

# Who Is Behind the Trusted News Initiative?

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✓ Fact Checked

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## STORY AT-A-GLANCE

- › The Trusted News Initiative (TNI) was founded by the BBC in July 2019. While TNI claims to promote democracy and freedom, its purpose for being is global information control
- › Partners in the initiative include global media outlets such as The Washington Post, Reuters, The Associated Press, AFP, the Financial Times and the European Broadcasting Union (EBU), and Big Tech partners such as Google, Facebook, Twitter, YouTube and Microsoft
- › TNI was formed mere weeks after a Reuters Institute report revealed trust in U.S. media had slipped to an all-time low of just 29% — the lowest of the 46 countries included. Clearly, people were going elsewhere for the facts, and that probably had everything to do with the creation of TNI. They have no control over alternative media, so they needed a comprehensive way to shut them all down
- › By suppressing information about early treatment and the adverse effects suffered from the COVID shots, TNI partners have played a direct role in the destruction of lives. In short, TNI is the converse of “trusted news.” It is the very “fake news” it claims to combat
- › In addition to TNI, Google also has a similar program going on, called the Google News Initiative, which includes a \$300 million funding commitment to the future of the news industry. The Google News Initiative is partnered with advertising agencies in a program called Trusted News for Trusted Advertising (TNTA), to ensure advertisers don’t have their ads associated with “false or misleading news,” thereby allowing them to “regain control of the media on which they publish the advertising”

What is the Trusted News Initiative (TNI)? As you may have discovered, Orwellian doublespeak is rampant these days, and many organizations are named in complete opposition to their intended purposes. Such is the case with the TNI as well.

As explained in the video above, created by Steve Kirsch's Vaccine Safety Research Foundation (VSRF), TNI is an organization created for the purpose of global information control. It was founded by the BBC in July 2019,<sup>1,2,3</sup> mere months before the COVID pandemic shattered all semblance of free speech rights.

Partners in the initiative include global media outlets such as The Washington Post, Reuters, The Associated Press, AFP, the Financial Times and the European Broadcasting Union (EBU), and Big Tech partners such as Google, Facebook, Twitter, YouTube and Microsoft, just to name a few.<sup>4,5</sup>

## **TNI Formed as Trust in Mainstream Media Hit Rock Bottom**

As astutely noted by Elizabeth Woodsworth in The Liberty Beacon,<sup>6</sup> TNI was formed mere weeks after a Reuters Institute report revealed trust in U.S. media had slipped to an all-time low of just 29% — the lowest of the 46 countries included. Canadians trust in mainstream media was only slightly better at 45%.

Also supporting the distrust in the media is an even more appalling recent Gallup Poll.<sup>7</sup> Just 16% of U.S. adults now say they have "a great deal" or "quite a lot" of confidence in newspapers and 11% in television news. Jimmy Dore goes into more details below.

This massive slip "can only mean that people are going elsewhere for their news," Woodsworth said. And that probably had everything to do with the creation of TNI. They realized people didn't trust mainstream media anymore and were looking elsewhere for the facts.

This presented a serious problem, as they had no control over alternative media. How then would they shut down undesirable facts and theories that might jeopardize the smooth transition into the New World Order? Enter TNI and a new cadre of "fact checking" organizations to wrangle the unruly masses back into the brainwashing line.

## **Promoting 'Freedom and Democracy' Through Censorship**

According to TNI, its first order of business was to "promote freedom and democracy" by preventing foreign interference in the 2020 election. However, TNI's mission didn't end there. Its Big Pharma backers had a vaccination agenda right from the start, and TNI has been instrumental in promoting that agenda and upholding their financial interests.

In 2019 — before we knew anything about the COVID shots to come — TNI warned that "anti-vaxxers are gaining traction" and that online platforms would need to intervene using algorithms to suppress the growing anti-vaccine movement.

In addition to suppressing undesirable vaccine content, TNI also floods online users with pro-vaccine messages to drown out what little opposition is left. As noted by VSRF, from the start, TNI sought to normalize the use of this experimental gene transfer technology, despite a mountain of unanswered questions about the safety and efficacy of mRNA technology.

Suppressing early treatment successes was also part of the vaccine agenda, as early treatment options posed a direct threat to the Emergency Use Authorization of these experimental shots.

To that same end, TNI also fueled hatred against the unvaccinated, and hired so-called "fact checkers" to publish false fact checks and hit pieces on those who questioned the sanity and safety of pandemic countermeasures, such as masks and lockdowns, or raised concerns about the experimental shots.

## **We're Made to Pay for Our Own Destruction**

Hundreds of outspoken doctors and scientists — including experts from Harvard, Stanford and Oxford — have been banned and deplatformed over the past two and a half years.

No matter how prestigious their careers, they've been labeled "dangerous" and targeted for neutralization. Many have lost their careers. They've been ousted from professional

associations and stripped of their medical licenses.

