

Messaging 101

On October 7th, 2023, Hamas, an officially US-designated terrorist organization, invaded Israel and committed unspeakable atrocities. Not long after that, Rashida Tlaib was leading a protest against Israeli military operations in Gaza. That was immediately followed by a faux-coup attempt when the Cannon House Office Building in DC was stormed and occupied by dozens, perhaps 100's, of these pro-Hamas protesters.

This operation went off without a hitch. The observation balcony surrounding the well of the building was overflowing with activists, all wearing the same bowling league tee shirts and chanting out their message. This seems de rigueur for the Leftist overrunning of State Houses these days. Down in the well, the sit-iners pointed their protest signs at the security cameras located in the ceiling to make sure their message was recorded and beamed out all over the world. Note that the banners didn't say "GAS THE JEWS!" but rather "JEWS FOR CEASEFIRE NOW!" Gosh gee whiz, who could be against a ceasefire?

As if on cue, every once in a while a Capitol Police officer would be recorded strolling in to the well to ostensibly "arrest" one of the protesters. The activists were recorded being escorted out of the well in a very peaceful and orderly manner. How beautiful.

To me, it seemed like the whole affair was scripted and rehearsed, which is to the organizers' credit. In just a few days, everyone involved was notified by some eusocial media channel and brought to DC. Everyone received the appropriate bowling league messaging tee shirt and/or banner and knew exactly what their assigned spots were in the Cannon House Office Building. I wonder if the Capitol Police extras were paid for the cameo appearances they made in this performance.

There were reports of some scuffles between activists and police. However, as far as I know, those video events never made it to the airways.

Pulling off a stunt of this magnitude requires not only guts, but money, planning, logistical expertise and a well-honed understanding of how the US eusocial-cultural-messaging system works. So what if this was all set up and funded by the Socialist Haters of America or whatever. The operation was executed flawlessly and the message got sent out in dramatic fashion. Again, all this was set up in just a few days.

Call me an old fuddy-duddy, but isn't storming and occupying a US Federal Government office building illegal? Isn't using this same US Federal Government office building to film a propaganda video for an officially sanctioned terrorist group like Hamas in a de-facto time of war a violation of some anti-terrorism statute? Doesn't this incident qualify as providing material aid and support to a terrorist organization?

Well, I guess not. I checked for a mass-media Republican response and found none. The House Republicans did eventually censure Rashida Tlaib for her "river to the sea"

tweet, which is better than nothing. And I have to admit, it did shut her and the rest of the Squad up for a couple of weeks.

I did visit a bunch of “conservative think tank” websites who are fighting to save our freedoms. I saw a lot of “Donate” buttons, but never really heard or saw anything that could be construed as an organized response to the faux-insurrection. For soi-disant think tanks, I’m not seeing a lot of outside-the-box neurological activity. Maybe they should call themselves conservative sleepy-poo tanks instead.

Since conservatives seem to be deficient in the art of 21st century messaging, I am now offering this introductory course called Messaging 101 free of charge. We’ll use as a case study the \$14.3 billion Israeli aid package. The response will be modelled after the Cannon House Office Building episode, a model that’s been proven successful.

On November 2nd, 2023, the Republican-controlled House passed a \$14.3 billion Israeli-only aid package spending bill. Twelve days later, on November 14th, the Democrat-controlled Senate tabled the motion to take up the bill. Every Democrat senator voted against providing aid to Israel. Ironically enough, earlier that afternoon Senate Majority Leader Schumer was at the March for Israel on the Mall and gave a speech supporting Israel. A few hours later, he voted against providing aid for Israel, essentially throwing Democrat Party support Hamas’s way. This is a messaging opportunity begging to be exploited.

Please note that peripheral issues, such as IRS cuts to pay for the aid, are to be ignored. Even if true, when it comes to messaging, facts and context are irrelevant. For example, Republicans are not removing genderqueer kiddie porn books from public schools, they’re into book banning, a powerful meme.

Now for the response dynamics. Many of these elements should be applicable across most Leftist event responses.

- Recruit a team of a few dozen dedicated activists and keep them on standby. When the time comes, send them plane tickets and an assembly point.
- Print up all the event-specific banners and bowling league messaging tee shirts and distribute them to the activists at the assembly point. Have plenty of MAGA hats, Nazi swastikas and Confederate flags/decals at the ready. More on that later.
- Go over the day’s game plan, rehearse the message that you wish to convey, and make sure everyone knows what role they are to play. Then march to the protest site.
- Notify CNN, MSNBC, and all the other usual suspects that there’s going to be a violent MAGA protest erupting at such and such a place and time.

- When met by riot police, let them know that you wish to film a faux-scuffle with a police officer. The would-be scuffler should be an old white guy wearing a MAGA hat and have a noticeable crucifix dangling around his neck. Make sure that no matter what angle the videographers record the scene from, they must include banners and tee shirts displaying your message du jour. This is where the Nazi swastikas and Confederate flag decals come into play. Without them, your protest will probably be ignored by the Leftist media. However, when these Leftist videographers see banners and tee shirts with Nazi swastikas and Confederate flags on them, they will be transported into a state of transcendental ecstasy. Your message will then be broadcast on every eusocial media platform imaginable (YouTube, Facebook, Instagram, TikTok, maybe even Rumble, just to name a few).
- When asked, just tell the truth - that this is your strategy for getting tv and eusocial media outlets to broadcast your message for you.

For this particular instance, i.e. all Democrats voting against aid for Israel, here are some suggested banner and tee shirt messages.

- Democrats Love Hitler.
- Democrats Love Hamas.
- The Democrat Party is a Jew-hating party.
- Democrats: Defund the Police, Defund Israel.
- Democrats: \$368 billion for global warming, \$10 billion for Hamas, \$0 for Israel.

Questions?

Lawrence M. Bates

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admin@syntheticintuition.com