

## Why People Prefer Just the News

The media landscape in America has undergone a seismic shift over the past four decades, transitioning from a trusted source of neutral facts to a battleground of competing narratives. The rise of social media, the decline of journalistic neutrality, and the politicization of entertainment have contributed to this shift and fueled public distrust in traditional media sources. Now, more than ever, Americans control what media they consume and are more selective in when and how they consume it. But, as with all things, the end of one era is the genesis of another as the vacuum breeds opportunity.



### In this briefing we will discuss the following:

- » The Transformation of Media: From Neutrality to Narrative Control
- » The Politicization of Entertainment and Public Distrust in Media
- » Rebuilding Media in the Streaming Era: A Path to Truth and Trust



**YOUR MISSION:** Learn how media has evolved, why public trust has eroded, and how the future of media can be reshaped for transparency, trust, and entertainment value.

## WHY YOU SHOULD CARE

- » Understanding the shift from neutral reporting to narrative-driven journalism reveals how information you rely on is shaped, affecting your ability to make informed decisions.
- » The politicization of entertainment and resulting distrust directly impacts your leisure experiences and confidence in media, reflecting broader cultural divides you navigate daily.
- » Grasping this vision for the future of media equips you to support or demand content that aligns with your values, potentially restoring trust and enjoyment in what you consume.

Ep. 9-337 (OSINT) Open-Sourced Intelligence Report. This briefing includes a conversation between Kevin Freeman and John Solomon. John is a friend of the Economic War Room® and a patriot.

John Solomon is an award-winning investigative journalist, author and digital media entrepreneur who serves as Chief Executive Officer and Editor in Chief of Just the News. Before founding Just the News, Solomon played key reporting and executive roles at some of America's most important journalism institutions, such as The Associated Press, The Washington Post, The Washington Times, Newsweek, The Daily Beast and The Hill.



## 1. The Transformation of Media: From Neutrality to Narrative Control

Traditional journalism has shifted from a neutral, fact-based model to a click-driven, narrative-controlled industry.

The loss of advertising revenue to digital platforms forced news organizations to chase engagement, leading to biased and sensationalized reporting.

Social media has further amplified this trend by turning journalists into influencers, blurring the line between reporting facts and sharing opinions.

“The effort to chase clicks grew the temptation to be first rather than right, and to be biased and provocative, rather than to be neutral and allow the American people to make up their own minds.” –John Solomon

The bias in media is only amplified when the Biden administration was found to have demanded censorship from social media platforms, like Twitter, and even funded some news outlets through U.S.A.I.D.

Without unbiased reporting, audiences struggle to find the truth, creating an environment where misinformation thrives.

This shift has profound implications for public trust in media, giving our foreign adversaries an upper hand.



**Attention: Entertainment's ideological turn and media's credibility crisis have eroded public trust, leaving audiences disillusioned with once-cherished pastimes.**

## 2. The Politicization of Entertainment and Public Distrust in Media

Entertainment has historically provided an escape from political discourse, but recent years have seen ideological messaging infiltrate sports, comedy, and film.

Corporate interests, ESG-driven investments, and social activism have led to content that prioritizes political narratives over audience enjoyment.

This has resulted in declining trust and engagement with mainstream entertainment.

“Humor stopped being funny. Sports stopped being about the person on the field or the competition. The essence of Americana began to erode very quickly before our eyes.” –John Solomon



Audiences are rejecting this shift, as seen in declining viewership for major entertainment outlets and sports leagues.

The rise of independent entertainment platforms reflects the growing demand for politically neutral content.

**⚠ Attention: Ideological control over entertainment is driving audiences away and reshaping cultural dynamics.**

## 3. Rebuilding Media in the Streaming Era: A Path to Truth and Trust

With traditional cable news declining, the future of media lies in streaming and independent networks.

John Solomon and his team are building a new media model: JustTheNews.com, which is focused on factual reporting, entertainment, and competition.

This model is viable and cost-effective, requiring far less investment than legacy media institutions.

“The first person that recreates the golden era of television for the streaming era of generation, the cable cutter generation, is going to be able to recreate the grandeur of the 1980s Ronald Reagan television era, which had the greatest sitcoms, the greatest newscasts, and some of the greatest news coverage.” –John Solomon

With conservatives currently siloed in donor-dependent bubbles, aggregation offers scale and profitability, freeing resources for broader impact.