**“ By suppressing information about early treatment and the adverse effects suffered from the shots, TNI partners have played a direct role in the destruction of lives. In short, TNI is the very 'fake news' it claims to combat.”**

Thousands of vaccine-injured people have also been accused of spreading "misinformation" and have been targeted for elimination from social media, while mainstream media (MSM) have roundly ignored their plight and pleas for recognition and help.

As noted by VSRF, by suppressing information about early treatment and the adverse effects suffered from the shots, TNI partners have played a direct role in the destruction of lives. In short, TNI is the converse of "trusted news." It actually creates and promotes mis- and disinformation. It is the very "fake news" it claims to combat.

And "Who's paying for this harmful suppression of science?" VSRF asks. The answer: YOU are. We all are, through our taxes. Government has spent billions of tax dollars to promote the experimental COVID jabs, which benefits no one but Big Pharma, various patent holders and investors.

## **Legacy Media Is on the Wrong Side of History**

In a June 25, 2021, article, unidentified staff at TrialSite News commented on the shocking censorship that was already becoming apparent:<sup>8</sup>

*"Since time immemorial, those with power have used it to control those without. In the modern world, big government and big tech represent the seats of power when it comes to who is allowed to say what. Of course, many think that 'private companies' can regulate speech in any way they see fit. But from either an ethical or legal point of view, this is false ...*

*Legally, the Supreme Court has long held that when a private company creates something that functions as a public square (think of a company town), the First Amendment comes into play.*

*Way back in April 2020, it was already clear that the then-existing online socio-political censorship was going to expand into the world of science, medicine, and academia in the new COVID-19 era. On April 1 of that year, early in the pandemic, Foreign Policy took a look at these questions in a piece titled, 'Coronavirus Has Started a Censorship Pandemic'<sup>9</sup> ...*

*[D]isallowing good-faith medical information because the public can't be presumed to properly weigh claims is infantilizing said public, along with dismantling the free speech culture ...*

*The efforts now underway to completely suppress positive data associated with early-onset treatment prospects such as ivermectin or the squelching of any discussion of vaccine safety issues is completely unacceptable in a civilized, democratic market-based society. Those perpetuating such offenses are in fact on the wrong side of history."*

And who are the ones perpetuating these offenses? The TNI, for sure. TNI partners have censored and tried to ruin the reputations and careers of fully qualified and licensed public health experts, doctors and scientists — all in the name of protecting you, the audience, from the life-saving information these experts are trying to share. In her closing remarks, Woodsworth says:<sup>10</sup>

*"Regarding COVID-19, Dr. Piers Robinson, co-director of the Organization for Propaganda Studies, has judged, 'It wouldn't be an underestimation to say that this is probably one of the biggest propaganda operations that we have seen in history,' concluding 'what happens is down to how people resist and how much force and coercion the authorities use.'*

*Indeed, the very foundation of democracy is that public wisdom should be consulted and given its head in self-rule. The public has the constitutional right*

*to full information to form and express its own conclusions and does not need a coordinated TNI to corral and contain it.*

*It is utterly outrageous that the voices the public needs from the top public health figures at its best universities are being denied to its hearing. A far superior job of investigative reporting is being done by the hard-working alternative media researchers without Big Pharma's blood-stained advertising dollars."*

## **Organized Control**

The reason the TNI has been so effective in shutting out opposing views is because all of the partners work together in a highly-organized manner. When one identifies a piece of "misinformation," the order to quash it is shared across platforms. The same goes for the official narrative. Everyone supports and promotes it, no matter how illogical.

A debunking piece by one legacy media partner is used as "proof" by another, and Big Tech platforms, of course, have unprecedented ability to suppress unwanted content and push "official" or approved content to the front using algorithms alone.

As for who actually decides what the official narrative is supposed to be, your guess is as good as mine. What we do know is that wealthy and powerful interests control media worldwide.

Two major media controllers are BlackRock and the Vanguard Group, which combined own a vast majority of the world's assets, including media companies. Another is [Bill Gates](#), whose self-serving "donations" ensure media treat him like a medical expert (or climate expert, or nutritional expert, or agricultural expert) when, in reality, he's just promoting ideas that will make him a ton of money.

## **TNI's Not-so-Trustworthy Sources**

And what about TNI's "trusted sources"? Aside from other TNI partners and their fact checkers, trusted sources are the public health agencies, such as the World Health Organization, the U.S. Centers for Disease Control and Prevention, the U.S. Food and Drug Administration and the U.S. National Institutes of Health.

Every one of these agencies has a long "rap sheet" when it comes to corruption and errors in judgment, and their unreliability have been highlighted time and again over the course of the COVID pandemic. They've broken a long list of rules and regulations intended to ensure public safety, and rewritten others on the fly — again without following proper protocols.

