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Once upon a time a Preacher, Professor & Rabbi . . .

By Jim Myers

“Once upon a time a Preacher, Professor & Rabbi . . .” sounds like the beginning of a good joke, but in this case it is the beginning of a twenty-five journey. I am the preacher, **Dr. Ike Tennison** is the Professor and the Rabbi is **Jeffrey Leynor**. Our destination was to more accurately understand the words of our Bibles and the histories of our religions ó *Christianity and Judaism*. We specifically wanted to focus on the first century CE when both of our religions were Jewish sects and part of Second Temple Judaism and learn more about how one of those sects ó *the Jesus Movement* ó became a universal Gentile religion, and the other ó *the Pharisees* ó became Rabbinic Judaism. What we discovered, however, is much more important than what we planned. Today, the social bonds that are required to hold Americans together and make it possible for our democracy to exist are breaking down and many of the problems we face ó *political, economic and religious* ó are the result. We believe that what we discovered on our journey has the power to strengthen those bonds and bring Americans together -- *especially those with Judeo-Christian values and heritages*.

I will begin by telling you the story of what brought us together. In the early 1980s, I was preparing to enter a Bible college and purchased a new Bible. I took it home, sat down at my dining room table and prayed this prayer ó *“Please show me what I need to study.”* Instantly these words came to my mind ó *“Unless you understand how words work you can’t understand one word of your Bible.”* I didn’t have a clue what that meant, but I couldn’t forget it.

Four years later, after graduating from Bible college and founding a new church, I received an advertisement for a new book ó *Understanding the Difficult Words of Jesus*. The moment I read the title I remembered the answer to that prayer and knew I had to read the book. I ordered it and the day it arrived I read it ó *in one sitting!* After finishing, I had a much better understanding of why I had to learn more about how words work. I camped out in the library of a local university for almost a month ó *eight hours a day*. It was there I created the guideline I called the *Law of Language*:

A word is a symbol or group of symbols with an attached bundle of associations and those associations are a product of the Source’s culture, historical time period, geographical location and personal experiences.

I now knew that the first step to understanding the words of my Bible was to identify the Sources (authors) of the words and learn as much as possible about their languages, cultures, time periods, geographical locations and personal experiences. Sounds simple, but as I quickly discovered, it wasn’t. However, as I gathered this information, it transformed the way I read and understood the words of my Bible. Before the *Law of Language*, I simply opened my Bible, read something and assumed that what

those words meant to me was exactly what they meant to the people that wrote them. The first thing I discovered was that the Sources of the words I was reading were *the King James translators-- I had been calling THEIR BUNDLES OF ASSOCIATIONS THE WORD OF GOD!*

I suddenly realized why there were so many Christians arguing about the meanings of the words in their Bibles and why there were so many church splits. Many were doing the same thing I had been doing. We were arguing about everyone's bundles of association without considering those of the ancient Sources. Why were we so concerned about what the words of our Bibles meant? For Christians, there is much more at stake than just understanding words *ó Christian beliefs are based on those words and what we believe determines where we will spend eternity.*

Keep in mind that I was pastoring a church at this time and sharing things I learned with church members. As you may imagine, that kind of information wasn't a "faith builder" for people who I had taught their King James Bible was the inerrant and infallible Word of God. Heated discussions became common in my Bible studies and in private with members. This led me to create another guideline which I asked all participants to agree to follow. It became our **Prime Directive**.

My Belief System will be large enough to include all of the Facts, open enough to be tested, and flexible enough to change when errors or new facts are discovered.

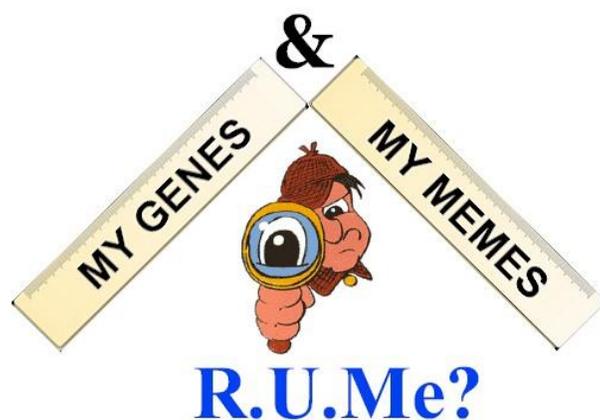
This made a huge change in the environment in which we met and made it possible for participants to more openly share their thoughts and discuss differences in beliefs. Instead of arguing, we used the *Law of Language* to guide us as we worked together to understand the origins of our beliefs and why they differed. People began coming to me and telling me how refreshing it was to participate in a group where they felt free to openly discuss things that had been bothering them for years. New participants often told me that questioning what their preacher taught or members believed at their old churches was a big no-no!

Searching for facts helped me discovered that the King James translators translated ancient Greek and Hebrew manuscripts, so that was where I went next. I thought that I would just pick up a copy and go from there. I quickly discovered another step translators took before they began translating. There were thousands of ancient manuscripts of the books of the Bible, so they had to select which one they would translate first. Most translations today are actually translations of composite manuscripts created by scholars. This means that different parts of a single verse came from different manuscripts. It was what scholars *believed* the original Source wrote. There are about 6,000 Greek manuscripts and fragments of just the books of the New Testament, which were written between the second and sixteenth century *ó and none of them are identical*. In addition, there were multiple Hebrew manuscripts, including the Dead Sea Scrolls, and Greek translations of the books in the Hebrew Scriptures (Old Testament).

It was at that point I knew I needed to learn more about Greek and Hebrew before I could work with these manuscripts. That led me to enroll at The University of Texas at Arlington and take courses that related to my objective -- *and that is where I met Dr. Ike Tennison*. Later, I enrolled in classes at the Dallas Jewish Community Center and one of those classes was taught by *Rabbi Jeffrey Leynor*. Ike and Jeffrey agreed to follow my guidelines, and needless to say, we came up with many amazing and challenging questions. Over the years I have accumulated gigabytes of data related to our searches for factual information about our biblical heritages. But recently, a question that wasn't about the words of our Bibles or religions led to one of our most important discoveries -- *What does it mean to be a human?* FACTS led us to science for the answer:

Humans are genetic memetic social creatures.

