

How to Cripple the Left-Wing Media Machine

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A little over two weeks ago, a candidate for a county judge position in Texas by the name of Lesa Pamplin tweeted that her goddaughter, a player for the Duke University volleyball team, had been repeatedly called the “n-word” during a match against Brigham Young University. The player, Rachel Richardson, later confirmed the allegation in a statement on her own Twitter account. Richardson claimed that the BYU student section shouted the slurs at her every time she went to serve the ball. The left-wing media couldn’t resist the opportunity to paint a group of white church-goers as vile racists.

ESPN, Good Morning America, ABC News, Deadspin, and other national media outlets repeated Richardson’s story without a hint of skepticism. Richardson’s father, who happens to be the deputy director of the ATF, gave interviews on CNN about his daughter’s incident.

The only problem is that Richardson’s story didn’t make any sense. It was rather unbelievable to think that in 2022 someone could repeatedly shout the n-word in a public setting and not be pummeled or — at the very least — recorded on someone’s iPhone. And anyone who has ever been around a group of Mormons know it’s even more absurd to think it happened at BYU. The BYU basketball team, which had mostly

black players, was standing right next to the student section, and yet none of them had a problem with someone purportedly shouting slurs? After a weeks-long investigation, BYU revealed what we all anticipated: according to at least half a dozen recordings of the game and over 50 interviews with attendees and athletic officials from both BYU and Duke, there was no evidence that anyone in the audience ever called Richardson a racial slur.

The same media outlets that breathlessly reported on Jussie Smollett's night of MAGA horrors in Chicago and Bubba Wallace's magical teleportation from a NASCAR garage to a KKK rally once again looked foolish. But it didn't matter. As we know, follow-ups and corrections by the media never get as much attention as the original story, and the media had accomplished its goal of contributing to the woke narrative that America is a nasty and racist country.

The liberal media has no shame in getting stories wildly wrong because they no longer believe it is their job to strive for truth and objectivity. The election of Trump in 2016 saw the media adopt new platitudes like "defending democracy", "speaking truth to power", and "standing up for marginalized communities". Since then, newsrooms have been even further infected with the woke virus. Today's rising journalists derogatorily refer to fair and balanced coverage as "both sides-ism". The left believes it is an abdication of journalistic duty to present conservative viewpoints without "context". The "context", of course, being that conservatives are wrong about everything they say,

and are horribly racist, sexist, homophobic, and transphobic bigots. If you give a platform to a conservative, you might as well be giving a platform to a Nazi.

In practice, this means journalists are operating like full-on activists. Newsroom style guides have been updated with the preferred language of progressive organizers, such as at the LA Times or Washington Post, where they replace pregnant women with pregnant people or birthing persons. Anything Republicans do is framed and described on the left's terms, such as Florida's Parental Rights in Education bill, which was quickly dubbed the "Don't Say Gay" bill, a moniker dreamed up by a local LGBTQ advocacy organization. These same activist organizations are actually invited into newsrooms to lead sensitivity trainings, like at Politico, where reporters were told how they were and weren't allowed to write about transgender people by members of the trans lobby. News outlets are rarely allowed to publish actual conservative opinions — the New York Times' publication of a Tom Cotton op-ed calling for the National Guard to quell riots in the summer of 2020 lead to the dismissal of multiple editors. Editors and reporters who step out of line are publicly tarred and feathered by their own colleagues, such as when the Washington Post's Felicia Sonmez went on a jihad against Dave Weigel because he retweeted something she thought was sexist. The media further silences its political opponents by threatening to dox and cancel people who don't toe the Democratic Party line. Even here, at this conference, goblin-esque reporters lurk in the corners waiting for one of us to say something they can spin into a gotcha headline or a viral tweet.

Since reporters are now operating as activists, we need to treat them as such. Stop playing by the rules of bad faith actors who despise you. There are too many conservatives who foolishly believe that a national media who hates everything they stand for will give them a fair shake. They continue to grant interviews, stories, and scoops to left-wing media outlets and then complain when inevitably their message is distorted beyond recognition. They come crying to independent and conservative media, asking us to help them get the truth out. Enough. The legacy media only holds so much power because we continue to give it to them. Institute a blockade of information, and you will soon see their influence wane.

