



Michael Rubin

When I was a child, I loved to watch cartoons. I was young and thought it was funny when Bugs Bunny blew up Elmer Fudd. All of my heroes won over evil, managed to find the bad guys in time to stop innocent people from getting hurt, and showed loyalty to the United States. In the cartoons, the bad guys always tried to poison and brainwash innocent people to carry out their deeds, teaching me, as a child, the difference between good and bad. The same themes were always used: the poor, unfortunate, lower class people were always being brain washed, and the bad guys always had darker skin and were dressed like the enemy of the day. At the end of each show they delivered the message that we should look out for bad guys trying to brainwash us into thinking that if we stay in school, learned a craft or skill, and worked hard for some big corporation, we would find success and happiness.

When I grew up, I found the word “propaganda.” This meant that you told stories with only the details that it would take to sell you a certain way of life. I watched advertising that would say, “eat this and it will guarantee your success,” “use this laundry soap and your clothing will always look new and expensive,” “drive this car to show your success,” etc. In politics, only the US Government has the keys to Justice. This is everything I was taught by the media when I was growing up the United States during the 1970's and 1980's. We had to hate the Russians and be ready to be called into the draft to save the world from evil because I was American and held the key to Justice. Kind of funny, I think.

By the time I was 40, I learned that the Soviet Government was not evil and nor were they citizens of this country. I learned that everyone has a good story worth listening to. I learned that our corporations don't want everyone to be heard as individuals. This is why I became a marketing person, to help everyone who wants their story heard. Let's tell the whole story and deliver the whole message. I believe we all have a success story to share, let me help you share yours.

I am media and marketing person. The goal is to get the truth to the regular people. Not just the corporate spin on truth but the real truth so we all can decide what is best for us.