From the beginning of recorded history, people have been trying to answer that question and tribal leaders, religious leaders, theologians, philosophers, etc. have provided many different answers. The one thing all of those answers share in common is that they are **BELIEFS**. Science bases its answers on **FACTS**. Because of limited space, I will only be able to give an overview of what we now know, but we created educational modules for those who want to learn more. It is imperative that I begin by making you aware of a very important thing we learned ó *humans have genetic and memetic immune systems*. The genetic immune system operates in our blood, while the memetic system operates in our subconscious minds. It operates like the firewalls and virus protection programs on your computer or smartphone. Yours is working right now as you read my words. It is subconsciously checking and filtering out things that don't agree with your belief systems and you aren't aware of it. Right now it is searching for the answer to one question:



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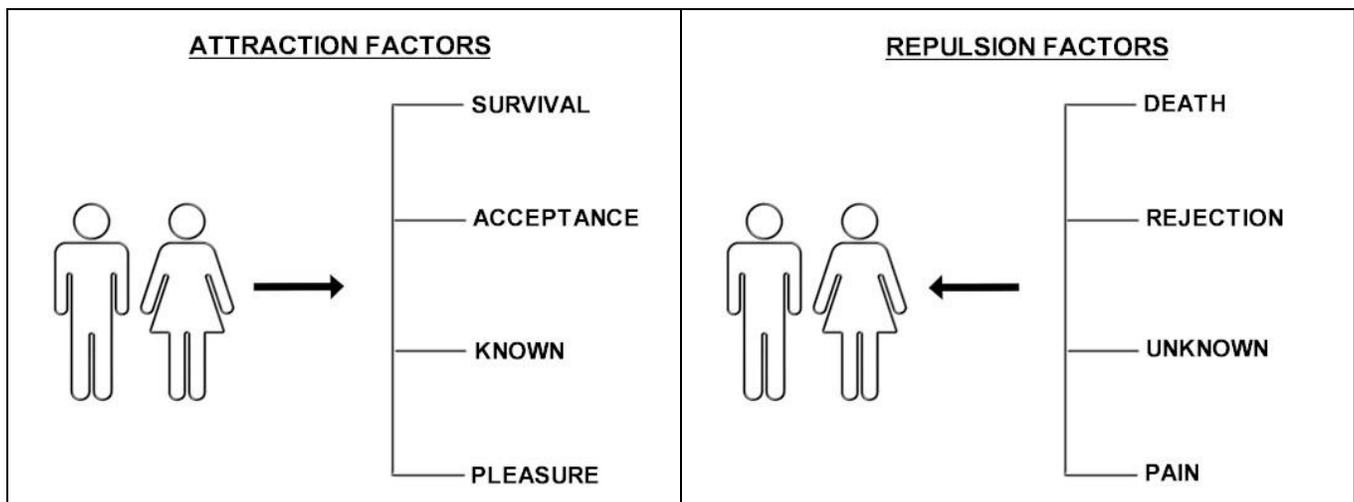
We are universally wired with one top priority ó **survive!** An important component of our survival is our immune system. I took an alternative medicine course many years ago and the instructor used this example about how the immune system works:

*When an unknown substance enters our blood stream our immune system sends T-cells to the location to intercept the unknown thing. When they arrive they ask it one question – **Are you me?** If the answer is “yes,” they turn around and leave. But, if the answer is “No,” they destroy it.*

Every cell in our body is hardwired to find the answer to the question ó *Are you me?* Our immune systems go to great lengths to find the answers to this question. The next time a stranger shows up in a group watch what happens. The first thing members of the group do is give the person the once over determining *gender, skin color* and *height*. Next, they look for symbolic clues the person may be wearing ó crosses, hair coverings, tattoos, etc.

The next thing that happens is group members start asking the stranger questions or making statements designed to solicit a response or reaction from the stranger in order to fill in the blanks.

Ultimately, what they discover will be linked to four factors which determine whether we move (physically and/or emotionally) toward or away from the stranger.



Now we are ready to turn to what it means to be a *genetic creature*. The *human genome* is a record of the genetic building blocks of our bodies. It is copied on threads of DNA that would be about 6 feet long and stored in every cell of our body -- *cells that are so small they are invisible to the naked eye*. When scientists added up the lengths of all of DNA threads in a human body the total length was 3 billion miles! If your genome was printed out on paper, it would fill a space equivalent to 800 copies of the Bible. Amazingly, when scientists compared the DNA of many people, they discovered that we are all genetically 99% identical. Keep this in mind when you consider other people. No matter who that person is, he or she is genetically 99% the same as you.

As pointed out above, our top priority is to survive, therefore, the first thing our memetic immune system looks for are genetic factors like gender, skin color and height. We require a member of the opposite sex to reproduce and insure our genes survive. In the past, skin color was linked to tribal membership and survival depended on identifying tribal members. Tall people present a danger because of their size. We probably didn't learn these things; they are embedded in our epigenetic memories. This brings us to what it means to be *memetic creatures*.

A meme is a unit of information which exists in a human mind. It is a unit of information that is distributed through human communication and duplicated in other minds.

A good way to understand the relationship of *genes* to *memes* is a computer or smartphone ó *genes are the hardware and memes are the software or apps*.

Memes exist only in the mind, but they are communicated to other minds through symbols. The most common symbols are words. All beliefs are memes.

There are three types of memes you need to be able to recognize. The first is the **distinction meme**.

The universe is full of things and distinction memes carve it up by "categorizing or labeling" all of those things.

Our senses make us aware of things that exist outside of our minds and memes overlay those things with layers of meanings. We see things with our eyes, but for our minds to process what are seeing distinction memes are required. Without distinction memes, including those that create the symbols we

use, it would be impossible to communicate with others. Distinction memes have **strategy memes** attached to them.

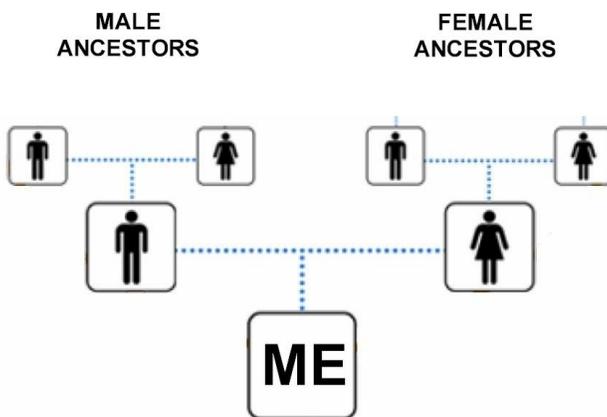
Strategy memes tell us what to do when we become aware of distinction memes. They are memes about “cause and effect” and “floating rules of thumb” that affect behavior.