## **This isn't just business, it's cultural reclamation.**

“It's a money story... Elon Musk, when he made the investment in Twitter, now X, made the change. Money has weaved its way through there, including the whole notion that U.S.A.I.D. is paying Politico and other news outlets to get, basically, propaganda pushed.” –Kevin Freeman



By aggregating independent voices and prioritizing truth and entertainment over ideology, new media networks can restore trust and provide audiences with the content they seek while building successful businesses.

The money generated from these businesses can be used to turn the tide in the culture war, offering the American people hope for a bright future.

**⚠ Attention: The future of media is being shaped now, and there is an opportunity to reclaim factual and entertaining content to ensure the next generation can find truth.**



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## ACTION STEPS:

1. Visit [JustTheNews.com](https://JustTheNews.com) to learn more about John Solomon and his work to restore trust in news media by sharing facts instead of opinions.
2. **Evaluate Your News Sources** – Seek out balanced reporting and fact-based journalism.
3. **Support Independent Media** – Follow and engage with platforms that prioritize truth over ideology.
4. **Demand Neutral Entertainment** – Choose content that values entertainment over political messaging.
5. **Stay Informed About Media Trends** – Be aware of shifts in media ownership and influence.
6. **Encourage Media Accountability** – Challenge narratives and demand transparent reporting.

## ONGOING ACTION STEPS:

1. Read Kevin's new book [Pirate Money](#) to learn about a solution to protect Americans from inflation and the looming threat of CBDC.
2. Get a copy of [According to Plan](#) to better understand these domestic attacks on our Liberty as well as the overall Marxist plan to consume America.
3. Seek opportunities to inspire other Americans to stand up for what is right.
4. Send them this Economic Battle Plan™ and ask them what they are doing to stand for America and Liberty!
  - » Elect Politicians that understand the need to preserve American Liberty.
  - » Encourage and ask your elected officials to educate themselves.
  - » Ask them how they are working to strengthen our education system and reverse the push for Marxist indoctrination. These are big issues, if your representatives are not aware and working toward solutions directly or indirectly based on their committees, hold them accountable!

- » **Watch out for programmable money. The Dollar is being attacked and the WEF is working toward The Great Reset. We want to see the dollar stay strong by acting on the items above. We also believe it is good for Americans to diversify and have other options to pay with transactional gold. Prepare your money for the economic war.**

✳ Your support for Transactional Gold and Silver Currency is critical! We have legislation advancing in 20+ states! Learn about progress in your state at <https://transactionalgold.com/> and click the “Active States” button in the upper right-hand corner.

- 5. **Check your investments to see if they are helping fund the agendas of Globalist Elites. If you have a financial advisor insist that they give you an update and encourage them to become part of the NSIC.**

**Seek out investment opportunities in patriotic innovations.** Financial Advisors can learn more at [www.NSIC.org](http://www.NSIC.org). Weaponize your money, your investing, spending, and giving!



**ATTENTION: Clients already with a Financial Advisor**

- Make sure your financial advisor has your values and interests at heart. Make certain they really understand what ESG investments mean for our future. Suggest that they become part of the NSIC institute and nominate them to participate in our online certification at [www.economicwarroom.com/advisor](http://www.economicwarroom.com/advisor).

- 6. Be certain to buy Kevin’s new book, *Pirate Money: Discovering the Founders’ Hidden Plan for Economic Justice and Defeating the Great Reset*. Learn more at [www.PirateMoneyBook.com](http://www.PirateMoneyBook.com).





In the **Economic War Room®**, we encourage Americans to be the “little ships that make the difference.” You cannot solely rely on the government or the president to solve America’s problems. You have to make a difference. It is up to you to help take our country back and create a voice for economic liberty. [The little ships are based on Churchill’s Operation Dynamo that rescued the British Expeditionary Forces in the Miracle of Dunkirk.]

## SHAREABLE QUOTES:

“The effort to chase clicks grew the temptation to be first rather than right, and to be biased and provocative, rather than to be neutral and allow the American people to make up their own minds.”

–John Solomon, Founder & Editor in Chief, Just The News

“It’s a money story... Elon Musk, when he made the investment in Twitter, now X, made the change. Money has weaved its way through there, including the whole notion that USAID is paying Politico and other news outlets to get, basically, propaganda pushed.”

