

CRITICAL THINKING: THE TRUTH TEST

HOW TO SEPARATE FACT FROM OPINION
BEFORE MAKING DECISIONS



The cover photo and photo below features

Orson Welles, a famous American actor, director, writer, and producer.

The cover photo shows Welles performing a famous Halloween radio episode at 8pm, Eastern Standard Time, on Sunday, **October 30, 1938** on CBS radio in New York. While the program increased Welles' fame, the program also created panic among radio listeners who believed

the world was being invaded by Martians.

Welles' program interrupted a radio program of dance music to report a series of odd explosions had been spotted on Mars. Shortly thereafter, Welles reported that an unusual object had fallen from space onto a farm in New Jersey. Wells told listeners **Martians** then emerged from the object and began a series of attacks using a heat ray. Wells later interrupted the dance program again to describe a devastating, full blown, alien invasion taking place across the United States and the world. ***The broadcast seemed TRUTHFUL.*** Many listeners accepted Wells commentary as **FACT**.

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The photo above shows Orson Welles (center), on October 31, 1938, being questioned by the press following his CBS radio program that frightened listeners all over the country. Welles' got the idea for his radio program from H.G. Wells' famous science fiction novel, "***War of the Worlds***". Orson Welles claimed he never thought the radio program would create a panic. "*It was just a radio show!*" he said.

Critical Thinking:
best practices
for finding
'the Truth'!

GLOSSARY OF KEY TERMS

PERSPECTIVE

INTERPRETATION AND OPINION

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“This text, this program, are not fact, rather the view of one person. Consequently, they should not automatically be accepted as ‘truth’. Two time Pulitzer Prize winning historian and author, Barbara Tuchman, stated ‘there is no such thing as a neutral or purely objective historian....without an opinion, a historian would simply be a ticking clock....’ Likewise, the statements of any person in a position of influence and power should bring some level of scrutiny and, if warranted, **questions** to the conversation.

Life’s mission should be determining ‘truth’. The challenge is to explain why anyone should believe it.

CREDIBILITY

BELIEVABILITY

“It’s not a given, we acquiesce too quickly. Be respectfully skeptical. Do your homework; check the record and the resume. Ask the **question** – ‘should I trust this person as a credible source for ‘truth’?”

Make it a prerequisite before embracing the claims of anyone who professes to have ‘it’.”

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*"Ye shall **know the truth, and the truth shall set you free!**"*

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The Bible: John, 8th Chapter, Verse 32.

*"Humanity exists to perceive, to know, to uncover ideas;
to uncover the FACTS.
This is what gives us our purpose."*

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"The mission of the men and women we entrust for our well-being
should be
find and then expose
the absolute, indisputable truth
AND NEVER
purport
bias or opinion
as the 'truth'
only to serve their selfish or partisan purpose."

***"There is nothing to fear
EXCEPT
a persistent refusal to look for 'the truth'!***

*Be fearful
of a persistent refusal
to look for and then analyze
diverse perspectives and opinions
before deciding upon
the true cause of happenings!"*

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Dorothy Thompson, famous American journalist and historian, and moi.

INTRODUCTION:

Whether it's finding the right college to bring out your best and maximizing your opportunities for lifetime success **or** deciding on a car to buy **or** even determining the right partner to be with, your ability to gather and then correctly analyze data will determine how successful you will be.

This book focuses on data we see, hear, and feel each day

which we then **organize** and **analyze** to decide

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what data are truthful.

Let's begin with the word 'data'.

What is data?

There are multiple definitions of data. For the sake of this conversation, we are focusing on the term "**raw data**". 'Raw data' is a

collection of 'stuff'

- words, statements, descriptions, numbers, pictures, experiences, etc **before** it has been "*checked*" against reliable sources. For data to be determined truthful and thus have real value for making decisions,

data needs to be "checked, corrected or authenticated to remove outliers, bias, misinformation, and/or propaganda",

according to Wikipedia. "*Data, information, and knowledge are sometimes and mistakenly used interchangeably. Each term - data, information and knowledge - represents a progression of steps to be taken before the data are determined to be fact or the truth. Each term has its own role in relation to the other, and each term has its own meaning. A decision making process for determining 'truth' or 'fact' is this - data are collected and must be analyzed using trusted, reliable sources. Data only become information suitable for making decisions after it has been analyzed in some fashion to determine its truth.*

Once data are determined to be truthful or factual, 'data' then becomes 'information' and can then be used for making decisions

giving us the '*knowledge*' to become a wiser person.



Every doctor in private practice was asked:
—family physicians, surgeons, specialists...
doctors in every branch of medicine—
“What cigarette do you smoke?”

According to a recent Nationwide survey:
**More Doctors
Smoke Camels**
than any other cigarette!

Not a guess, not just a trend...but an actual fact based on the statements of doctors themselves to 3 nationally known independent research organizations.

Yes, your doctor was asked...along with thousands and thousands of other doctors from Maine to California... And they've named their choice—the brand that most distinguished in their smoke is Camel! Three nationally known independent research organizations found this to be a fact.

Nothing unusual about it. Doctors smoke for pleasure just like the rest of us. They appreciate, just as you, a mild, manly taste and ease on the throat. They too enjoy the full, rich flavor of expertly blended tobacco...and they named Camels...more of them named Camels than any other brand. Next time you buy cigarettes, try Camels.

envisioningatheamericandream.com

This ad above is a 1950s magazine ad for Camel Cigarettes. The ad created the impression that Doctors believed cigarette smoking is "ok" and, as an extension of this claim, that smoking would not harm a person's health.



Kellogg's Rice Krispies cereal was accused of misleading consumers about its 'immunity boosting' properties in 2010. The Federal Trade Commission ordered Kellogg's to stop advertising their claim that RICE CRISPIES cereal improved a child's immunity. It was NOT TRUE! "Kellogg's claims were dubious." The Kellogg Rice Krispies advertising campaign ALSO claimed their cereal improved kids' attentiveness and concentration abilities. The advertisement inferred most kids would improve their attentiveness. Clinical studies showed that was NOT THE CASE. Only 1-in-9 kids, NOT MOST KIDS, had that kind of improvement.



Naked Juice was in the news in 2013 after being forced to retract their claims that their juice was “100% fruit” and “all natural.” The juice company, owned by Pepsi, actually included ascorbic acid and synthetic sources of fiber in their beverages — once again proving that **“all natural” was not completely true.**

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California Senator **Kamala Harris** in 2017 announced that President Trump's claim of giving Americans a decrease on their taxes was untrue. Instead, Senator Harris claimed, that on average, middle class families earning less than \$86,000 would see a **tax increase not a tax decrease** as the Republican 'tax reform' plan" presented by President Trump said. The **Washington Post** newspaper investigated Senator Harris' claim, did the math, analyzed the numbers on President Trump's new tax policy and found that Ms Harris' claims were **NOT COMPLETELY TRUE!** In fact, the Washington Post confirmed President's Trump statement that more than 97 million (80 percent) would receive a tax cut.

Each day we encounter an overwhelming amount of data. Snap Chat, Instagram, magazines, television, Twitter, YouTube, newspapers, e-mails and text messages bombard us with a massive amount of data. Our challenge is determining what's truthful and what's only someone's opinion or bias meant to influence the way we think. It's not easy, especially when the data we encounter is from someone we respect or trust.



Brian Williams was the respected news anchor for NBC's nightly newscast. In February of 2015, Williams was suspended and eventually dismissed from his job as news anchor for the Nightly News program for "misrepresenting events which occurred while he was covering the Iraq War in 2003." In other words, he knew the news he presented about a specific event on his newscast was NOT TRUE.