Using the example above, when we see a person's gender or skin color and link them to our distinction memes for those things, our strategy memes determine how we behave. Societies have very specific strategy memes for gender appropriate behaviors. We know what we should or should not do with members of the opposite sex or a different skin color. I grew up in the South and graduated from high school before integration. We acquired very specific strategy memes for what was appropriate behavior for people with different colors of skin. The third type of meme is the **association meme**:

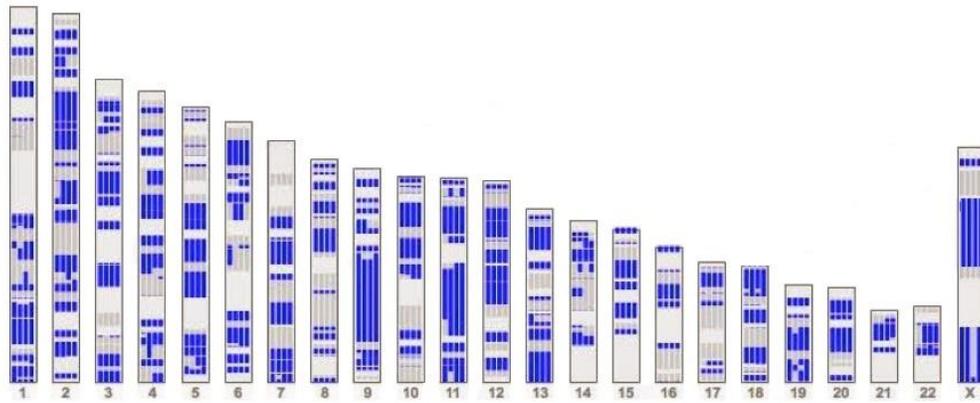
Association memes link distinction memes together and create attitudes (thoughts or feelings) related to them. The presence of one distinction meme can trigger thoughts or feelings about other distinction memes linked to it.

These are the memes *spin doctors* use to manipulate us so we will buy something, vote for someone, etc. Going back to the stranger example, how do you think people in your groups would react if someone attached one of the following distinction memes to him or her -- *conservative, liberal, progressive, Christian, Jew, Muslim or atheist*? It doesn't matter whether the person is actually that or not. Once an associate meme is attached, our strategy memes kick in. Advertisers use association memes to link things together, like a *box of candy, Valentine's Day* and *love*.

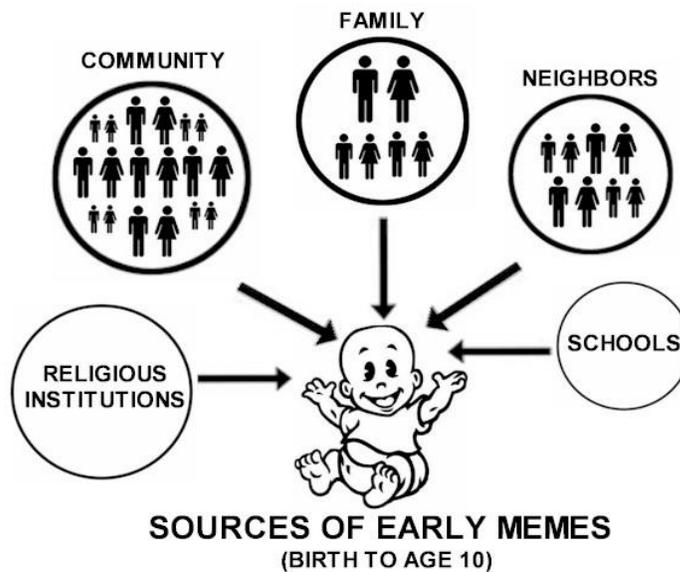
Genes and memes share some things that are very important *ó beginning with we acquire them from other people and they have histories*. We call the history of our genes a *genealogy*. I have been the *ófamily genealogistö* for years and my goal is to discover as many of my ancestors as possible. My goal is to find information that will help me fill in blanks on charts like this:



With the discovery of DNA and advances in the field of genetics, powerful new tools were created that transformed the way genealogical research is done. Now, in addition to digging through written records and interviewing people, I use computer generated information that look like this:



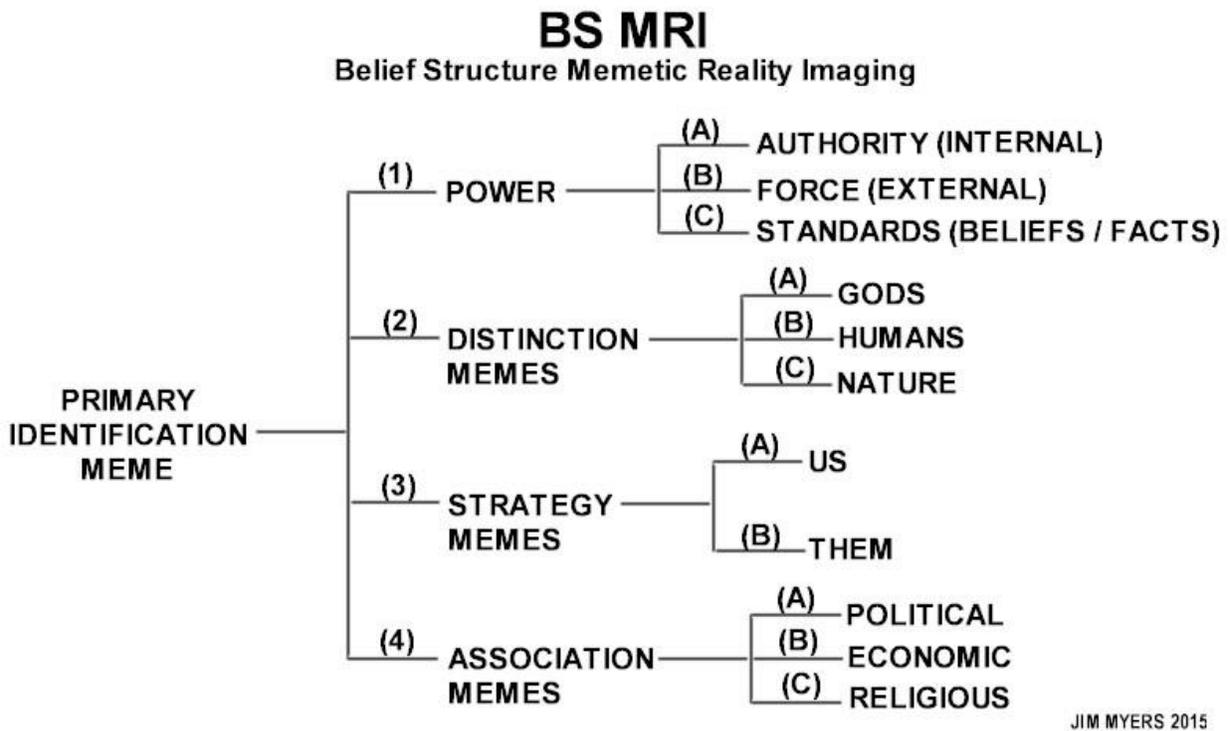
This makes it possible to trace the journeys of my genes back hundreds of thousands of years, instead of just a few centuries. I will not know their names, but I will know when and where they lived. By doing a simple DNA test, brushing a cotton swab across the inside of my cheek and sending it to a laboratory, I discovered a person with DNA that was almost identical with mine (beyond the 99% level). I contacted him and discovered we have the same 4th great grandfather on my father's side! Now that was absolutely amazing to both of us! Without genetics we would have never met.



