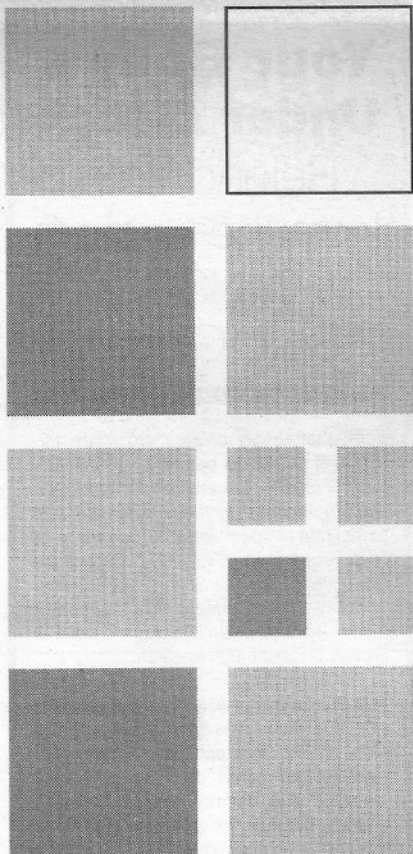
Monday-Friday 7-10pm PST (live)
C5 Transponder 15 Ch. 02-0.

Monday-Friday 10pm-1am PST
(replay) C5 Transponder 15 Ch. 02-0

Sundays 8-11pm Pacific (live)
C5 Transponder 15 Channel 18-0

Live Show Listener Call-In Number:
800.850.5043

Website: <http://www.sightings.com>
e-mail: eotl@west.net



media and the monopoly press."

According to Rense, practice for eventual real-life participation in all that subconscious violence is being performed by millions of children every day—via video games.

"Children are no longer passively watching violence and death and negativity, they are actually participating in a virtual sense, they are killing and maiming and destroying in video games."

So where's the line between virtual and real killing? Rense feels that line has been crossed with the recent school shootings and mass killings.

"People see violence as a solution to crisis and stress. So it's no wonder there's so much social decay and violence in America." Proving this out, Rense challenges us to "Watch the average children's programming on Saturday morning. Within a 30-second commercial during that morning slot there are routinely over 50 scenes of light speed, amphetamine pacing. Each commercial is aimed at cracking into that child's subconscious. So now if you put that same child alone in a room with a book, he wants out so fast... they don't know how to read, they just want to get back to the drug."

Despite the plethora of guests and the wide range of topics on *Sightings*, when asked what he personally feels is the greatest cause for concern in our culture, Rense's response is less conspiratorial than mundane.

The answer? "We're seeing the loss of our individuality and our ability to think," said Rense.

Coming from a man who, on a daily basis, tries to keep our minds open to realities considered taboo by the mainstream media, that answer is no surprise.

—Kennedy Grey is a writer living in L.A. His work has appeared in *WIRED*, *Red Herring*, and *Marketing Computers*. He is the founder of a new non-profit organization called *Rock Against Suicide* at [<Motive8@aol.com>](mailto:Motive8@aol.com).

Free classroom materials
are produced by 64% of
the 500 largest American
industrial corporations