1880 newspaper ad promoting the health benefits of smoking this brand of cigarettes: Cigarettes De Joy.

In order to make good decisions,

**we must first question -
'is this true?'**

**Then
'fact check' the data
we analyze.**

Having said this, let me ask you if

**it's prudent to
be skeptical
of all data
before
determining what is
'truth' or 'fact'?**

Noted social activist, playwright and historian, Howard Zinn says

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**"YES!!!!
ALWAYS FACT CHECK
DATA!!"**

There is no such thing as pure fact. Everything presented as 'fact' is just someone's judgement." In other words, many who present something as 'fact' have often made a judgement to dismiss or omit other data that could inject doubt or is contrary to their statement of 'fact'. According to Zinn, the

**reason someone
dismisses or omits
other information is
"to give a distorted view",**



Advertisements on e-cig packaging suggests the safety of e-cigarettes. However, scientists from West Virginia University (WVU), after a series of experiments in 2017 exposing mice to e-cigarette vapors, concluded "E-cigarettes should not be considered safe." These scientists hypothesized that acute and chronic exposure to the e-cigs' vapors was dangerous just like tobacco cigarettes.

propaganda,
 misinformation,
 even lies
 are sometimes presented
 to serve
 tellers, the sources
 or their partners
 for selfish interests.

When we analyze data, our objective should be to determine if it's the truth, fact! The dictionary definition of

'fact' is
 "something that actually
 exists or happened;
 reality; the truth;

a truth known by actual experience or observation; something known to be true."

Unfortunately, the truth is not always easy to find.

Many things
 presented as
 'fact',
 are not!

The data we sometimes
 encounter
 that is presented to us
 as 'fact',
 is often
 'opinion',
 purposeful 'misinformation',
 or propaganda

to make us accept something as 'truth' when it really is 'bias' or a 'lie' whose purpose

selfishly serves
 someone else's mission.

Just as misleading statements
 persuade people
 to buy products
 that aren't good for them,
 misleading statements
 have caused
 wars!

For example, as violence was escalating in Cuba in the 1890s between the Cuban people and their colonial masters, the empire of Spain, American



newspaper reporters went to Cuba looking for sensational stories to increase the **circulation** and readership of their newspapers.

At one point, **William Randolph Hearst**, the owner of the *New York Journal* newspaper, purportedly said to one of his illustrators covering the war in Cuba

"You furnish the pictures and I'll furnish the war!"

A reason to go to war was furnished on the evening of February 15th, 1898

when the *USS Maine* battleship, anchored in the harbor of Havana to protect Americans living in Cuba, suddenly, without warning, exploded and quickly sank killing nearly three quarters of her crew. Hearst and other American newspaper publishers had the sensational story they were looking for. Furthermore, to incite anger and greater interest in America, Hearst and other publishers, like Joseph Pulitzer of the *New York World* newspaper, claimed the country of Spain was responsible for sinking the USS Maine. The reason -

many Americans wanted Cuba to become part of the United States.

In fact, American President James

Polk offered Spain \$100 million to 'buy' the island of Cuba in 1848, a sum of money equal to \$2.83 billion in present-day dollars. Cuba was close to the United States, only 90 miles from Florida, and allowed slavery. While many American politicians and plantation owners in southern states like North Carolina and Alabama liked the idea of taking over Cuba, many Northern politicians from states like Massachusetts and Rhode Island did not. And, Spain did not want to give up Cuba. Spain was making millions of dollars growing Cuban 'cane' and tobacco selling sugar, molasses, rum, and cigars. As a result, the Spanish rejected Polk's \$100 million offer.

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Then, in 1898, with the sinking of the USS Maine, many Americans hoped this would be the legitimate reason for America to invade Cuba and take the Cuban island that Spain once refused to sell.

An investigation found no evidence of Spanish involvement. But, this didn't stop Hearst and Pulitzer from writing sensational headlines and creating exaggerated cartoons about the war to sell their newspapers. Popular opinion in the U.S., created by inflammatory articles and cartoons printed in the "*yellow press*" of Hearst and Pulitzer's newspapers, blamed Spain. The phrase,

***"Remember the Maine!
To hell with Spain!"***

became a rallying cry to start an invasion of Cuba.

And, war did follow.

The invasion of Cuba by American soldiers

on **April 21, 1898 was the beginning of the Spanish American War.**

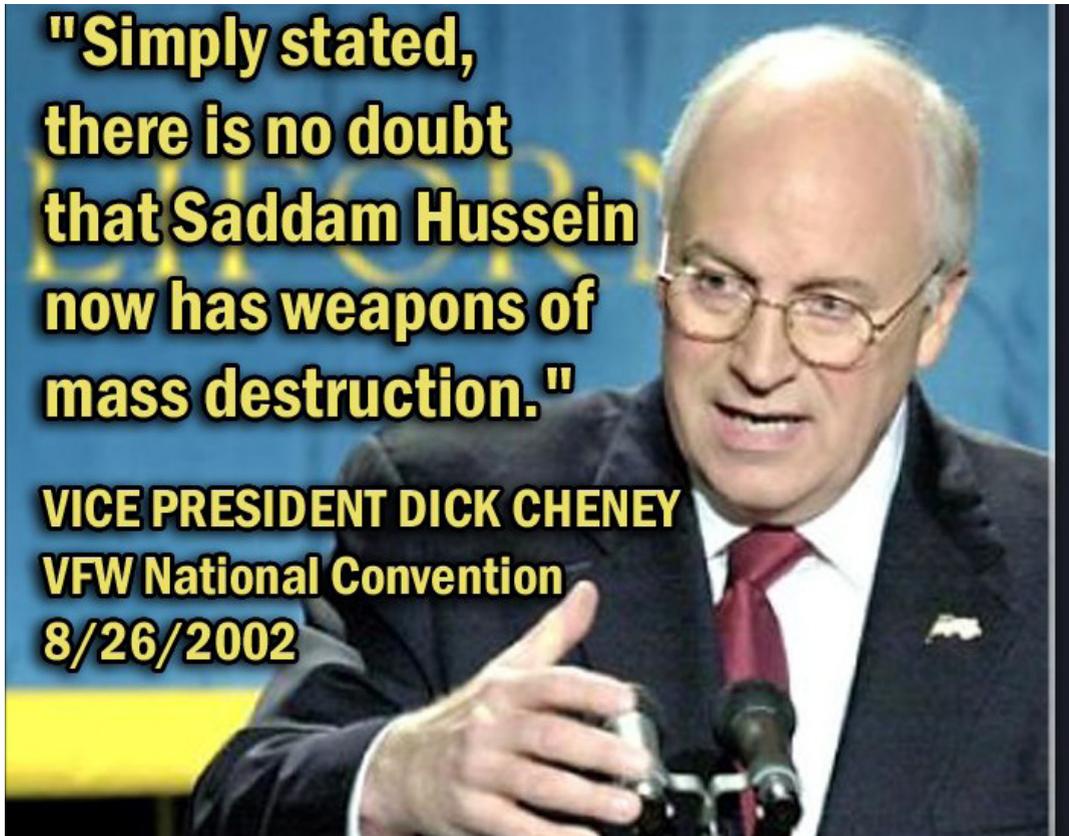
Similar circumstances occurred in 2003.

Believing Iraq's **President Saddam Hussein** was hiding weapons of mass destruction (**WMD**) which would be used against the United States and its allies,

the United States military attacked the oil and natural gas rich country of Iraq on **March 20th, 2003**



Photo shows US Marines attacking the mansion of Iraqi President Saddam Hussein during the war. More than **4,000** American soldiers died in the war. More than **100,000** Iraqi soldiers and civilians died. America has spent more than **\$1 trillion dollars** fighting the war and maintain the peace in Iraq.