Where do we get our genes? We acquire our genes from a male and a female, usually the ones we call *father* and *mother*. For most of recorded history, people acquired their earliest and most formative memes from those same people as well as others shown in the above diagram. Memes acquisition begins the moment our brains become aware of sensory input, especially when it involves what the people around us are doing ó *especially our mother*. As our memes inventory increases, our Realities emerge ó *the ways in which we view and understand our world*. It is important to understand that changes in memes produce corresponding changes in Realities.

As I pointed out above, genes and memes both have histories. Ike, Jeffrey and I were unaware of anyone doing histories of memes, so we decided to create something new -- a *memealogy*. However, since memes are invisible, it became clear some way to "see" them was needed. Therefore, we created

a model we call a **BS MRI** ó *Belief Structure Memetic Reality Imaging*. Think of it like the MRIs doctors use to see things inside you. This helps us view meme structures in minds.



BS MRI Models not only allow us to see a fundamental structure, it allows us to track changes in it as it evolves. It also makes it possible for us to identify specific parts that are copied into different Belief Structures and evolve there. It is absolutely essential that changes in Belief Structures are kept in chronological order so the causes of their changes may be identified. Below are nine Belief Structures that share many beliefs:

- (1) Second Temple Judaism
- (2) Pharisees
- (3) Jesus Movement
- (4) Paul Movement
- (5) Palestinian Judaism
- (6) Babylonian Judaism
- (7) Roman Catholic Church
- (8) Islam
- (9) Protestantism

Now let's view slices of the above nine Belief Structures. As you read each of the variations given below, take a moment to visualize how you would view your world with each Reality. Be aware of the order in which the changes take place and how beliefs in slots evolve.

- (1) Find **2A** in the **BS MRI** Model. All nine Belief Structures above have the belief öMONOTHEISMö in that slot. Numbers 1 through 6 also have öYAHWEHö in that slot. #7 has öTHE TRINITY,ö #8 has öALLAHö (specifically identified as not YAHWEH, THE TRINITY or JESUS). #9 has two primary options ó öTHE TRINITYö & öJESUS ONLY.ö Make it a habit to be acutely aware of the use of the generic term öGODö because it blocks the Reality. The öGODö meme identifies the type of entity and is not the name of a öGOD.ö
- (2) Find **2B**. Another important meme in the above BS MRI Models is öANOINTED ONE.ö In slot 2B in numbers 1 through 6 it is a title bestowed by YAHWEH on High Priests, Kings, Prophets and Deliverers. In #7 and #9 it shifts from **2B** to **2A** and was an exclusive distinction meme linked to the GOD meme. The English translation of this meme is öCHRIST.ö In #8 it is absent.

An important slot that is found deeper in the BS MRI Model is the öSALVATIONö belief. Mine came from #9 above and looked like this:

*In order to spend eternity in Heaven with God, instead of burning in Hell forever with the Devil, one must believe **in** Jesus.*

The first thing I discovered was that even though it says öbelieve **in** Jesus,ö it means öbelieve the correct thing **about** Jesus.ö In my BS MRI Model, öthe correct thingsö were a group of beliefs created in 1895 by a Protestant evangelical movement that consisted of these beliefs:

- (1) *Belief in the Virgin Birth of Jesus Christ.*
- (2) *Belief in the Atonement of Jesus for human sins.*
- (3) *Belief in the physical Resurrection of Jesus.*
- (4) *Belief in the imminent return of Jesus to earth.*
- (5) *Belief in the inerrancy of Scripture (meaning the Christian Bible).*

The first four beliefs had existed for centuries and are found in different slots in many BS MRI Models. #5 was a very new belief related to two earlier events ó the publishing of Darwin's öTHEORY OF EVOLUTIONö (1859) and the Roman Catholic Church's doctrine of öPAPAL INFALLIBILITYö (1869). It didn't take much work to discover that within Christianity there were important differences in SALVATION beliefs. Since everything in Christianity ultimately rest on beliefs about Jesus, we decided to look for the answer to this question -- *What did Jesus teach about salvation?* The two sections in the New Testament in which the answer is clearly stated. The first is recorded in Matthew 25:31-46 -- öthe righteous will go into life eternal and the others shall go away into eternal punishment.ö The context defines who the örighteousö are:

- (1) *They gave food to those who were hungry.*

- (2) *They gave drinks to those who were thirsty.*
- (3) *They provided shelter for strangers.*
- (4) *They provided clothes for those who needed clothing.*
- (5) *They visited those who were sick.*
- (6) *They visited those who were in prison.*
- (7) *They didn't do these things to "go to heaven."*

Those who were in the group that will go into eternal punishment didn't do the things above. The next reference is found in the *Gospel of John*:

*Marvel not at this: for the hour is coming, in which all that are in the graves shall hear his voice, and shall come forth; they that have **done good**, unto the resurrection of life; and they that have done evil, unto the resurrection of damnation. (John 5:28-29)*

The thing that clearly stood out in both accounts was this *ó people's beliefs about Jesus or God were not factors*. The word "good" provided a very important link to the origin of Jesus's beliefs. In Hebrew the word is **TOV** and reveals a common link for every act Jesus listed in Matthew *ó they were all acts that protected life, preserved life, made life more functional and improved the quality of life!* Jesus was referring to the most important section of his Jewish Scriptures -- *the Creation Accounts* (Genesis 1-10). The things he listed are reflected in the **TOV Standard** -- *the standard the Creator used to measure his actions*. For an act to be TOV it must:

- (1) *protect life*
- (2) *preserve life*
- (3) *make life more functional*
- (4) *increase the quality of life*

Jesus did not intend for people to view the examples he gave as a check list of specific requirements *ófor a person to be saved.* They were things that were required to bring lives up to the Creator's Standard. From his perspective, we concluded, *if the Creator would do those things ó shouldn't those created in the Creator's image be expected to do them too?*

This was a very important discovery for us because we realized that embedded in our **Religious Belief Systems** was a **common standard** (#1C in the BS MRI Model) -- *and that meant we also shared a common Values System (also part of #1C)*. Until that moment our *Religious Belief Systems* had kept us apart, now they brought us together. Later, we would discover that many of our Shared Core Values are recorded in America's founding documents *ó equality, life, liberty, and justice*. This was an amazing revelation -- *if we lived according to the TOV Standard and TOV Values we would fulfill the most important tenants of our religions and our responsibilities as American citizens!*

Now let's turn to the last aspect of being human ó *we are social creatures*.

