

## 9/11 Truth Action Project (9/11 TAP) Messaging Policy

9/11 TAP's messaging policy explains why we exist. Its further purpose is to provide guidelines for the published content and communications of the organization in accordance with the objectives of 9/11 TAP. It further explains how and why we conservatively include subject matter beyond the work done by others on the impossibility of the official story of how the three World Trade Center buildings were destroyed on September 11th, 2001.

### Objectives of 9/11 TAP

Maintaining our focus and strategy on 9/11 TAP's primary goals:

- Achieving an independent investigation of 9/11/01.
- Forming alliances with other groups to foster unity and solidarity.
- Promoting and supporting the creation of Truth Action Groups (TAGs).
- Working for a "Truth-Friendly" Congress.
- Guiding communications with media.

### Objectives of 9/11 TAP's Messaging Policy

Published content and communications of 9/11 TAP should promote the objectives of 9/11 TAP in accordance with the following messaging policy objectives:

- Provide education concerning the nature of propaganda psychological operations.
- Promote intellectually honest and truth-friendly media.
- Promote a "Truth Friendly" Congress.
- Promote an alliance building legislative agenda with other organizations that address similar issues.

**This paper is not intended as a comprehensive statement of 9/11 TAP's goals, objectives, and program; it is not intended to take the place of the additional strategic planning work that remains to be done by the Strategic Planning Committee. As work proceeds in other policy committees, it is to be anticipated that our messaging policy will evolve over time.**

The most compelling reason to reject the official 9/11 Commission narrative is the evidence of controlled demolition put forward by Architects and Engineers for 9/11 Truth. The simplicity of this evidence has been sufficient to convince almost anyone willing to seriously consider it. By advancing additional arguments, we open the door to time-consuming debates that distract activists from devising effective strategies for change. Such debates are a natural part of a process by which a democratic society ascertains the truth of controversial assertions; but, they are also increasingly suspected of being seized upon, if not initiated, to forestall effective action.

However, without a compelling alternative to the Official Narrative, 9/11 TAP, and the 9/11 Truth movement in general, lack the ability to confront psychological barriers that have been exploited to protect the Official Narrative: i.e., that "terrorists opposed to everything we stand for" diabolically overcame our defenses and justifiably brought on our uncompromising, unending War on Terror. This narrative of fear and xenophobia, calling on us to rally around our leaders to defend us against the unknown, appeals to instincts more deeply rooted in the human brain than our capacity for rational examination of scientific claims. By relying solely on science, this narrative of fear—similar to what has motivated lynch mobs and declarations of war throughout history—is left unchallenged, and is in fact being reinforced constantly by supposed "experts" who remind us of the imminence of attacks, our vulnerability to violence and irrational acts, and the need to protect ourselves by delegating more power, authority, and resources to our presumed protectors.

Even highly intelligent people are not persuaded by evidence alone, but also by peer pressure, social consensus, respect for or obedience to authority, etc., leading to beliefs such as:

- "Common sense says it can't be true."
- "Someone would have talked."
- "Our leaders couldn't have done anything like that."
- "The media wouldn't hide a story like that, and couldn't."
- "Someone in Congress would have talked ".

Through its messaging policy, 9/11 TAP needs to reinforce the science, as presented by AE911Truth, but also to apply the most effective ways to overcome psychological barriers, and the ways in which our normal fears and insecurities are manipulated and exploited, such as through the use of false flag attacks—i.e., attacks falsely blamed on a presumed enemy in order to justify supposed counter attacks. Historical evidence of psychological manipulation and false flag actions, many of which have been documented in world and U. S. history, teach us that:

- Secrets of big government projects have been kept (e.g., The Manhattan Project).
- Our leaders, and other leaders—have supported false narratives similar to the 9/11 attacks (e.g., Gulf of Tonkin and the JFK assassination). The media has supported the government in these cover-ups.
- The government has covered up the truth on other issues (e.g., the effects of smoking, the Kennedy assassination, false pretexts for the Vietnam and Iraq wars, etc.).
- Techniques of silencing whistleblowers, such as confidentiality agreements, gag orders, and threats—are well-developed and effective in any bureaucratic environment, especially when the media are willing collaborators in maintaining the silence.