**"Simply stated,
there is no doubt
that Saddam Hussein
now has weapons of
mass destruction."**

**VICE PRESIDENT DICK CHENEY
VFW National Convention
8/26/2002**

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In 2002, United States **Vice President, Dick Cheney**, declared the United States' plan to invade Iraq was based on the fear that Iraqi President, **Saddam Hussein, had weapons of mass destruction (WMDs). WMDs would threaten the United States and its allies.** As a result, Vice President Cheney suggested the United States would be justified attacking Iraq. **ONCE AMERICAN FORCES INVADED IRAQ, NO WMDs WERE FOUND.** Photo below shows United States Secretary of State, Colin Powell, arguing before the United Nations that the United States suspected Iraqi President, Saddam Hussein, had WMDs in the form of poison anthrax to purposely use against Americans.

Defector who triggered war on Iraq admits: 'I lied about WMD'

Former chemical engineer tells Guardian he fabricated key 'eyewitness' testimony

Martin Chulov
Helen Pidd Karlsruhe

The defector who convinced the white house that Iraq had a secret biological weapons programme has admitted for the first time that he lied about his story, then watched in shock as it was used to justify the war.

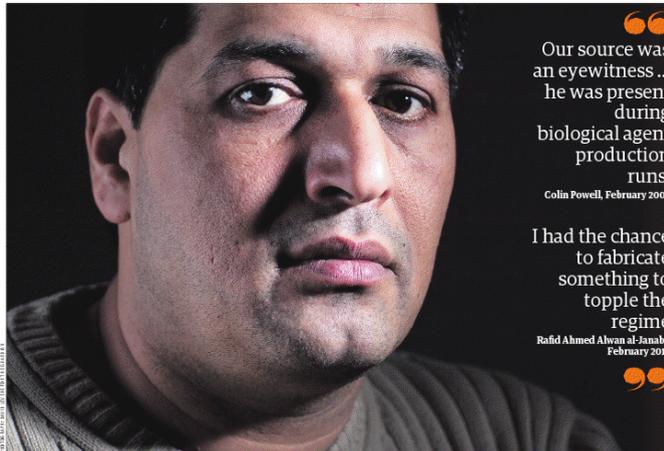
Rafid Ahmed Alwan al-Janabi, code-named Cavabally by German and American intelligence officers who dealt with his claims, has told the Guardian he fabricated tales of mobile biological weapons trucks and clandestine factories in an attempt to bring down the Saddam Hussein regime, from which he had fled in 1995.

"Maybe I was right, maybe I was not right," he said. "The government had a chance. I had the chance to fabricate something to topple the regime. I and my sons are proud of that and we are proud that we were the reason to give Iraq the margin of democracy."

The admission comes just after the eighth anniversary of Colin Powell's speech to the United Nations in which the then-us secretary of state relied heavily on lies that Janabi had told the German secret service, the BND. It also follows the release of former defence secretary Donald Rumsfeld's memoirs, in which he admitted Iraq had no weapons of mass destruction programme.

The careers of both men were seriously damaged by their use of Janabi's claims, which the defector now says could have been—and were—discredited well before Powell's landmark speech to the UN on 5 February 2003.

Janabi is an elusive exile from his country and has never before told the full story of how he duped the world's most powerful coalition by believing Saddam had weapons of mass destruction. In a series of meetings with the Guardian in Germany, where he has been granted asylum, he said he had told a German official, who he iden-



RAFID AHMED ALWAN AL-JANABI, SWATHI WEST GERMANY. "THEY WERE ASKING ME ABOUT PUMPS FOR FILTRATION, HOW TO MAKE DETONATORS AFTER

THAT CLAIM WAS PROVEN FALSE, AND I AT FIRST STRONGLY DENIED JANABI'S CLAIM OF MOBILE BIOLOGICAL WEAPONS TRUCKS AND ANOTHER LIE

WHAT HE DID, DESPITE THE CHAOS OF THE PAST EIGHT YEARS AND THE CIVILIAN DEATH TOLL IN IRAQ, WHICH STANDS AT MORE THAN 100,000.

RICHARD POWELL, WHO CHAIRED THE BRITAIN'S ADVISORY BOARD AT THE TIME OF THE INVASION, SAID: "IT'S THE JOB OF INTELLIGENCE

Our source was an eyewitness... he was present during biological agent production runs' Colin Powell, February 2003

I had the chance to fabricate something to topple the regime Rafid Ahmed Alwan al-Janabi, February 2011

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In the bottom photo, **Margaret Sullivan**, former editor of The Buffalo News, rose to national attention in 2012 when she became the first female **public editor** of the New York Times, **charged THE NEW YORK TIMES WAS RESPONSIBLE for its reporting inaccuracies and void of expected ethics in its reporting**. She moved to The Washington Post in 2016. **The New York Times eliminated her position of "public editor" in 2107.**

The **public editor's job** was to supervise the newspaper's reporting by looking for errors or omissions or bias. **Margaret**, the public editor for the New York Times during the second Iraq war, **expressed some criticism about the paper's coverage of the war**. She claimed some of the coverage in 2003 was **"flawed, driven by outside agendas and lacking in needed skepticism."** **In other words, the reporting was not objective but rather had bias and prejudice.**

The United States and its allies (Great Britain, Canada, Australia, and many more countries) invaded Iraq in 2003 on the premise Iraq had **weapons of mass destruction (wmd)** that jeopardized the safety of America and its allies.

IT WAS LATER PROVEN IRAQ HAD NO WMDs.

The *Titanic* was reportedly
the super ship
said to be
“*unsinkable*”!

But, IT DID,

after hitting an iceberg in the north Atlantic Ocean on its maiden voyage, its first voyage, at sea in the early morning hours of April, 15th, 1912. It was

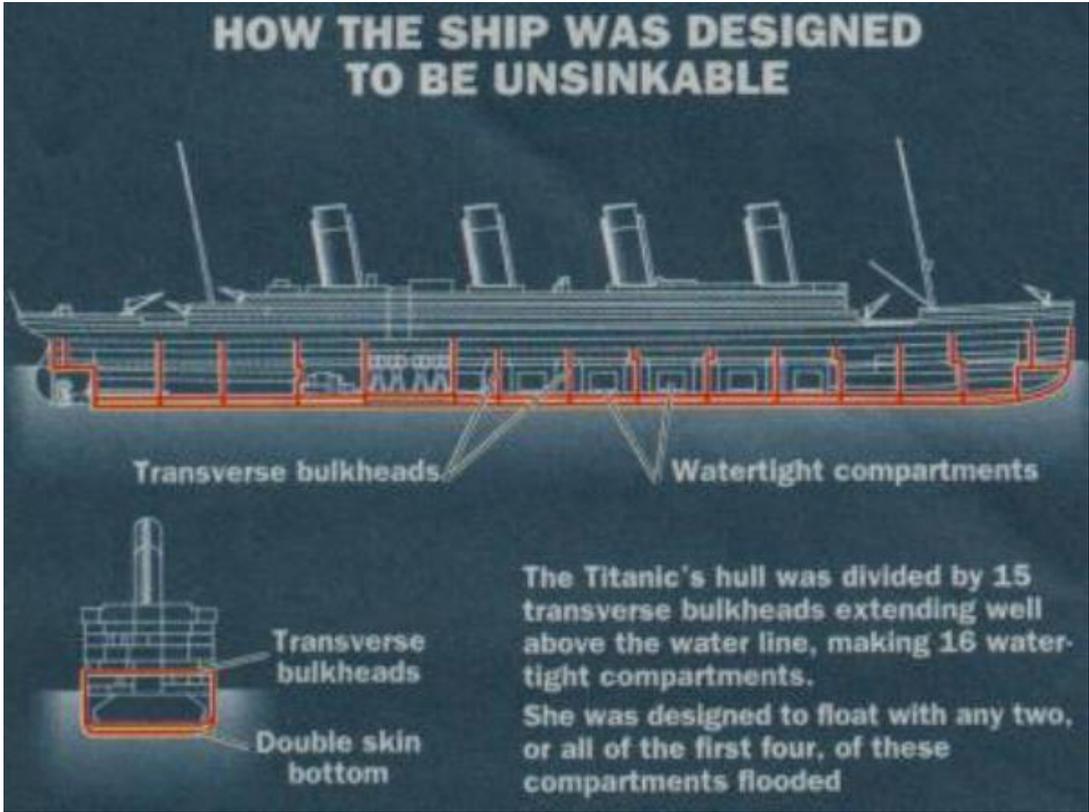
the world’s biggest ship
and
one of the fastest.