We live on a small planet in a huge universe. On the simplest level, being a *social creature* means each individual requires other humans to survive.

Think about your answers to these questions:

- (1) *Who do you depend on for these physical requirements – shelter, food, water, clothing, medical care, security, energy, transportation, education, etc.?*
- (2) *Who do you depend on for these emotional requirements – acceptance, affection and love?*
- (3) *Why do they do it?*

Answers to these questions are linked to *belief systems*. There are other types of *belief structures* besides those linked to religion. Along with *religion*, *political* and *economic belief structures* will be found in all societies. These belief structures determine how power and resources are distributed and how humans relate to other humans in a society. *They are the bonds that hold a society together*. Changes in one or more of those belief structures will strengthen or weaken social bonds.

Daron Acemoglu & James A Robinson wrote *Why Nations Fail: The Origins of Power, Prosperity, and Poverty*. The key indicators of the strength of a nation's societal bonds are whether its economic and political institutions are *inclusive* or *extractive*. *Inclusive* indicates **strong** and *extractive* indicates **weak**.

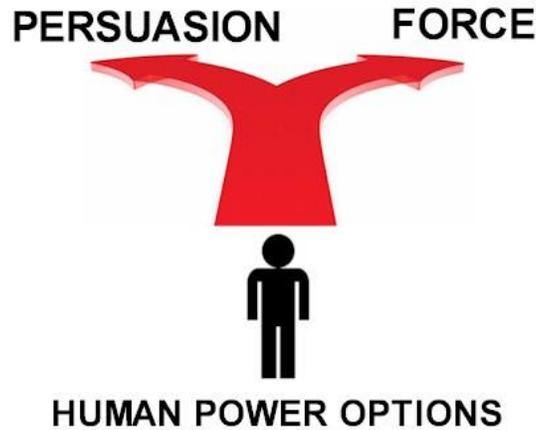
Inclusive economic institutions are those that allow and encourage participation by the great mass of people in economic activities that make best use of their talents and skills and that enable individuals to make the choices they wish. To be inclusive, economic institutions must feature secure private property, an unbiased system of law, and a provision of public services that provide a level playing field in which people can exchange and contract; it also must permit the entry of new businesses and allow people to choose their careers.

The synergistic relationship between **extractive economic and political institutions** introduces a strong feedback loop: political institutions enable the elites controlling political power to choose economic institutions with few constraints or opposing forces. They also enable the elites to structure future political institutions and their evolution. Extractive economic institutions enrich the same elites, and their economic wealth and power help consolidate their political dominance.

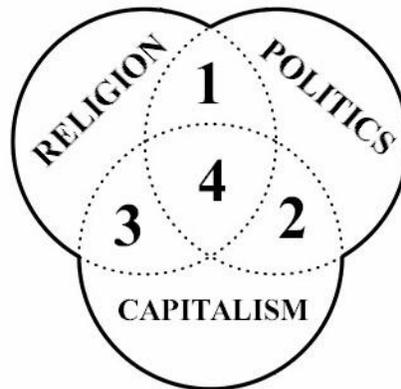
When we apply the BS MRI Model to any belief structure, especially political and economic structures, it is essential to clearly define slot #1 ó *power*.

Power means getting people to do what someone wants them to do.

Humans have only two options for exercising power.



Political and economic belief structures play important roles in every religion. If two very powerful political figures had not become involved with Babylonian Judaism and Roman Christianity, they would be very different religions, if they had managed to survive. For Judaism the person was **Artaxerxes, King of Persia**. His actions played a major role in the creation of **Second Temple Judaism**. For Christianity it was **Constantine the Great, Emperor of the Roman Empire**, and the creator of the **Roman Catholic Church**. Today, **Capitalism** must be added to the mix.



Many people view religion as something separate from political and economic institutions, but they aren't. It is important to identify places where the Realities of the above belief structures overlap and the relationships of the corresponding institutions in those areas:

#1 ó *Religion and Politics*

#2 ó *Politics and Capitalism*

#3 ó *Capitalism and Religion*

The most important overlap is #4, the place where all three overlap -- *it is the Reality in which individual America's live*. To address many of the problems that exist today, we must clearly understand the roles all of the above institutions play in causing or not resolving them. In light of humans only having two options for exercising power, we must identify the type of power used to create a problem and who is exercising it. The use of Force is usually very visible and people that use

it have a difficult time hiding their roles. A new way to increase the power of persuasion was created in the United States in 1917 as a result of two factors -- *new technological advances in mass communications (high speed color printing presses and the radio) and the creation of a new field of study called "psychology."* An important advantage for users is that the masses they target are completely unaware of it. Who wanted to use it against a mass audience, why and why didn't they want members of that audience to know what they were doing?

In 1914 when **J. P. Morgan & Company** was chosen to serve as intermediary for the British Government in arranging purchases of munitions, arms, uniforms, chemicals, and everything else that would be needed to wage a modern war. As Financial Agent, Morgan not only organized the financing of war purchases and decided which companies would be the suppliers -- *it also set the prices.* Not surprisingly, corporations controlled by **Morgan** and **Rockefeller** were the prime beneficiaries. In 1916 alone American industry, despite the nation's official neutrality, exported a staggering \$1.3 billion worth of munitions to England and France. By the eve of America's entry into the war, J.P. Morgan & Co. had organized the export of some \$5 billion worth of war materials to English, French, and later Italian governments, all bought on credit organized (for fees) by J.P. Morgan & Co. *The sum was large enough to cause a major banking crisis if those loans defaulted.*

Then, in late 1916 and into the first months of 1917, their prospects suddenly turned catastrophic. In February 1917 the Russian Czar abdicated as the exhausted military staged a mutiny at St. Petersburg (Petrograd). The Russian Army leadership was powerless to suppress the mutiny. Were Russia's forces to leave the war, Germany would no longer be faced with a devastating two-front war and could focus her forces on the Western Front. Morgan began to fear that the unthinkable might happen, namely that Germany might after all win the war. Wilson's Ambassador to London at the time was **Walter Hines Page** who had been a **trustee of Rockefeller's General Education Board** before being named Ambassador to the Court of St. James. On March 5, 1917, Ambassador Page sent a confidential dispatch to President Wilson advising him of the situation and that America should go to war.