**A historical narrative provides a tentative understandable worldview for the events of 9/11, reducing cognitive dissonance and confusion. It looks beyond specific events at recurring patterns, which are shocking only because they are not widely known.**

- Vigilantes and intimidation squads were funded by wealthy individuals and corporations in coordination with federal, state, and local governments from Shay's rebellion in Massachusetts (1786) to the crushing of the Anarchists, the Wobblies, the American Communist Party, and strikes during the rise and fall of the industrial labor movement. Slavery was enforced by the same alliances up to the Civil War, as was Jim Crow to the 1950's.
- Newspapers have often served the agendas of the wealthy and powerful throughout our history.
- Corporations have funded war propaganda since before WWI.
- In 1934 there was an attempted coup against President Franklin Roosevelt. The public was not informed, and coup leaders never identified, investigated, or prosecuted.
- Torture was widely used in our overseas actions such as the Philippines campaign, Viet Nam., etc., and therefore we are not as "exceptional" as our leaders proclaim us to be.
- Smoking may kill more than a billion people, but its harmful effects were knowingly covered up for decades.

Our social and political action can be grounded in a sound historical narrative that identifies forces that helped to bring about two world wars, and that continue to destabilize countries and regions. We must come to grips with how concentrations of wealth exercised control by managing public opinion, the "free press," elections, legislation, and judicial proceedings: all of which are involved in obscuring 9/11.

## **Requirements of a Historical Narrative**

If a narrative is too vague, it leaves us wanting more explanation, and vulnerable to questionable theories of 9/11. If too specific, supporters of other narratives can feel alienated and divided. It is an open question as to what an ideal medium is. Although we will evolve in understanding, it is essential we stay united.

We can help foster informed opinion and consensus through reasoned and respectful debate. We can foster scholarship, the kind we once expected from universities. In so doing, we will challenge the abdication of responsibility by many in academia. The scientific method holds that all knowledge is considered theory until proven true or false. Therefore, within reason and propriety, we can publish articles whose conclusions we do not necessarily endorse. But we must above all, maintain our unity and viability by focusing on shared purposes, goals, and means.

## **A Unifying 9/11 TAP Hypothesis**

9/11 did not occur as generally believed. Its significance can be stated briefly:

Sufficient evidence exists that a small group within America and one or more allied governments were involved in facilitating the 9/11 attacks. This is an unavoidable inference from the scientific evidence that the three World Trade Center buildings were brought down by pre-planted explosives within 90 minutes after they were hit by airliners; with the exception of World Trade Center 7, that was brought down at 5:20 p.m. on the eve of 9/11, and was not struck by an airliner.

U.S. law enforcement not only failed to investigate, but provided window-dressing for a false story. Our Constitution's checks and balances did not expose the false narrative. Instead, our government and judiciary worked to support it. Additionally, media colluded in forming public opinion, and covering-up the truth.

Other institutions essential to exposing official misconduct—academia, professional associations, and foundations—failed to question, and gave no support to critics.

Courageous individuals and experts have conducted research and have spoken out, but have been mostly ignored, and when covered, marginalized and ostracized. As of mid 2018, this situation has endured for almost seventeen years.

If one concludes that these events—plane impact and pre-planted explosions, failed investigations, failures of the press and other institutions—required any coordination, planning, assistance, or even acquiescence by our government, even if only by a small clique, but the rest of our complex system of law enforcement, justice, journalism, and academia failed to detect, react and expose the activities—then one is led to acknowledge a societal breakdown. The failure of all of the other institutions to report such a crime is evidence of corruption so vast that it could not likely be limited to one event. It raises larger questions of how such people and institutions could be relied upon for integrity in any other matters.

## **Window Into A Madhouse**

9/11 can be thought of as a "window into a madhouse." "Madhouse" is an old word for a place where dysfunctional and delusional people were warehoused. The madhouse here is a political structure in which inmates mistakenly perceive themselves as living in a free society, under a Constitution that guarantees inalienable rights, serves the common good, and protects its citizens from the usurpation of political power, and military adventures for the benefit of the few.

Other windows into this madhouse include: the spending of trillions on short lived military goals, upping the ante after every unexamined failure; the casual erosion of privacy and the rise of the Surveillance State; the loss of civil liberties and freedom, the granting to millionaires the right to select candidates for office; the expansion of corporate power and impunity regarding the environment, health, and finance—all these and more offer glimpses into a

political edifice where the public interest is equated with corporate interests and thus subordinated. Those who have seen through any of these windows are natural allies of 9/11 TAP.