Time and again, people have scratched their heads, saying, "How can they do that? That's not lawful. They CAN'T do that!" Well, the reality is, they used to be merely corrupt, but now they're completely lawless. And no one is stopping them.

Decisions made by the FDA, CDC, NIH and the WHO over the course of the pandemic have been downright shocking in their absolute absence of any moral compass. They've repeatedly deferred to Big Pharma and blatantly ignored even the most basic of safety protocols, putting even babies lives at risk.

In the past, we'd expect the Fourth Estate — journalists with integrity — to expose the kind of fraud and lawlessness these agencies are engaging in. But sadly, legacy media, just like nearly every federal regulatory agency, has been captured by the military industrial complex.

Legacy media is no longer the "free press." It certainly is in no way shape or form your trusted source of news. Those days are long gone. They are completely captured; hardly a sentence is uttered that isn't directed to them by the government and repeated parroting by all of legacy media in all their varied forms.

## **Google News Initiative**

In addition to TNI, Google also has a similar program going on, called the Google News Initiative, which includes a \$300 million funding commitment to the future of the news

industry.

The Google News Initiative is partnered with advertising agencies in a program called Trusted News for Trusted Advertising (TNTA),<sup>11</sup> to ensure advertisers don't have their ads associated with "false or misleading news," thereby allowing them to "regain control of the media on which they publish the advertising."

This is wrong on so many levels. Advertising and news/editorial departments are not supposed to be mixed, period. They are intended to operate independently, not as complements or supporting helpmates. The very fact that newspapers are failing and ad revenue is dropping makes the entire press corps susceptible to doing whatever the advertisers want.

And, online, advertisers include the CDC and NIH, as evidenced by their many ads on social media. So, the TNTA program is really all about building revenue. It has nothing to do with providing trustworthy news.

Several other copycats also exist that have nearly the same name as TNI. There's the Trusting News Initiative, the Trust Project, the News Integrity Initiative, the Journalism Trust Initiative, you get the idea.<sup>12</sup> Some share partners with the TNI, further widening the media network of controlled news.

Add to that NewsGuard and scores of fact-checking organizations, all of whom work in tandem to promote the official narrative while suppressing opposing views. As I've stated before, NewsGuard received startup funds<sup>13</sup> from the Publicis Groupe, one of the largest PR companies in the world, which serves the needs of several of the largest drug companies in the world.

Last but not least, there's a tightly woven web of interlocking "fact-checking" agencies that work for advertisers in an effort to manipulate the news in favor of the advertisers or other entities with vested interests, such as governments and health organizations.

This web of fact-checkers is funded by hundreds of millions, possibly billions, of dollars. I believe this was planned long before the pandemic, and their goal is to steer the news



into a second horn for advertisers. Not surprisingly, the drug industry has one of the largest advertising budgets, which is part of why you can't get the truth about drugs and health from the legacy media or any of these fact-checkers.

## TNI and Hitler's Principles

In his Substack article, "Propaganda, Corporatism and the Hidden Global Coup," Dr. Robert Malone describes the TNI thus:<sup>14</sup>

*"The TNI uses advocacy journalism and journals to promote their causes. The Trusted News Initiative is more than this though; if you go back to Hitler's basic principles, the members of the TNI are using these core principles to control the public."*

Hitler's basic principles are described in the book, "Propaganda and Persuasion," and are listed as:<sup>15</sup>

- Avoid abstract ideas — appeal to the emotions
- Constantly repeat just a few ideas. Use stereotyped phrases
- Give only one side of the argument
- Continuously criticize your opponents
- Pick out one special "enemy" for special vilification

I believe Dr. Malone is onto something. These principles have certainly become media norms over the past couple of years. Who knows — perhaps I was picked to be a "special enemy for special vilification" because the TNI and those who pull their puppet strings are all Nazis. I didn't expect it to be that simplistic, but who knows?

We're all getting an education in psychopathy these days, and there's nothing normal about psychopathic logic. Their brains are wired differently and you won't be able to understand their motivations no matter how hard you try. Is this perhaps why so many

decisions handed down to us make no rational sense, either from a scientific, medical or humanitarian perspective?

If it's true that many of those who are trying to take over the world in a global coup are in fact on the psychopathic spectrum, then our response needs to be suitably appropriate.

Appropriate responses when faced with a psychopath include keeping your emotions in check (as they seek to manipulate your emotions); standing your ground in an assertive manner; not buying into their stories (especially not victim stories); and paying attention only to their actions, not their words.<sup>16,17</sup>

To be more precise, most experts have one primary suggestion for dealing with a psychopath, and that is, "Don't."<sup>18</sup> Since we're talking about media here, that's a fairly simple action item. Just turn them off, and find alternative news sources that aren't tainted by blood money and an overt attempt for global slavery.

You owe it to yourself and your family to take control of your health and avoid these propaganda tools and restrict your information to truly trusted and vetted sources.

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