President Woodrow Wilson had a problem because Germany had not attacked America or done anything to justify going to war in the minds of American citizens. Wilson had also promised voters in the presidential campaign that he would not go to war. But, on April 13, 1917, less than a month after receiving Page's telegram, Wilson created the **Committee on Public Information (CPI)**. He named **George Creel** to head CPI and he was soon joined by **Edward Bernays**, who brought intimate knowledge of a new discipline called human psychology. Bernays was the exclusive literary agent in America for his uncle, **Sigmund Freud**. Later, Bernays wrote two books -- *Crystallizing Public Opinion* and *Propaganda* and revealed a great deal about how CPI operated, viewed American citizens, and the techniques they used to unknowingly manipulate the public's minds. He wrote:

The conscious and intelligent manipulation of the organized habits and opinions of the masses is an important element in democratic society. Those who manipulate this unseen mechanism of society constitute an invisible government which is the true ruling power of our country.

It was of course the astonishing success of propaganda during the war that opened the eyes of the intelligent few . . . to the possibilities of regimenting the public mind. (Regimenting is defined as "to organize rigidly especially for the sake of regulation or control.")

The American government developed a technique which . . . was new . . . the manipulation of patriotic opinion made use of the mental clichés and the emotional habits of the public to

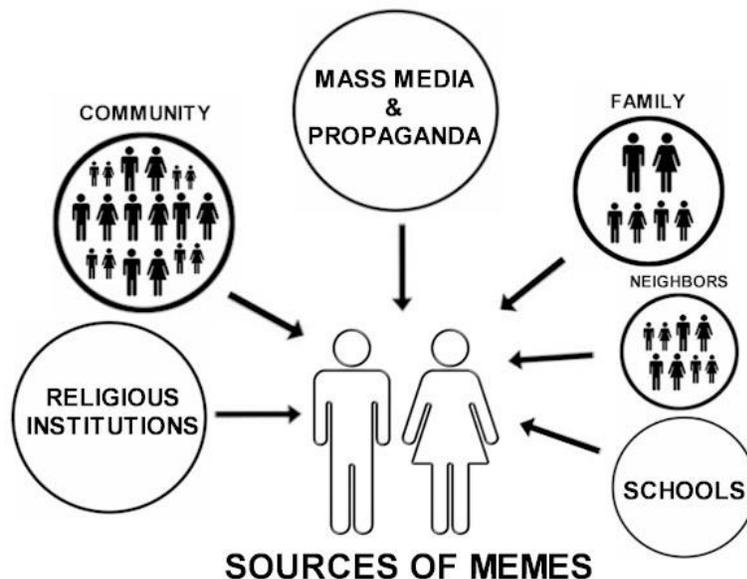
produce mass reactions against the alleged atrocities, the terror, and the tyranny of the enemy. It was only natural, after the war ended, that intelligent persons should ask themselves whether it was possible to apply a similar technique to the problems of peace.”

Who are the men who, without our realizing it, give us our ideas, tell us whom to admire and whom to despise, what to believe . . . There are invisible rulers who control the destinies of millions. It is not generally realized to what extent the words and actions of our most influential public men are dictated by shrewd persons operating behind the scenes. Nor, what is still more important, the extent to which our thoughts and habits are modified by authorities.

Bernays describes his work as *“the engineering of consent.”* He acquired the title, *“the father of spin,”* a reference to the technique of manipulating reality to produce the desired ends. No society had ever lived in an environment in which its members were unknowingly and constantly bombarded with powerful *“engineered propaganda packages”* that were specifically designed to control and manipulate their minds. The public mind changed and Americans willingly supported the decision to go to war. Morgan and Rockefeller’s corporations made huge profits and Wilson maintained his popularity. At least 21,000 new millionaires and billionaires were made in the United States -- **106,708 Americans died**.

Very powerful people watched CPI closely during the war and after it shut down they hired its people. Next, they turned their attention to using the same techniques to manipulate American minds to buy their products and services, support their candidates, not see what they were doing -- *and anything else the invisible rulers wanted Americans to do*. A new industry was created called *“advertising”* and it was controlled by second generation *spin-doctors* who added a new weapon to their arsenal *“television*.

When we consider what was taking place from a memetic perspective, the significance of the use of *“engineered memes”* becomes apparent *“mass media became the largest and most powerful source of memes in America*.



Americans moved from their porches and yards, where they had interacted with and strengthened relationships with their neighbors for their entire lives, inside their own houses where the television sets were located. They ate fewer family meals together around a table and switched to TV trays so they wouldn't miss anything. They read fewer books, newspapers and other periodicals, because radio and television added voices and images to words. Engineered memes manipulated emotions and stimulated human appetites, desires and longings of mass audiences for increasing amounts of time ó *reducing the amount of time and opportunities Americans spent in face-to-face interactions.*

The new techniques found their way into the entertainment industry and as increasing numbers of Americas listened to radios, watched television sets and stared at the big screens in theaters, they encountered new sources of beliefs and values. **Do not forget that people do what they have memes for** and American began doing the things related to their newly acquired memes. Something the people engineering consent quickly learned was that the use of certain types of propaganda desensitizes people. In order to stay affective, the intensity of sensory manipulation must increase. Over the years, they increasingly showed more skin, more sex, more blood, more violence, brighter colors, louder sounds, etc. ó *pushing moral and social limits to greater extremes.*

Beginning in 1991 a series of communications technology innovations transform the ways Americans acquire knowledge and communicate with others.