## **Historical Evolution**

In coming to understand how 9/11 could have happened, we must re-evaluate American history as we have learned it. We see how a nation arising from a colonial project of English monarchy created unprecedented opportunities for enterprising individuals and corporations, including slaveholders, and the amassing of incredible wealth. Unrestrained by sufficient countervailing power, these individuals and corporate entities altered colonial and early state corporation laws to steadily expand wealth and immunity for wrongdoing.

Institutional structures that evolved over centuries to control abuses by the powerful (e.g., the independent grand jury) were subordinated to state and national authorities. We see the emergence in the 1800's, of a foreign policy by corporate attorneys serving as Secretaries of State, benefiting investors. Newspapers, always dependent on wealthy backers, entered into a process of media consolidation, which continues today in radio, television, cable, and the Internet.

We see how panic arose among elites over rising populism, pacifism, and the civil rights movement, and how they responded by fostering Jim Crow and union-busting. We see panic in elites in Europe too, at the beginning of the 20th century as unionism and socialism threatened their power, and how they sought to use fascism (i.e., cartel-funded mobilization of the masses, based upon a charismatic leader and mastery of propaganda). The "art" of propaganda in the U.S. helped lead us into World War I, and was more fully exploited by Goebbels and Hitler. It was later converted into public relations campaigns intended to convert citizens into consumers.

We see multinational corporations rising between the First and Second World Wars; and their postwar expansion after Roosevelt tried but failed to dismember them. With the death of Roosevelt, we see the creation under the Dulles brothers—chief attorneys for the corporations—of a covert action agency, virtually without public knowledge or control, infiltrating other agencies as well as the media and academia, toppling foreign governments in the name of anti-Communism, but also for the benefit of corporations.

Then we see evidence of the role of Dulles and associates in the Kennedy assassination. We see an eerie pattern in the history of the Bush family—from deep involvement in the rise of German fascism (e.g., funding the Nazi party and investing in the German military-industrial complex), and then into political success (Prescott Bush), CIA involvement (George H.W.), and the capturing of two presidencies culminating in 9/11 and the "War on Terror." We see unanswered questions from the Bush dynasty, remaining unasked during the intervening period since 9/11 by the Obama and Trump administrations.

Since 9/11, America's attention has been focused militarily in the Middle East. Much has been written about who benefits. We may not know yet "who did it" with certainty, but American and global corporations, and other powerful interests undeniably benefited. We recognize that 9/11 fits a historical pattern of promoting global "geostrategic interests," and long term habits of the military-industrial complex, and the habitual use of proxy wars. 9/11 TAP opposes wars of aggression, and the exploitation of the "War on Terror" meme—the principal legacy of 9/11. As such, 9/11 TAP sees itself as an integral part of the larger peace and justice movement.

We recognize that our military and intelligence agencies interact with foreign counterparts in ways we know little of, but have a right to know about. The kind of investigation we demand will prosecute the culprits no matter who they are. We will need to achieve the degree of unity and participation required to prevail over the powerful interests arrayed against us. No matter where the facts lead, bigotry, discrimination and racism are wrong and must be avoided. We must prioritize solidarity, organization, and strategy over the compulsion to find an answer to every question ourselves, if we are to obtain the power to investigate and prosecute properly. This approach to divisive issues should be the general rule. We support free inquiry and free discussion by individuals in all areas. But, in terms of positions that we take as an organization, issues such as precise presumptions of guilt, the structure of

covert alliances, and speculative assertions about the mechanism of attack, are beyond our purview. If former officials of the U.S. government can be brought to testify under oath, without immunity, any accomplices will be brought to account as well.

## **Correcting the Course**

A critical challenge of our time is building societies that cultivate the public interest and subordinate the power of corporate elites, while fostering free enterprise in the original sense of rewarding creativity and providing incentives. Increasing disparities of wealth and power are on a collision course with the environment, life on earth, human culture, and economic opportunity; undermining values that maintain domestic tranquility. This is the broad context in which 9/11 TAP, as a movement, seeks to operate. Our message must convey that 9/11 is evidence of the need to corral the powers that made such a crime, and its cover-up, possible.