There were an estimated 2,224 passengers and crew aboard the ship, among whom were some of the world’s richest and most famous.

More than 1,500 died,

making it one of the deadliest peacetime, maritime disasters in modern history. Although the *Titanic* had advanced safety features such as watertight compartments and remotely activated watertight doors, there were not enough lifeboats to accommodate all of those aboard. Titanic only carried enough lifeboats for 1,178 people— slightly more than half of the number on board.





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The photo above shows Titanic being led out of the harbor in Southampton, England on its voyage to New York City. The photo at the top of the previous page shows newsboy, Ned Parfett, selling the latest newspaper edition highlighting of the sinking of the Titanic on the streets of London. About 710 people survived and were picked up by another ship, the Carpathia, who then took the survivors to New York. At least 1,500 people lost their lives when **the unsinkable Titanic sunk.**

The Dearborn Independent newspaper, established in 1901, was purchased by **Henry Ford** in 1919.

Henry Ford,
the founder and
President of
the Ford Motor Company,
published the paper
until 1927.

The paper reached a circulation of 900,000 by 1925, second only in the United States to the *New York Daily News*!

Ford used the paper
to influence his readers
with his anti-semitic, hatred
of Jewish people.

The stories written for the *Dearborn Independent*, while condemning violence against Jews, clearly blamed Jews for many problems in the world including provoking wars of mass violence and even problems in Major League Baseball. For example, Pulitzer Prize winning reporter, Ira Berkow, claimed Ford wrote, on May 22, 1920, "*If fans wish to know the trouble with American baseball they have it in three words—too much Jew.*" Ford also allegedly said "*I know who caused World War 1: German-Jewish bankers.*" Ford insisted anyone who worked for any of his companies accept his views, and he made sure not

The Ford International Weekly
THE DEARBORN
INDEPENDENT

No. One Dollar Dearborn, Michigan, May 22, 1920 Five Cents

The International Jew:
The World's Problem

"Among the distinguishing mental and moral traits of the Jews may be mentioned: dislike for hard or unskilled physical labor; a strong family sense and philoprogenitiveness; a marked religious instinct; the courage of the prophet and martyr rather than of the pioneer and soldier; remarkable power to survive in adverse environments, combined with great ability to retain racial solidarity; capacity for exploitation, both individual and social; shrewdness and astuteness in speculation and money matters generally; an Oriental love of display and a full appreciation of the power and pleasure of social position; a very high average of intellectual ability."

—The New International Encyclopedia.

THE Jew is again being singled out for critical attention throughout the world. His emergence in the financial, political and social spheres has been so complete and spectacular since the war that his place, power and purpose in the world are being given a new scrutiny, much of it unfriendly. Persecution is not a new experience to the Jew, but intensive scrutiny of his nature and super-nationality is. He has suffered for more than 2,000 years from what may be called the instinctive anti-semitism of the other races, but this antagonism has never been intelligent nor has it been able to make itself intelligible. Nowadays, however, the Jew is being placed, as it were, under the microscope of economic observation that the reasons for his power, the reasons for his separateness, the reasons for his suffering may be defined and understood.

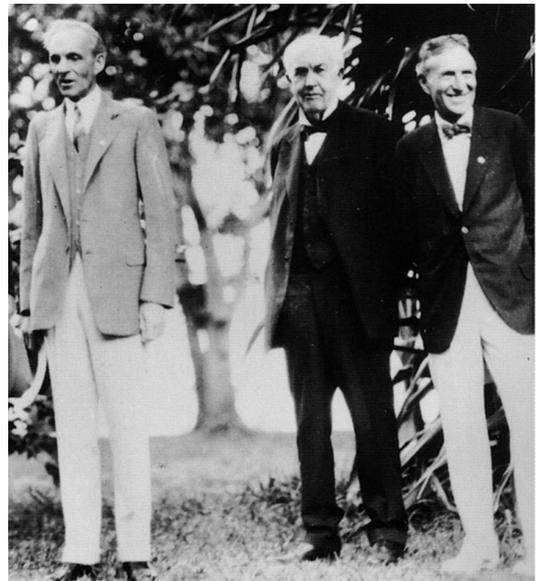
In Russia he is charged with being the source of Bolshevism, an accusation which is serious on its merits in the circle in which it is made; in America, having the ferreted disquiet and penetrating the popular order of young Jewish agents of social and industrial reform, can easily estimate how it may be. In Germany he is charged with being the cause of the Emperor's collapse and a very considerable business has sprung up, bearing with it a mass of circumstantial evidence that gives the thinker pause. In England he is charged with being the real world ruler, who rules as a super-nation over the nations, rules by the power of gold, and who plays nation against nation for his own purposes, remaining himself discreetly in the background. In America it is pointed out to what extent the older Jews of wealth and the younger Jews of ambition swarmed through the war organizations—principally those departments which dealt with the commercial and industrial business of war, and also the means to which they have clung to the advantage which their experience as agents of the government gave them.

IN SIMPLE words, the question of the Jews has come to the fore, but like other questions which lend themselves to prejudice, efforts will be made to hush it up or impede its open discussion. If, however, experience has taught us anything it is that questions thus suppressed will sooner or later break out in undesirable and unpredictable forms.

The Jew is the world's misgiver. Poor in his means, he yet controls the world's finances. Scorned abroad without country or government, he yet presumes a unity of race continuity which no other people has achieved. Living under legal disabilities in almost every land, he has become the power behind many a throne. There are

AFTER asked to the reader, but no dimension of the percentage of traders and not much of any increase in the number of wage earners in America since most of the big business, the trusts and the banks, the natural resources and the chief agricultural products, especially tobacco, cotton and sugar, are in the control of Jewish financiers or their agents. Jewish journalists own a large and powerful group here. "Large numbers of department stores are held by Jewish firms," says the Jewish Encyclopedia, and many if not most of them are run under Gentile names. Jews are the largest and most numerous landholders of residence property in the country. They are supreme in the theatrical world. They absolutely control the circulation of publications throughout the country. Fewer than one man whose presence among us is noticeable, they receive daily an amount of favorable publicity which would be impossible did they not have the facilities for creating and distributing it themselves. Werner Sombart, in his "Jew and Modern Capitalism" says, "If the conditions in some nations continue to develop along the same lines as in the last generation, if the immigration statistics and the proportion of births among all the nationalities remain the same, our imagination may picture the United States of fifty or a hundred years hence as a land inhabited only by Jews, Negroes and Jews, whereas the Jews will naturally occupy the position

The article that signaled the beginning of Henry Ford's seven-year hate campaign against the Jews. (COLLECTIONS OF THE HENRY FORD MUSEUM, GREENFIELD VILLAGE)



3 of the world's most influential and rich people of the early 20th century. Left to right in this 1929 photo - Henry Ford, Thomas Edison and Harvey Firestone.

to hire a single Jewish person in office jobs. **Adolf Hitler**, the Germany leader who started World War II and was responsible for the **genocide** of millions of Jewish men, women and children in his Nazi concentration camps, admired Henry Ford. Hitler is claimed to have said *"I shall do my best to put Henry Ford's theories into practice in Germany"*. Adolf Hitler even modeled a German built car, the **Volkswagen**, on Ford's Model T.