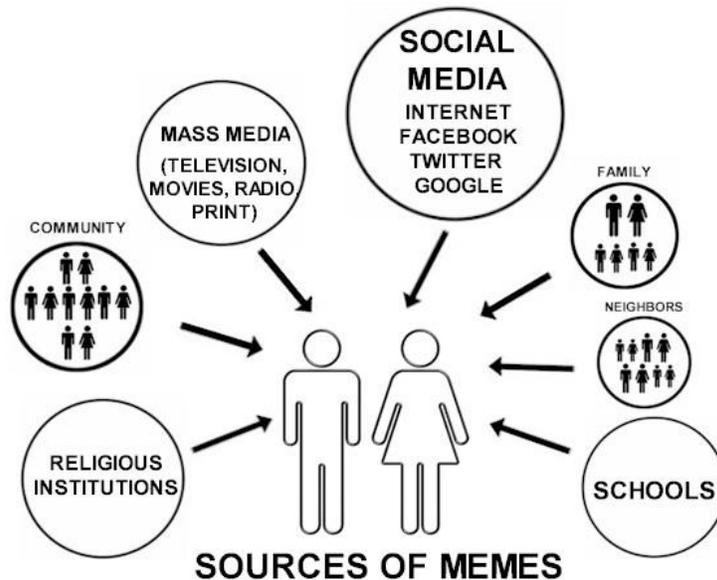
 <p>1991</p>	 <p>1998</p>	 <p>2004</p>
 <p>2005</p>	 <p>2006</p>	 <p>iPhone - 2008</p>

The **Internet Reality** we take for granted today didn't exist in 2007. Why is it so powerful? Unlike television, the computer and smartphone allow spin doctors to use powerful algorithms to stalk you and your children. They track every click, where the cursor strays, and what page arrangements hook you for the longest amount of time, etc. This click-eyeball-cursor data is strained, sifted, and examined -- *then they display information on your screen that reflects what you have revealed about yourself.* They build profiles on you based on what you reveal about yourself. *You show the algorithms (powerful computer programs) your appetites, desires and longings are and they instantaneously deliver custom packages of propaganda about products and services that will satisfy them.* Two people looking at the same page on the internet at the same moment and have different ads on what they see. We are being fed streams of information about the things the stalking programs are secretly collecting about us ó *and our children and grandchildren.* **The speed at which minds are being manipulated and the intensity of the ways our emotions, appetites, desires and longings are being stimulated are accelerating exponentially.** Since 2007, social media has changed every area of human life ó *genetic, memetic and social. It has altered the way we interact, form relationships, feel about each other and grasp the fact that we need each other to survive – that means we must find common values.*

Look at what has become the norm in the lives of hundreds of millions of Americans today.



Even though they are sitting next to each other in the same room, their minds are connected to someone or something else that may be located anywhere on earth. As you look at the children in the picture, consider what is taking place from a memetic perspective -- *their minds are receiving steady streams memes*. Those born after 2001 have lived in a cyberspace world for their entire lives. Social media is becoming the primary source of memes for many Americans ó *beliefs and values*.



- (1) The estimated number of social media users is 2.03 billion with a global penetration of 28%.
- (2) Social networking accounts for 28% of all media time spent.
- (3) Users between the ages of 15 and 19 spend at least 3 hours a day on average on social media.
- (4) Users between the ages of 20 and 29 spend at least 2 hours a day on average on social media.

- (5) 1.23 billion users log into the site for an average of 17 minutes each day.
- (6) 39,757 years of our time is collectively spent on Facebook in a single day.
- (7) 18% of social media users cannot go a few hours without checking Facebook.
- (8) 16% of the people rely on Twitter or Facebook for their morning news.
- (9) It is estimated the average American spends nearly 25% of their work day browsing social media.

A dangerous side effect of a system that is designed to provide you with the things you tell it that you desire and long for is that it feeds you with a constant supply of information that reinforces your Reality and just like your subconscious memetic immune system, algorithms screen out things that do not fit in it. If you like sports, you will be immersed in sports memes, but if your focus is on a radical extremist religion, that is what you will get.

From the standpoint of ISIS, the American culture combined with social media has created the perfect environment for them to recruit Americans to be terrorists. Our culture glorifies violence -- the meanest toughest guys are the heroes, killing the most people is the plot television programs, movies and games use *the more savage and violent the better*. In addition, Americans are becoming some of the most isolated and lonely individuals in the world *and they demand instant gratification*. ISIS promises to make recruits a star, gives them a sense of belonging, creates a Reality in which they are the *good guys* and they will be rewarded by God after they die doing their suicidal acts of murder. ISIS has dramatically changed its message to fit new social media realities. Below are important points you must understand. They were made by FBI Director James Comey at a meeting on December 16:

Back in the "old days" (2 years ago) things were very different.

Your parents' al Qaeda was a very different model than the threat we face today from ISIS.

Al Qaeda was all about centralizing its attacks – the planning coming from the center and attacking out against its targets.

The message of al Qaeda was "come and fight with us." It was delivered by people or through chatrooms on the internet with the goal of bringing recruits to cells for radicalization.

Two years ago ISIS created a new message – "Come or kill, come or kill!" This message doesn't require anyone to go anywhere else to become a jihadist. They can fulfill that goal by killing people where they live and become the hero and star. ISIS will claim credit for those acts and the media will glorify them. They choose the place and time. They do not have to wait for orders to fulfill the message "come or kill." They may choose to attack a symbolic target or kill a bunch of co-workers they have disagreements with.

ISIS delivers its message all day long on the device on your hip or in your breast pocket.

When ISIS finds somebody online who might be willing to travel or kill in place, they will begin a relationship through Twitter direct messaging. If they really think that this is someone who will kill on their behalf they move them from Twitter, which we can get access to with a warrant, to a

mobile messaging app that is end-to-end encrypted. At that moment the needle that we have been searching for in the nationwide haystack “goes dark” and becomes invisible to us.

Given the assessment of the challenge we face, I think the conversations we have to have involve what consumers really want (like end-to-end encrypted devices) and how businesses really want to conduct themselves (like making those products).

Americans are now living in political, economic, religious and social Realities that look like those in a kid's kaleidoscope that are constantly changing. Historically social institutions in which children are born and raised, like families built around a heterosexual relation of a male and female, who are married, have radically changed. Children are raised in single parent homes, homes with ever changing adults in relationships, same sex homes, foster parent homes, etc. Many children do not attend religious institutions and have no traditional sources of beliefs and values. In many cases, children are being raised by other children, algorithms, and unknown people on social media. Adults are blaming, complaining and angry about the ways their lives are going. Elected representatives are much more interested in making their lobbyists happy instead of the people they represent. And, American institutions ó *economic, political, social and religious* -- are becoming much more extractive. More and more Americans are sensing intuitively that America is in serious trouble, but they do not know what to do about it.



On our journey we found what we believe is the plan for what we can do, and, it was written by our Founding Fathers and embedded in the **structure** of the *Declaration of Independence*.