Whether our global systems can retain enough flexibility to democratically meet the needs of the “99 percent” is in doubt. A people who sense or know that they have been lied to are at risk of seeking and supporting authoritarian leaders. Conversely, awareness of 9/11 will inspire the development of more democratic and functional institutions. 9/11 TAP’s communications must strive to connect the specific event we call “9/11” with strategies and actions that point toward peace and justice, and not to an ever-stronger oligarchy. Such positive outcomes will require proactivity, not reactivity to social and political disruption and manipulation.

## **Strategic Plan**

The 9/11 TAP’s Strategic Plan identifies and responds to several key obstacles to a transformative investigation of 9/11:

- A controlled media.
- Concealment of information essential for a democracy.
- Propaganda.
- Psychological resistance (i.e., cognitive dissonance).
- The influence of big money in politics.
- A lack of strong grassroots institutions.

Our messages must focus not so much on the obstacles themselves as on the actions that are being, or must be, taken to overcome them.

## **Civic Development Objective**

Our corporate-controlled institutions have sought with remarkable success to change us from citizens to consumers — from skeptical thinkers to targets of psychological manipulation. Without citizens thinking critically and willing to play an active role, corporations could rule unchallenged. 9/11 TAP’S message, told in many ways, should consistently be “We strive to develop Communities of Truth.” The most prominent content in 9/11 TAP media and messaging should be about our organizing and activism: what we have done, what we are doing or planning, and how we can make our organizing and actions more effective. All of our other objectives depend upon our building a strong grassroots base.

## **Propaganda Education Objective**

If people are not able to distinguish between objective information and false propaganda, civic discourse and politics are not possible; they become contests of unverifiable assertions. We must educate about such propaganda—what it is, how to recognize it, and how to overcome efforts to sow confusion and division.

## **A “Truth-Friendly” Media Objective**

Without a courageous, intellectually honest, and independent media, there can be no real public discourse. Media helps form and express consensus interpretation of reality—or at least a range of viewpoints. We must highlight this need, and through our messaging strategy we must provide good content ourselves while simultaneously identifying and supporting other good sources of verifiable information.

## **A "Truth-Friendly" Congress Objective**

9/11 TAP’s strategy is to establish a 9/11 Truth supportive presence in Congressional districts. In our messaging strategy, we will explore ways of enlisting political leaders at all levels, developing relationships and advocating for nonpartisan alliances and agendas. The aim of our messaging will be to highlight successes and case studies, teach skills and techniques, and report news that is of practical use to those of us actively engaged in developing and implementing strategies for a Truth-friendly Congress—one that is not controlled by money and lobbies, but by the power of a democratic grassroots alliance. Much work remains to be done to articulate 9/11 TAP’s Strategic Plan for bringing about a Truth-friendly Congress; and its messaging policy will evolve to support that still to be completed work.

## **Alliance-building Legislative Agenda**

There is current legislation for a new 9/11 investigation that we support with the goal of obtaining action by a grand jury. Additionally, we will identify and support other legislative objectives aimed at overcoming all obstacles to a credible investigation. Since other groups face these same obstacles, such legislative objectives can point to alliances with other groups:

- Peace Groups.
- Civil Rights Groups.
- Environmental Groups.
- Groups concerned with abuse and militarization of police power.
- Groups concerned with war and military spending.
- Groups concerned with international law and covert operations.
- Media Reform Advocates.
- Religious and spiritual groups.
- Climate action and geoengineering focused groups.
- And other groups dedicated to Truth and Justice.

## **Summary**

The 9/11 Truth Action Project is an organization seeking to prevent such events as 9/11 from ever occurring again. Through clear understanding of the events of September 11th, 2001, we will minimize their catastrophic consequences and we will achieve positive transformation. 9/11 TAP will apply tools that have not been applied in this context before, but that have been well-tested in others.

As referenced throughout this document, our messaging must promote:

- Building local truth action groups to provide mutual support and encouragement.
- Participating in nationally coordinated actions.
- Educating about the reality and impact of false propaganda and psychological operations.

- Forming alliances with other groups.
- Using Project Management techniques and the power of teams.
- Strategic Planning and implementation.

With all of the above clearly in mind we seek common cause with all of our natural allies and anticipate the triumph of 9/11 Truth and Justice!