After years of escalating criticism towards Ford that jeopardized the success of his automobile company, Ford **capitulated**. He claimed he never wrote any of anti-semitic articles in the paper yet he did acknowledge allowing his name to be used as author.

In December 1927, Ford ended the paper. Ford also wrote a public letter to the Anti-Defamation League recanting his anti-Semitic views.

Ford's 1927 apology was well received.

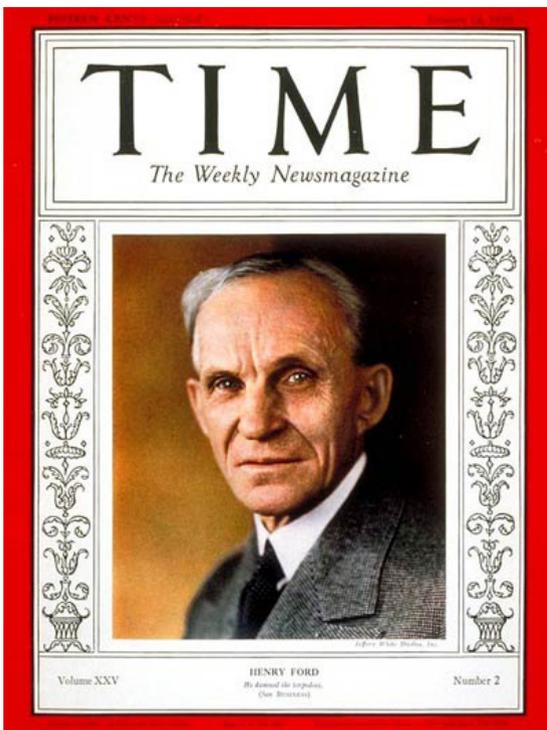
"Four-Fifths of hundreds of letters addressed to Ford in July 1927 were from Jews, and almost without exception they praised the Industrialist, Ford" according to a statement in Wikipedia.

The challenge of

getting the 'truth' is more difficult when we trust the veracity of the data because of the **perceived brand integrity of the source.**



The 1993 NBC News network program, *"Dateline"*, featured a report claiming a series of GM trucks were unsafe because of a *"side saddle gas tank design"*. NBC reported these GM trucks were unsafe because they were susceptible to explosions in collisions. NBC put explosive devices under the trucks to make the trucks explode in a staged crash to prove their claims. But, NBC did not tell their television viewers about the the explosive devices that made the



Time Magazine - January 14, 1935.

trucks explode. NBC was **NOT interested in the facts, only in proving their accusation** that the GM trucks were unsafe. NBC essentially lied. General Motors Corporation later sued NBC for not telling the truth.

Today is a very interesting time in history in terms of **"the truth"**. In fact, the Oxford English Dictionary's **"word of the year"** in 2016 was **"post truth"**, a condition where

real facts
are
LESS influential
in shaping personal decisions
than biased data
which appeals to emotion
and
personal prejudice.

In other words, an increasing number of people are making their decisions based on **'opinion'** and **'ingrained bias'** rather than **'facts'**.

British Academic and Philosopher, **A.C. Grayling**, has called this time in history a

"post truth' world that over-values opinion and personal preference rather than proof and fact"!!!

So, to **ensure** you **make the best decisions** for yourself and the people you care about in this **"post truth"** world, here are

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An Instagram photo from a person boasting about their large dog. What do you think?

a few suggestions to consider:

1. **Question the source;** in other words, ask where the data comes from!! Then, make your evaluation of the source's brand and the credibility of their data. Check different sources reporting the same data! Is there a difference? Is the source of the data you're analyzing **CONSISTENTLY** objective, non-biased, and honest?



2. **Once the source is identified, decide if the specific data you're examining is reliable.** Is the data biased or opinionated? **Could it be 'purposeful misinformation' to influence people to think or act in a certain way?** Ask, what is the source's agenda? Does anyone benefit from the dissemination of biased

and prejudicial data? Did the source or anyone associated with the source have anything to gain from others believing biased data? Check the date. **If the data is old, the data may be irrelevant** because it happened too long ago.

3. **Check your own bias.** Ask yourself **if you can be objective.** Do you have a personal bias, opinion, prejudice or belief which prevents you from judging the data you are analyzing **OBJECTIVELY?**

4. **Do your research.** Don't automatically accept the headlines, your friends' comments, tweets, Instagram, Snapchat, Facebook, other social media, including cable news, as automatically truthful. **Find different sources with different opinions on the same data.** Bring a level of skepticism to your analysis. Then, choose the data you believe is trustworthy and objective.



Snopes is one of the first online fact-checking websites. It has been termed a "well-regarded source for sorting out myths and rumors" on the internet". (per wikipedia)



This is the logo of **ProPublica** (propublica.org), a nonprofit newsroom whose mission is investigative journalism for the public interest. In 2017, ProPublica launched the *Documenting Hate Project* for systematic tracking of hate crimes and bias incidents. ProPublica has won 4 Pulitzer Prizes.

**If social media is
one of
your trusted sources,
here's a sobering thought.**



Twitter is an online news and social networking service where users posts interact with messages, known as "tweets."

In March of 2013, Science Magazine published findings of research done by The Massachusetts Institute of Technology (MIT) examining the reliability of news posted on TWITTER. MIT Professor Souoush Vosoughi and colleagues "examined every tweet between 2006 and 2017. The researchers used statistical models to classify these tweets as either 'true' or 'false'". Their findings were *astounding!*

**'False information'
was re-tweeted
more often than
'true information'.**

The researchers also found something else in the data; i.e. the reason **'why'**. **'Untrue' stories** were more likely to **create** raw emotions like **fear**, disgust and surprise, while **'true' stories** generated emotions like anticipation, sadness, **joy**, and trust, leading one to believe, people prefer to share sto-

ries which generate the most intense, negative reactions. Furthermore, a 2018 Marist College Poll revealed 92% of Facebook users **knew** that much of the information they encountered on the social media site was **untrue. 92%!**

So, after you collect your data, analyze it, check different sources on the same data points, and you ask yourself if your own bias is in any way affecting your analysis and judgement, you're ready to make a decision. **Trust your instincts.**



**Listen to your intuition.
Use common sense!
Ask questions!
Do your research!**

Finally, throughout our lives,

**many of us look to
friends
to listen**

to what we're thinking about during our analysis of data. Sometimes we

ask their opinions on choices we're considering for the truth. I encourage you to

**choose your 'friends',
your network,
your mentors,
carefully.**

Ask yourself - *'is this person truly interested my well being? Do the friends I am listening to, my sources for truth, really know what they're talking about?'*

**Are they really interested in
what's 'best for me'?
Do they really know**

what's 'best for me'?

Sometimes, when it comes to deciding what's best for you, who you should trust, and who you should listen to, it's **YOU!** No one is more interested in what's best for you, than you.

Trust your instincts.

When you're evaluating friends and associates, force yourself to be objective.

Ask yourself -

***'is this a person
I can trust
for 'the truth'?***



Who do you listen to when you're trying to determine what is best for you? Choose your sources of the truth carefully.

