



# Koch Brothers' Manifesto

## What is a Manifesto

A manifesto is a summary statement of one's: 1) your intentions (what you intend to do) or opinions (what you believe, or your stance on a particular topic). It gives an insight to your vision (the type of world that you dream about and wish to create). After reading a manifesto, ideally, your reader should feel like, "I understand this person better" or "I get what this project is all about." A framework to guide one's activities or strategies.

## Statement From the Penthouse (25 Points of Evil)

1. We must build and cultivate a "trusted" cadre of loyal high-level operatives with money, positions of status, and rich perks (i.e. conferences at fancy resorts-all expenses paid). Indoctrinate them with our propaganda-create a "bubble" around them. (This lesson was learned from Vladimir Lenin-It works!). Ostracize anyone who doesn't believe. Teach people to heel. "Primary" politicians, as needed, to remind who is the boss.
2. Focus all our activities on obtaining **power** for Charles Koch and other billionaires. Goal: Increase our wealth. Increase our **Power** to influence behavior of groups and individuals. Increase our **Power** to frame the topics or issues we want to talk about. Increase our **Power** to tell people who the "good and bad guys are."
3. Use business and military competencies (science) to guide us on how to obtain power and influence and/or change economic, political, social, and/or religious systems in the U.S. Plan, do, check, act.
4. Hollow out any form of democratic or cooperative resistance (e.g. unions, teachers, Planned Parenthood). Change the behaviors (influence or impact) of groups that are against us. Use sociology and psychology science (propaganda) to influence or change individual behaviors via media (e.g. Fox News).
5. Our goal is to make all the rules in government-control the state (e.g. state rights) and federal levels to increase or sustain our power. Put "locks and bolts" on things like constitutions, government legislation (e.g. 2/3 majority laws), and/or government regulations. Use locks and bolts to reduce the impact of concepts like "majority rule." It is cheaper to buy and control politicians, local media, and elections at the state level. We can also control the local level this way.
6. Be subversive and secret, use stealth activities to cloak our intent and activities. Always deny this publicly.
7. Say one thing (camouflage); do the opposite to achieve our goals in support of Item #2.
8. Use our "version" of the Constitution and historical figures (e.g. Founding Fathers) to act as camouflage.
9. Don't worry about fairness and honesty-it doesn't count. Basic fairness and equal treatment under the law are not our concerns. Run over these values when needed (e.g. voter suppression, gerrymandering).
10. Don't reform anything. Change all rules to the way we want them. Always refuse to compromise. Compromise is a dirty word. However, keep in mind transformations can be made in increments that few people will notice because most people (voters) have no patience to understand minutiae (regulations.) See item # 5. Government workers will see this strategy; however, they will be forbidden to talk about this by rules (e.g. don't talk about climate change).
11. Always use speed to our advantage to support Item #2 above. Government institutions and the Democrats/Progressive organizations are usually too slow to respond effectively to this strategy. Don't worry about unintended consequences. We can do damage control later.

"If you **know** the **enemy** and **know** yourself, you need not fear the result of a hundred battles. Sun Tzu

12. Take “down” (shrink) government to free capitalism so my allies and I can increase our wealth and profits. This will keep billionaires and suckers loyal to us. This will also help me with Item #2.
13. Use “hot button” topics (e.g. abortion, gun control, and/or immigration) to organize an army of believers (voters). Give them what they want if it supports me (Charles Koch) and Item #2 above. Use linguistic “dog whistle” techniques to “stoke” fear and racism via our propaganda. Repeat it often. Synchronize the message through multiple media sources. Use our research to persuade people-negative or positively about our manifesto. This will help for Item #2 above.
14. Create a nation-wide network of organizations that is separate from and bigger than any political party. (Koch’s paid political staff is 3 times as big as the staff in the GOP). This network of paid staff and databases must be larger and most sophisticated than any political party or the government. Use our databases to target our messages to specific groups (e.g. Bernie Sanders supporters) via media (e.g. FaceBook). Use international resources (Cambridge Analytica Ltd), if necessary. These organizations should seem legitimate and only appear in media events we control.
15. Buy mass media (TV, Radio, Newspapers) and create monopolies to control it. Change whatever the public is hearing/thinking and who says it. Always support Item #2 above. Worry more about headlines, photos, and 15-30 second news stories more than content (Most people ignore content and details.). Content on any issue should be short, distorted, incomplete, and always support us. Always support our allies (advertisers).
16. Create a large and continual (24/7) propaganda campaign via Fox News, Sinclair Broadcast Group (TV & radio stations, cable channels, and other media networks) as well as media sources owned by other billionaires to support Items # 2, 3, 4, and 5. Make government (especially big government) seem like the enemy to the lives of people. Tell people they are oppressed by a government that makes them pay taxes for parasites (e.g. welfare & food share participants.). This will confuse people and demoralize the opposition, so they feel “fatigued” and stay away from the Democratic Party/Progressive organizations and political battles. If we do this often enough, progressives will stop being active. Don’t worry about public opinion polls. Money “talks” louder to “our” politicians.
17. Overwhelm the political dialogue/legislation with various schemes (e.g. Charter schools, privatize prisons) to confuse our opposition. This creates diversions away from our power building strategy. Do it on a continual, daily or weekly, basis to disrupt the functioning of government (and public discussion). This will also distract the media and Democrats.
18. Link funders to “our” cadre of believers and universities. Use one to one and group techniques to keep them in the bubble and engaged in our propaganda. Develop a cadre of surrogates to spread the message to other funders.
19. Use large amounts of private funding we control to manipulate universities. We will create our own universities (over 20 exist) that support our goals. Manipulate the other universities with grants and donations (Only to universities/colleges that support our agenda-see Items #2, 3, 4, and 5 above). Use the money to finance faculty positions, fake research and related conferences. Use only our paid university staff to be surrogates to disguise our beliefs and give the media a “ready and easy” source of information to meet their deadlines.
20. Conduct a mountain of biased “academic research” that we can feed to the media and the world. The media is hungry for research and won’t question it or “dig” deeper. Don’t worry about facts. Bend everything to support Item #2 above.
21. Create a nation-wide network via foundations (e.g. Americans for Prosperity) to finance and conduct training workshops, institutes, and academies to influence politicians, judges, and university students. Vary the length from 1 day to 2 weeks. Our surrogates should publicize, lead, and teach at these events to “soften” up participants to our beliefs. Lavish perks on them. Use our “academic” research and propaganda for our content and messages. Synchronize these “learning” activities with our universities and our paid faculty at other universities. (This will be highly effective; Democrats and Progressives don’t do this).
22. Create our own uniform legislation/policies for use by our politicians. This will make for consistency across states. See Item # 5 (e.g. American Legislative Exchange Council, ALEC).
23. We value total freedom and Individual liberty (polite way to say greed for billionaires) over collective solutions (e.g. Medicare, Social Security, Food Share) to public problems. (Libertarian concept)
24. **Double** down on Item #2.
25. **Triple** down on Item #2.

Sources: Adapted from *Democracy in Chains (The Deep History of The Radical Right’s Stealth Plan for America)*, Nancy MacLean, 2017 (Note: This book is the core document to understand Charles Koch. The research includes hundreds of citations, 60 pages of notes, and 18 pages of bibliography references.). *The Crash of 2016*, Thom Hartmann. Other Thom Hartman Sources: [www.thomhartmann.com](http://www.thomhartmann.com).