And by the way, can we please stop arguing on the left's terms? Critical race theory is racism. Partial-birth abortions are infanticide. And for the love of God, stop with the "Democrats are the real racists". That is a game you will never win, and we need to stop sanitizing our language to appeal to people who will never like us.

Conservatives also for years thought they could change the media by infiltrating it with its own army of reporters. They would train young conservatives in journalistic principles and send them off to work for places like CNN and MSNBC. It was an experiment that failed miserably. Instead of slowly taking over, these conservative journalists were either chewed up and spit out, neutered by their editors, or were slowly transformed by the echo chambers they found themselves in. We have no choice but to create our own media outlets that are dedicated to truth rather than think a few well-placed reporters will make any difference in the rotten left-wing machine. Trust in

traditional media is declining year after year — we must be there with alternatives to capture audiences who are tired of the lies and spin. And as an aside, breaking up the Big Tech oligarchy would go a long way to making sure our alternatives are not suppressed and censored when they tell the truth, like when Twitter suspended the New York Post for its accurate reporting on Hunter Biden's laptop.

It is time to go on offense against the left-wing media machine when they try to lie about us. Earlier this year, the Washington Post tried to cancel fossil fuel advocate Alex Epstein over 23-year-old blog posts from his time in college. Instead of responding to the request for comment from the reporter, he posted it publicly along with an in-depth video breaking down her false claims and the potential motivations for the attack. His supporters rallied around him, and when the Washington Post article about his work finally came out, it included none of the allegedly objectionable material from his college years. Our friend on this panel, Christina Pushaw, did a similar thing when the Washington Post's Taylor Lorenz set out to dox Libs of TikTok. Christina posted the dishonest and vaguely threatening email from Lorenz and informed everyone about what Lorenz was up to. Libs of TikTok followed up with a disturbing image of Lorenz lurking outside the home of one of her family members. By the time Lorenz's story came out, it had lost its resonance because conservatives had already ripped the concept to shreds.

In March, I was fired by leftist media executives who oversaw a local conservative radio station because a Rolling Stone and Daily Beast contributor accused me of racism.

Needless to say, it was a dishonest smear. What really happened is I made a joke about Vice President Kamala Harris's brown skirt-suit during the State of the Union. I quipped that Harris looked like a UPS employee and utilizing the old UPS slogan, asked "What can brown do for you? Nothing good apparently." No one had a problem with my joke until days later when I spoke out about the horrors of hormone therapy and gender reassignment surgery aka genital mutilation surgery on minors. That was when the left reframed the Kamala tweet as being about her skin color and fired off emails to my employers seeking to get me fired. It worked at my part-time radio gig. I could have kept quiet and likely no one would have ever known about the incident. But I recognized that doing so would only allow these executives the victory of having dealt with their "problematic" employee — and that they would likely do it again to someone else who ran afoul of the woke mob. Indeed, the woke mob thrives on its victims being shamed into silence. Instead of incentivizing their behavior, I publicly blasted them and the cowards at the radio station. The negative coverage they received for firing me far outweighed the few emails they got from the left complaining about my joke. Next time, hopefully they'll think twice before trying to appease the woke mob. And I'm doing just fine. I launched my own podcast Unfit to Print, which will now be expanding into a weekly Sunday night radio program on WCBM 860 in Baltimore. This fall, my first book about the woke millennial takeover of the corporate media will be published by Post Hill Press. A few years ago, being branded a racist might end your participation in society. Now, sane people see cancel culture for what it is — dishonest censorship of the political opposition. Now, Cancellation is often only what you make of it.

Standing up to the left-wing media takes guts. But the status quo cannot continue. The media's stranglehold on public information means that they not only control what people read or hear, but how they think. Without a concerted effort to curb the establishment media's national influence, conservatives have little hope of their ideas being restored in the public conscience.