NBC Admits It Rigged Crash, Settles GM Suit

February 10, 1993 | MICHAEL PARRISH and DONALD W. NAUSS | TIMES STAFF WRITERS
In an extraordinary public apology, NBC said Tuesday night that it erred in staging a fiery test crash of a General Motors pickup truck for its "Dateline NBC" news program and agreed to settle a defamation suit filed by the auto maker.

"We deeply regret we included the inappropriate demonstration in our 'Dateline' report," said a statement read by NBC News co-anchors Jane Pauley and Stone Phillips Tuesday night. "We apologize to our viewers and to General Motors. We have also concluded that unscientific demonstrations should have no place in hard news stories at NBC. That's our new policy."

The apology, still being negotiated within five minutes of air time, was part of a settlement of a lawsuit GM filed Monday over film used in a Nov. 17 segment of "Dateline."

In its apology, NBC admitted that it had used incendiary devices to ensure that a fire would erupt if gasoline leaked from the truck being hit by a test car. The 15-minute segment was addressing critics' charges that GM's full-size pickup trucks built between 1973 and 1987 are unsafe because their gasoline tanks are on the sides of the trucks, outside the frame.

GM has staunchly denied that the trucks have safety problems.

NBC's public apology, which completely reversed statements the network made Monday defending the program, is yet another in a long series of setbacks to the financially troubled network. It is already reeling from the collapse of its prime-time entertainment lineup and the embarrassing loss of late-night talk show host David Letterman to rival CBS. Once the dominant TV network, NBC's ratings are down sharply from last season, and it has slipped to third place overall among the major networks.

Just as important, disclosures of the rigged demonstration has already damaged the credibility of NBC News. Many of the network's reporters and producers privately professed embarrassment over the incident, and media experts were roundly criticizing NBC's tactics as highly questionable and unethical.

"It's a classic case of damage-control public relations on the heels of a devastating lawsuit," Everette E. Dennis, director of the Freedom Foundation for Media Studies at Columbia University, told the Associated Press.

"Whether or not NBC did anything improper," he said, "they did not inform the public of the somewhat artificial nature of the test that they ran."

That failure damaged NBC's credibility in an otherwise fair, well-documented report, Dennis said.

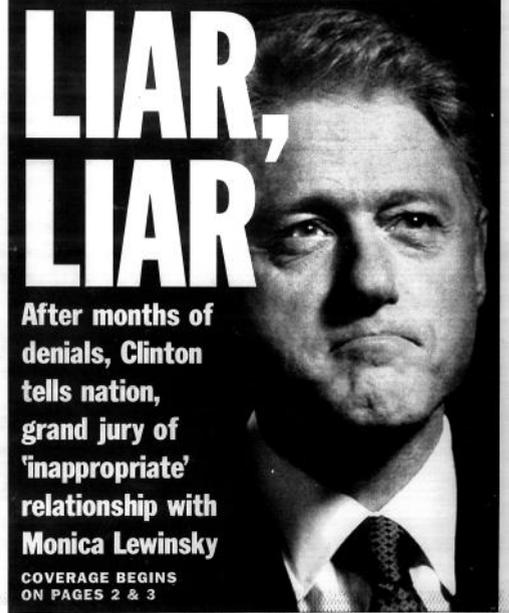
But, although NBC's apology is a victory for GM as it seeks to battle a potentially huge liability problem, it will not end the auto maker's legal and public-relations woes.

http://articles.latimes.com/1993-02-10/news/mn-1335_1_gm-pickup

SPORTS * * * * FINAL

DAILY NEWS

NEW YORK'S HOMETOWN NEWSPAPER



LIAR, LIAR

After months of denials, Clinton tells nation, grand jury of 'inappropriate' relationship with Monica Lewinsky

COVERAGE BEGINS ON PAGES 2 & 3

McCarthy's hearings

- Between 1950 and 1954, Senator Joseph McCarthy terrorised many people in the US with his public "investigations" and unsubstantiated accusations of Communist activity.
- McCarthy called people from all walks of life to his hearings, including officials from the US State Department and the US Army.
- Officials, workers, teachers, professors, actors, writers and many more were forced to resign in the face of Cold War public opinion.
- In 1954, The US Senate finally censured McCarthy for his unscrupulous methods of inquiry.



Top right photo - New York Daily News headline states that **President Bill Clinton lied under oath** when he claimed he did not have an intimate affair with one of his aides, Monica Lewinsky. The lower photo depicts the infamous US Senator Joseph McCarthy. In the early **1950s, United States Senator Joseph McCarthy claimed that Russian Communist spies had infiltrated America's most influential positions in the U.S. government and Hollywood.** McCarthy called people he suspected of being spies to federal hearings in Washington, D.C., essentially putting them on trial, forcing them to prove their innocence. Many innocent people were embarrassed, their well earned brands unfairly damaged, and some lost their jobs and careers. Senator McCarthy was eventually criticized and his own brand damaged in what proved to be his biased, personal witch hunt trying to ruin the lives of innocent people he did not like.

This is the true story of one man's challenge to prevent a catastrophic, international event by gathering vast amounts of data, a thorough analysis of the data as well as the sources of that data, determining what and who was biased and prejudiced and what and who was factual before deciding on a course of action to save the world from destruction.

Exhibit A:

This is a story about

**the most dangerous time in
the history of
the United States of America.**

**It's a period of time
when there was **no**
artificial intelligence,**

no code, no algorithms to analyze data
to offer a highly probable prediction
or solution to the problem.

This is a story of **one man,
John F. Kennedy,**

President of the United States of
America from 1961 to 1963,

**his analysis of vast amounts of
data**

and then his critical decision that
would

**affect the lives
of the United States,
its 180,000,000 people**

(2018 population 328,000,000), hun-
dreds of millions of other people in
Russia and Cuba, and, most probably,
the rest of the world.

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President of the United States, John F. Kennedy

This frightful story

begins on October 16, 1962

when President Kennedy was given photographs taken by United States

independent country located just 90 miles south of the American state of Florida. Cuba's government was then and remains today communist. Cuba's economy is socialist and its President in 1962 was Fidel Castro. The communist country of Russia was a close



map showing the island of Cuba. Please notice how close the American state of Florida is to Cuba, only 90 miles away.

spy planes flying over the island of Cuba showing missile launch sites under construction. American CIA (Central Intelligence Agency) agents became convinced that the Russian military was placing missiles with nuclear bombs in Cuba to be aimed at the United States.

Cuba was, in 1962 and still today, an

ally of Cuba.

Upon learning of Russia's **stealth** deployment of nuclear missiles in Cuba, President

Kennedy was both surprised and angry;

angry because



Photo of Cuban President Fidel Castro (left) and Soviet Union Chairman Nikita Khrushchev in Moscow in 1963



President Kennedy (right) meeting with Russian President Nikita Khrushchev in 1961.

Russian President Nikita Khrushchev lied.

Just 35 days before, Kennedy received an unsolicited letter from Russian President Khrushchev assuring the American President that under no circumstances would Russia be sending offensive "*surface to surface missiles*" to Cuba.

President

**Kennedy was
also disappointed
in his own United States
intelligence (spy) agents.**

On September 19th, less than 30 days before the CIA photographs confirming the construction of nuclear missile sites in Cuba, the United States



Intelligence Committee assured President Kennedy that the Soviet Union (Russia) would not make Cuba a base to launch missiles against the United States. Soon after,

**Kennedy became a skeptic
of any data presented
as 'fact'
by supposed 'experts'.**

President Kennedy reacted quickly. He called together a group of **men** from a number of different government agencies to review the data on Russia's secret mission in Cuba and then quickly and decisively collaborated for a response to Russia's nefarious action. Kennedy's advisory group came to be known as "**ExComm**", the Executive Committee of the National Security Council. The ExComm group included Secretary of State **Dean Rusk**, Secretary of Defense **Robert McNamara**, Director of the CIA **John McCone**, Kennedy's personal advisor on National Security **McGeorge Bundy**, Presidential attorney **Ted Sorenson**, Chairman of the Joint Chiefs General **Maxwell Taylor**, and maybe most importantly, United States Attorney General and brother of President Kennedy, **Robert Kennedy**.