- (1) **one people** – *We must acknowledge that to resolve the problems we face, we will do it as a united people (the US Constitution repeats this in the phrase – “We the people”).*
- (2) **self-evident truths** – *The way we become “one people” or “We the people” is by identifying and declaring values we will hold as our individual Core Values and create relationships built of Shared Core Values – Values-Based Relationships).*
- (3) **governed by consent** – *Acknowledge that we are governed by a government we create and actively participate in as citizens in the democratic process at all levels of government. We will elect representatives that understand they govern by our consent and will be held accountable by us – individually and collectively.*
- (4) **agree upon the offenses** – *We will come together to clearly identify and state destructive acts that are being committed against us. We will specify the laws and values that are being violated and name the people who are committing the offense. We will also engage in co-creating the remedies and solutions needed to bring people’s lives up to the standards of American values.*
- (5) **commit to act together as citizens** – *The Founding Fathers did it this way: “We pledge to each other our Lives, our Fortunes and our Sacred Honor” and signed the document. We must do the same for our descendants*

This was not on our radar when we began our journey over twenty-five years ago. We never dreamed that the guidelines and principles we created to better understand the words of our Bibles and the histories of our religions could be important tools for strengthening social bonds of our nation. *Twenty-five years ago, America's social bonds were much stronger.*

I began as a pastor of a church, but as the years passed, I closed the church and co-founded two organizations:

Biblical Heritage Center (Ike is president and I am vice president)

TOV Center (Jeffrey is president and I am vice president)

The **Biblical Heritage Center** has focused on our **biblical heritages** and **Belief Systems**. Over the years I have collected tremendous amounts of data in large databases that will be important resources for creating **BS MRIs** that people will use to create their *personal memealogies*. The first step in the process of becoming part of "We the people" is a journey of self-discovery in which we identify the belief structures that make up our Reality so we will become aware of the activities of our subconscious memetic immune system and stealth algorithms operating behind the screens of our computers and smartphones. Since over 70% of Americans identify themselves as Christians, what Ike, Jeffrey and I have learned will apply to and help them. This also means that just like us, 70% of American citizens already share many Core Values. Just imagine what would happen if 70% of American citizens consciously decided to adopt the values of Jesus and the Founding Fathers and created values-based relationships around them!

We created the **TOV Center** to be a training center that will assist people in their journeys of self-discovery by creating inclusive safe environments where people will be able to interact with others with different belief structures and Realities to understand yourself. It is extremely important to interact with people who see the world from a different point of view. The TOV Center will assist people in creating values-based relationships by networking them together and providing opportunities to attend Gatherings for different purposes ó educational, social and the formation of teams with specific objectives. The TOV Center will be an information resource center that makes people aware of facts that must be included in the conversations that are required for the democratic process to be successful.

- (1) Conversations about religions must include the memealogies of beliefs and histories of religious institutions. They must identify the actions of individuals and institutions that affect human lives. The ways political and economic institutions have and are interacting with religious institutions must be clearly understood.
- (2) Conversations about political and economic institutions must identify the power factors (who uses it and who it used against). Visibility and transparency are essential when it comes to money (who gives and who receives it). Conversations of substance will not take place until the participants understand the roles of these factors: *fractional reserve banking, the petrodollar, derivatives, financialized markets, offshoring, unregulated over the counter markets, stockholder primacy, corporate takings, the Glass-Steagall Act, IMF Special Drawing Rights (SDRs), Enron Loophole and Citizens United* -- for starters. The propaganda Americans are receiving today about the economy create an equivalent of mirages in a desert. As long as people focus on them,

things will get progressively financially for the masses. The mirages are working great for the 1% of the population at the top, but are destroying the lives of members of the other 99%.

- (3) Conversations about the state of our society cannot take place with people being aware of the roles of religious, political and economic institutions in issues related to these conflicts -- *same sex marriage, abortion, birth control, hate speech, minority rights, corporatism, corporate rights, immigration, sexual orientation, politically correct speech, etc.*

I wrote this report to bring you up-to-date on our journey and ask you to consider the importance of our work as 2015 comes to an end. Things have changed dramatically in American since this time last year. Back then the focus on terrorism was on the other side of the world. The battle ground has moved to America and your neighborhood could be the next battle ground. Mass shooting, by people other than religious extremists, have become everyday news. You know your children and grandchildren aren't safe playing in their yards, going to schools, walking down streets, sitting in a theater or sitting in their bedrooms with devices linked to predators through social media. This is not the way America should be and the systemic changes that are required to correct the situations that are causing this state of affairs cannot be changed on the streets of Washington DC or your state capitals. The only potential source of real change will begin on streets like yours and it will be done by people who decided to participate in real life, instead of live in the mirages of the cyber world.

Many people are shouting -- *We must take back America!* -- but before America can be taken back, Americans must take control of their own minds *and become actively engaged in protecting the minds of our most valuable and precious heritage – our children.*



*is not a product or a brand;
it cannot be bought or sold;
it cannot be voted into existence --
it can only be lived!*

*Our journey continues and we are very grateful that you are part of it.
Let us Co-Create a New Reality together!*



About 30 years ago a Cherokee woman, who had just left the reservation to enroll in a Baltimore school, was interviewed. She was asked what she found most surprising at her new school. Without hesitation she said, "They (students) don't know who they are. They just don't like themselves." She went on to tell how comfortable the traditional society she had come from was. Everyone had a place, and they knew their place.

In polls taken in 1985 and 2004 to examine the social networks of Americans, people were asked: "Who are the people with whom you discuss matters important to you?" What they found was that in 1985, the modal number of confidants was three. In 2004, the modal respondent reported having no confidants. This isolation in combination with self-rejection is toxic. It increases people's susceptibility to authoritarian appeals and disengages them from a democratic practice.

*If I am not for myself, then who will be for me?
But if I am for myself, then what am "I"?
And if not now, when?
Hillel the Elder (Avot 1:14)*

Join the TOV Center journey with us. Become a Team Member of the TOV Center.

Membership Options

One Year Membership -- \$18
Five Year Membership -- \$90
Lifetime Membership -- \$180

Mail your membership to:

**TOV Center, Inc.
PO Box 830505
Richardson, TX 75083-0505**

or go online & join at:

<http://tovcenter.org>

BE A FOUNDERS TEAM MEMBER!

Every person that becomes a TOV Team Lifetime Member of the TOV Center before December 31, 2016 will belong to a very special group of **Founders Team Member of the TOV Center.**

As Founders Team Member you will be an important part of making the TOV Vision a Reality. Being in at the beginning means experiencing the "bumps in the road" as we travel on a new uncharted course and make corrections from time to time.