



## **Top media company demands reporters write pro-US/EU/Israel propaganda**

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**Ben Norton:** We have known for many decades that Western corporate media outlets are just propaganda mouthpieces for Western governments serving their interests. But rarely is it openly admitted that they are blatant mouthpieces for Western governments and that their employees must toe the party line or they lose their jobs. But surprisingly, this October, we actually now have some further evidence showing that one of the top Western media companies requires all of its employees to basically sign a loyalty pledge that they will support US foreign policy, the European Union and apartheid Israel, along with capitalism and the free market. Here is a mainstream journalist acknowledging, this is Ben Mullin from The Wall Street Journal acknowledging that Politico, this is a report, I'll get to the report in a second, from this company, Axel Springer, which I'll talk about in a second. But this is a company that owns, amongst other outlets, it owns Politico. And here, he says, Politico staffers, so these are the so-called journalists who work at one of the top US media outlets, Politico will be to be expected to adhere to the company's guiding principles, including, quote, support for a united Europe, apartheid Israel's right to exist and a free-market economy. This is the great free Western democracies we're supposed to believe are the freest countries in the world. This is the so-called free, independent media that we're supposed to believe that the great Western democracies provide. And unlike the authoritarian regimes. Here is Wall Street Journal admitting it openly: Politico's New Owner Plans to Grow Staff, Launch Paywall. This is behind, this is in archived.today, because it's behind a paywall, so I couldn't read it. So Axel Springer is the company we're going to talk about here. Axel Springer, which owns Politico, among other media outlets. Axel Springer plans to eventually

put up Politico's content behind a paywall and immediately boost the blah blah blah blah blah... So this is the unimportant part, just talking about all of the latest business news. But here, here's the relevant section. Up here it says, this chief executive of Axel Springer, his name is Mathias Döpfner, he said that he plans to grow Politico's footprint both in the US and overseas by introducing new industry focussed products and services and by broadening the scope of coverage. He also said he expects Politico staffers to adhere to Axel Springer wide guiding principles that have raised controversy at times in its German properties. They won't formally be required to sign a written commitment to principles like employees in Germany. However, Politico so-called journalists are going to have to basically declare a loyalty oath to a so-called united Europe, that means the European Union, the bankers cartel known as the European Union, also, quote, Israel's right to exist, which that's always what apartheid Israel supporters say, right to exist, that they never use that with any other country on Earth. No one ever says, does the US have a right to exist, does Germany have a right to exist? But for some reason, the settler colonialist apartheid Israeli regime, as it ethnically cleansed the indigenous Palestinian population constantly, were constantly forced to show a loyalty oath to this apartheid regime and insist that it has a right to exist that we never talk about for any other country and a free market economy, amongst others. "These values are like a constitution, they apply to every employee of our company", Döpfner said. This is the CEO of Axel Springer. One of the top Western media companies. He said people with a fundamental problem with any of these principles should not work for Axel Springer. Very clearly. So this is a blatant admission that one of the top Western media outlets requires all of its employees to write pro EU, pro-Israel, pro-capitalist, and, of course, pro US propaganda, because it's been long, it's been widely suspected, going back decades, that this major company, Axel Springer, which owns numerous media outlets, is a CIA front. It has been expected for many decades, and I'm going to talk about some of the evidence that it has received money from the CIA. Now, what are the publications that Axel Springer owns, because this is not just Politico, this is impacting, this is a huge swath of the Western corporate media. Here are some of the major media outlets owned by Axel Springer. Business Insider, you probably have seen. Insider related Politico. And a lot of German newspapers, including Bild, one of the largest newspapers, Die Welt, another major newspaper in Germany and tons of other media outlets. But in terms of, you know, I think most of my audience are probably people in North America and, you know, English speakers not as much focussed on Germany. This is the media, this is the company that owns the media outlets, Business Insider and Politico and a huge section of the German press, which openly states publicly, doesn't hide the fact that it requires its employees to do propaganda for the US, apartheid Israel and the European Union. Now I mention that it's long been suspected that Axel Springer, this major Western Media Corporation, has been funded directly by the CIA. Here is a German newspaper called taz, and I'm going to send you the Google Translate because my German is very bad. It's called CIA and the press. The relationship between the CIA and the US press was formed during the first Cold War. The Secret Service, that is the US, smuggled 400 CIA agents into the press, as Carl Bernstein revealed in the Rolling Stone. This is a major cover story in the Rolling Stone that I've talked about before. There were CIA mouthpieces, CIA propagandists at the New

York Herald Tribune, Hearst Outlets, AP, Reuters, ABC, CBS, Newsweek, the Miami Herald. Huge, huge media outlets. Basically all of the major Western media outlets. You can bet the New York Times as well. The Times editor was classified as an informant by the CIA, as was the CBS president and the founder of Time- all CIA informants. In addition to the CIA, they were amongst the financiers of the Cold War propaganda machine the Congress for Cultural Freedom, which was a front of the CIA, used to support anti-communist groups, pro imperialist groups around the world. From 1950 to 1967, the CIA front, the Congress for Cultural Freedom, had offices in 35 countries, published a thousand books and published over 20 magazines, including German and British outlets. In capitalist West Berlin the Congress was also linked. And even Axel Springer, again, one of the top major Western media corporations, is said to have received \$7 million from the CIA, according to a report in the Nation. It was not until the 1970s that the US House of Representatives put an end, supposedly, to the wrangling between the press and the Secret Service. That's obviously absurd. Anyone who believes that is extremely naive. The CIA obviously has tons of assets and allies and mouthpieces and frankly, probably straight up agents working in the Western press. And now we have one of the major top Western corporate media companies, which owns numerous major media outlets, admitting that all of its employees have to be propagandists on behalf of the US government, the European Union, apartheid Israel and capitalism. And we're supposed to believe that this is the great free press that we have to defend our great democracies and freedom. No, I mean, as has been consistently shown again and again in the famous books by Michael Parenti by Edward Herrmann and Noam Chomsky, of course there's this manufacturing consent. It's been shown again and again and again that corporate media outlets act simply as the unofficial front for Western governments and especially the US media. They act to manufacture consent for Western crimes, to manufacture consent for whatever the ruling class wants to do, the capitalist billionaire oligarch elites and the US says this year or this decade, we're going to wage war on Iraq, and they manufacture consent and spread lies to get a majority of the US public supporting a war based on these lies. And then they go and they say, we're going to start a new Cold War in China, and we're going to start a war with Beijing over Taiwan. And we're going to print lies and propaganda constantly non-stop and scare people to support to manufacture consent for that new Cold War. That's exactly what they do today. So they've done it for decades. And they force their employees to be propagandists. And if you don't follow that programme, if you don't toe the party line, if you rock the boat, you will be fired. You will be pushed out. You will not have a job. You will not succeed. That is exactly how Western so-called free corporate media operates. And it's extremely important that we talk about that and show that there are corporations that own numerous media outlets admitting very explicitly what their real agenda is.

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