**President Kennedy wanted
debate,**

entertaining different opinions on the missile crisis in Cuba. Debate the

President got! The ExComm collaboration was intense, often confrontational, as different opinions from different perspectives were presented to the President.

The Joint Chiefs, especially General **Curtis LeMay**, encouraged an aggressive military response.

***"Fry it! (Cuba)
and
send in American troops!...
We should invade today!"
was essentially
General LeMay's advice.***

*"As long as Russia is supporting Cuba,
there isn't any solution to the Cuban*

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President Kennedy (seated) with his brother Robert (Bobby) standing behind him (right)



1962: A P-2 Neptune US patrol plane flies over a Soviet freighter during the Cuban missile crisis

32 *problem except a military solution...*" Lemay told President Kennedy. LeMay also assured President Kennedy the Russians would not retaliate if the United States invaded Cuba.

Kennedy was not impressed and quite skeptical of LeMay's assurance. To Kennedy's dismay, many US Congressmen supported the Joint Chiefs' aggressive military response.

On the other hand, Secretary of Defense

Robert McNamara,
advocated
a less hostile response;
McNamara suggested
a naval blockade of Cuba

**to stop and inspect
any ship**

approaching Cuba suspected of carrying military equipment and weapons.

Following the ExComm meeting, President Kennedy continued to solicit feedback from trusted advisors. One of the MOST trusted was the Attorney General, his brother, Robert "Bobby" Kennedy.

**The President asked
his brother
to secretly meet with
the Russian ambassador
to the United States,
Anatoly Dobrynin,**

who was living in the Washington, D.C. area to discuss the issues.

**The President wanted
the Russians to know
America wanted peace.**

At the same time, the President wanted the Russians to know that Russian nuclear missiles aimed at America only 90 miles from Florida was unacceptable.

**President Kennedy also
asked Bobby Kennedy
to find out
if the Russians were interested
in a deal**

whereby the United States would take its missiles out of the country of Turkey near the Russian border IF Russia would take its missiles out of Cuba.

By October 22nd, there were almost

**daily communications
between
President Kennedy
and
Russian Chairman Krushchev.**

Kennedy always responded with his own letters.

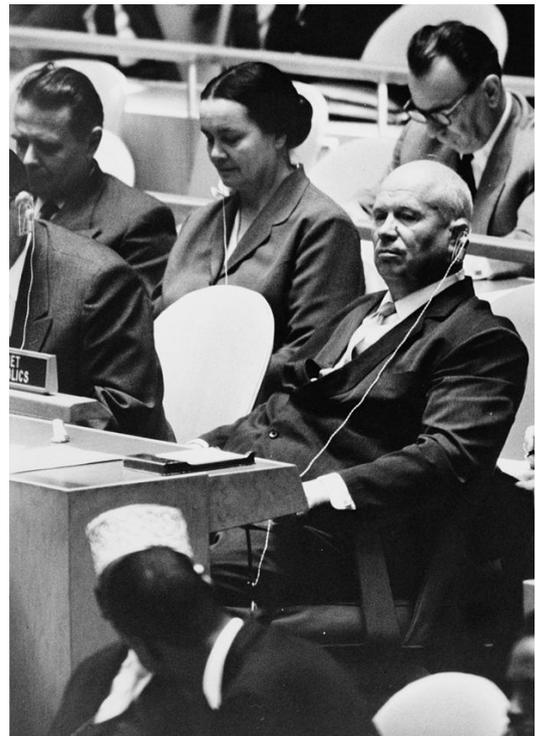
On October 26th, President Kennedy received an emotional letter from Chairman Krushchev exhorting the

importance of finding a peaceful solution to this crisis. "*We want not to destroy your country... but to compete peacefully not by military means*" the Chairman wrote.

On October 27th, Kennedy received another letter from Krushchev. But the tone of this letter was different, leading Kennedy to assume the letter was not written by Chairman Krushchev. The language and tone of this letter made it seem there might be tension and confusion in the Russian government.

Kennedy's intuition

led him to believe that Krushchev's control of the Russian government



Russian Chairman Krushchev at a 1960 United Nations meeting in New York



President Kennedy meeting with ExComm advisors on October 29th.

34 might be in jeopardy.

**Kennedy urged
empathy
among his advisors.**

He asked them to try to understand what it's like to be in Krushchev's shoes. He urged them to ask themselves '*why were missiles in Cuba so important to Krushchev?*' As a result, President Kennedy did not pursue any aggressive military action toward Cuba that would force Krushchev to make a hasty, overly aggressive, military response. Kennedy wanted to give Krushchev more time to work through his issues in Russia. He understood Chairman Krushchev was dealing with Russian generals simi-

lar to the belicose American General Curtis Lemay.

This 'wait and see', inquisitive strategy was especially important on October 27th when a

**United States
reconnaissance plane
flying over a Russian ship
heading toward Cuba
was **shot down**
by a **Russian missile.****

ExComm and Congressional reaction was instant; the United States should bomb Cuba the next day.

**President Kennedy,
on the other hand,
encouraged **pause**,
for time,
to get the truth,**

and, in this case, for verification that the Russians did, in fact, shoot down the United States plane. Then, President Kennedy would make a decision on how to respond to the American plane downing.

**President Kennedy
continually thought about
the consequences of
his decisions
on the
men, women and children**

of America, Russia, Cuba and the rest of mankind. A nuclear war would potentially mean the end of the world as man currently knew it.

On Sunday, October 28, 1962, Robert Kennedy received a phone call asking him to meet **Russian Ambassador Dobryin** at his White House office at 11am. At the meeting, Ambassador Dobryin told Robert Kennedy that Chairman Khrushchev had agreed to his previously proposed secret deal.

A **COMPROMISE was
reached**

by Kennedy and Khrushchev.

WIN- WIN was achieved

as the United States agreed to take AMERICAN missiles they installed in Turkey near the Russian - Turkey border that threatened Russian security while the Russians agreed to take RUSSIAN missiles they installed in Cuba, only 90 miles off the coast of the United States, that threatened America. Both leaders used their WINS to promote their LEADERSHIP BRANDS to the citizens of their respective countries.

The Russian ambassador Dobryin contacted Robert Kennedy to tell him Chairman Khrushchev sends his best wishes to President Kennedy.

The crisis that put the safety of the world in jeopardy was over.

The Cuban Missile Crisis has been one of the most analyzed events in history. President John F. Kennedy's leadership, according to many historians, was exemplary. In this author's view,

a previous 'mistake**'
prepared Kennedy
for
the Cuban Missile Crisis.**



This 'mistake' centered on his management of people, his 'advisors', the data he naively accepted as 'fact', and the people he trusted who claimed to be expert during the failed *Bay of Pigs Invasion* of Cuba in 1961. Kennedy learned valuable lessons from his Bay of Pigs mistakes which made him a better leader during the Cuban Missile Crisis.

President Kennedy had 3 primary options to consider for responding to the Russian stealth deployment of missiles in Cuba:

1. "*Fry Cuba!!!!*", as General LeMay suggested, by bomb-

ing and invading Cuba and then waiting for the Russian military response. Thermo-nuclear war!

2. Establish a **blockade** of the island of Cuba, as Secretary of Defense McNamara recommended, preventing the Russians from placing more military supplies on the island.
3. **Trust his instincts, i.e. his intuition.** For Kennedy, this meant separating the bias and prejudice from the data to get the truth, the FACTS, **before making a decision.** He learned so-called mili-



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tary 'experts' were biased; his military experts could not objectively consider a non-military solution to the crisis. Kennedy also realized he needed to find someone to trust within the ExComm group. He did. "*Thank God for Bobby*", Dave Powers, Assistant to the President, overheard President Kennedy say of his brother, Bobby, as he walked into another meeting with the Chiefs.

Years after the Cuban Missile Crisis,

**in 1992,
the world learned
many new things
about these 13 days
in October of 1962**

when many of the Americans and Russians involved in the Missile Crisis convened at a conference in Havana, Cuba to reflect upon the events of the

crisis. Even Cuban President Castro was in attendance. Here's what was uncovered:

- While the CIA told President Kennedy there were only 10,000 Russian troops in Cuba, there were actually 43,000 Russian troops in Cuba ready to defend the island from an American military invasion in October of 1962.
- The CIA never knew the missiles the Russians placed in Cuba had nuclear warheads. According to Dr Eric Swedin, history professor at Weber State University and author of "*When Angels Wept: A What If History of the Cuban Missile Crisis*",

"the Russian military commanders stationed in Cuba had launch authority",

which means the Russians could have fired missiles at the United States in response to any attack by America.

- Because Russian commanders were authorized to use nuclear missiles against America if the United States invaded the island. Dr Swedin speculates that if the United States invaded Cuba,

"a city in the United States

would have been hit by a Russian nuclear bomb

killing tens of thousands of Americans."

One possible scenario, according to Dr Swedin, was

"Russian bombers could have dropped bombs on the city of New Orleans in Louisiana

where American troops were poised for a possible invasion of Cuba".

- A year after the Cuban Missile Crisis, President Kennedy was exploring the possibility of normalizing relations with Fidel Castro and Cuba. President Kennedy was assassinated several months later.
- Two years before the Cuban Missile Crisis, Arthur Schlesinger Jr, who helped UN Ambassador Adlai Stevenson draft his presentation of the Cuban Missile crisis to the UN Security Council,

claimed

President Eisenhower hired members of the Mafia

to assassinate Fidel Castro.

- Fidel Castro did not request missiles from Khrushchev. Chairman Khrushchev pushed Castro to accept the missiles on the island.
- All the Havana Conference participants learned that on October 27, 1962, the USS Beale, a Naval Destroyer, tracked and dropped depth charges (the size of hand grenades) on a Soviet submarine. Unknown to the US, the Russian submarine was armed with a nuclear torpedo. Running out of air, the Soviet submarine was surrounded by American warships and desperately needed to surface. An argument broke out among three Russian officers on the submarine, including sub-

marine captain Valentin Savitsky, and Deputy commander Vasili Arkhipov. An exhausted Savitsky became furious and ordered that the nuclear torpedo on board be made combat ready. Accounts differ about whether Arkhipov convinced Savitsky not to make the attack or whether Savitsky himself finally concluded that the only reasonable choice left open to him was to come to the surface. During the conference, Robert McNamara stated that nuclear war had come much closer than people had thought. Thomas Blanton, director of the National Security Archive, said,

*"a guy called
Vasili Arkhipov
saved the world."*

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USS Beale served on the Cuban missile crisis "blockade" from 25 October to 5 November 1962. It was later revealed from Soviet sources that the depth-charging by the Beale had caused the commander of the Soviet submarine, Savitsky unable to establish radio contact with base, to consider firing a **15-kiloton nuclear torpedo**, and had asked two other senior officers to vote, with the dissenting vote of Vasili Arkhipov preventing the launch.

Activity Two

Please answer the following questions after reading **pages 28 to 39** in the Exhibit A section of this book.

1. Do you agree with President John Kennedy's approach/actions to resolve the Cuban Missile Crisis? **Yes OR No**
2. **If you agree** with President Kennedy's approach/actions, please explain why you are in agreement. **Please be specific.** Identify specific actions President Kennedy took to solve the crisis that you especially LIKE.
3. **If you disagree** with President Kennedy's approach/actions, please explain why you are in disagreement. **Please be specific.** Identify specific actions President Kennedy took to solve the crisis that you especially DIS-LIKE.

Activity Six: **Analyze each statement.** Then determine whether the statement is a **Fact or Opinion or “Just Wrong!”**

1. *Zachary Taylor succeeded Millard Fillmore as President of the United States in 1849. Fact or Opinion or “Just Wrong!”*
2. *Mt Everest, located on the border of the countries of Nepal and China, is the highest mountain peak in the world. Fact or Opinion or “Just Wrong!”*
3. *President James Garfield was the third American President to be assassinated in office in September 19, 1881 following the assassinations of President Abraham Lincoln and President William McKinley. Fact or Opinion or “Just Wrong!”*
4. *President Harry S Truman had one of the lowest approval ratings in the history of the American Presidency at only 22% and, as a result, today is considered one of the worst President’s in American history by most historians. Fact or Opinion or “Just Wrong!”*
5. *Thomas Sowell, an American economist and social theorist who grew up in Harlem, New York, attended predominantly black-American Howard University in Virginia before receiving a scholarship to Harvard University, and now a Senior Fellow at the prestigious Hoover Institute at Stanford University, has called President Barack Obama one of America’s worst Presidents. Fact or Opinion or “Just Wrong!”*
6. *President Trump, in his February 2019 meetings in Hanoi, Viet Nam, with North Korea’s leader Kim Jong-un, was not able to convince Kim Jong-un to stop testing and harboring nuclear weapons in North Korea. Fact or Opinion or “Just Wrong!”*
7. *President Trump’s negotiations with North Korea’s leader Kim Jong-un in Hanoi, Viet Nam in February of 2019 were not successful. Fact or Opinion or “Just Wrong!”*
8. *While United States President Trump ordered tariffs (a tax) on Chinese imports to make Chinese manufactured products more expensive than American manufactured products, tariffs on Chinese manufactured products has not helped the economy of the United States of America. Fact or Opinion or “Just Wrong!”*
9. *Ronald Cotton was a rapist who spent 10 years in prison for his attack on Jennifer Thompson by identifying Cotton as the man who raped her when she was in her college dorm in July of 1984. Fact or Opinion or “Just Wrong!”*
10. *Christopher Columbus believed the world was flat in 1492 when he sailed west from Europe and accidentally landed on islands in the Caribbean Sea near Cuba and south of the present day country of the United States. Fact or Opinion or “Just Wrong!”*
11. *President Abraham Lincoln went to war against the American states of Confederacy in 1861 to end slavery in the United States of America. Fact or Opinion or “Just Wrong!”*
12. *Xi Jinping is the President of the People’s Republic of China. Fact or Opinion or “Just Wrong!”*

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Please think about this.

While always being respectful, ask questions.

*If something doesn't sound or feel right, if you doubt something
that someone has said,
seek different sources of information on the subject in question.*

*Listen to different voices, opinions, ideas, and perspectives on
the subject you question
before you make your final decision.*

*Gather and Analyze data from disparate sources.
You will be better for it.*

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"The truth shall set you free."

(John, 8th Chapter, Verse 32, the BIBLE.)

For more information, check the program web site:
Para obtener más información, consulte el sitio web del programa:
Para mais informações, consulte o programa de web site:
Fun alaye siwaju sii, sayewo awon eto ayelujara ojula:
Để biết thêm thông tin, kiểm tra các trang web của chương trình web:
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