–Kevin Freeman, CFA; Host, Pirate Money Radio

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**The EWR Collection Deck – From Kevin Freeman  
(List of resources and external links for more information)**

**Quick Access Links:**

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[The Transformation of Media: From Neutrality to Narrative Control](#)

[The Politicization of Entertainment and Public Distrust in Media](#)

[Rebuilding Media in the Streaming Era: A Path to Truth and Trust](#)

[Action Steps](#)

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PatriotAcademy TV <https://www.patriotacademy.tv/>

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**Pirate Money Radio on American Family Radio** <https://PirateMoneyRadio.com>

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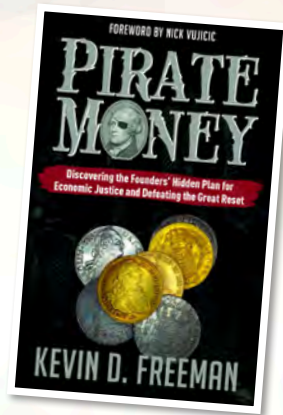
YouTube page <https://www.youtube.com/economicwarroomwithkevinfreeman>

Rumble page <https://rumble.com/c/c-408647>

Link to all Economic Battle Plans™ <https://www.economicwarroom.com/battleplans>

**Pirate Money** <https://piratemoneybook.com>

According To Plan Book <https://accordingtoplanbook.com/ewr>





### Episodes and Economic Battle Plans™ from all Prior Shows can be found here:

<https://www.economicwarroom.com/episodes> and <https://www.economicwarroom.com/battleplans>.

Check out these in particular with application to this topic:

- 02/20/2025, EP333, The Trump Effect: Unraveling Power and Potential, Rod D. Martin [Download Economic Battle Plan™](#)
- 02/13/2025, EP332, Deep State vs. DOGE: The Battle Lines Are Drawn, [Download Economic Battle Plan™](#)
- 02/06/2025, EP331, China's DeepSeek Sends Shock Waves Through Big Tech, Phil Parker, PhD [Download Economic Battle Plan™](#)
- 01/23/2025, EP329, Teaching Gen Z About Financial Literacy, Debt, and the American Dream, Kyle Campbell [Download Economic Battle Plan™](#)
- 01/16/2025, EP328, Transforming Education and the Fight Against Indoctrination, Dr. Hutz Hertzberg [Download Economic Battle Plan™](#)
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- 12/05/2024, EP322, DEI: A Corporate Bust? Navigating Diversity in Business, Lathan Watts [Download Economic Battle Plan™](#)
- 11/28/2024, EP321, Liberty and the Battle for America's Core Value, Rick Green [Download Economic Battle Plan™](#)
- 11/14/2024, EP319, EXPOSED: The Pfizer Papers, Naomi Wolf, PhD [Download Economic Battle Plan™](#)
- 10/31/2024, EP317, Unmasking a Century-Old Agenda: America's Manufactured Crisis, James Simpson [Download Economic Battle Plan™](#)
- 10/17/2024, EP315, Election 2024: Your Values Are at Stake, [Download Economic Battle Plan™](#)
- 10/10/2024, EP314, Election 2024: Your Security Is at Stake, [Download Economic Battle Plan™](#)
- 10/03/2024, EP313, Election 2024: Your Liberty is at Stake, [Download Economic Battle Plan™](#)
- 09/26/2024, EP312, Liberty, Wokeism, and America's Future , Charlie Kirk [Download Economic Battle Plan™](#)
- 09/12/2024, EP310, The Battle to Save the American Family, Dr. Ben Carson [Download Economic Battle Plan™](#)
- 09/05/2024, EP309, Exposing the Secretive World of Central Bank Digital Currencies, BIS Whistleblower [Download Economic Battle Plan™](#)
- 08/22/2024, EP307, Meeting Reagan: A Journey of Inspiration and Heroism, Jon Voight [Download Economic Battle Plan™](#)
- 07/04/2024, EP300, 300th Episode Special: The Future of America is at Stake, Mike Carter [Download Economic Battle Plan™](#)
- 06/27/2024, EP299, Faith, Freedom, and the Fight Against Wokeness, Ryan Helfenbein [Download Economic Battle Plan™](#)
- 06/13/2024, EP297, Silence Equals Consent, William J. Federer [Download Economic Battle Plan™](#)
- 04/18/2024, EP289, The Fate of Empires, [Download Economic Battle Plan™](#)
- 04/04/2024, EP287, Building the Republic, Tim Barton [Download Economic Battle Plan™](#)
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- 02/08/2024, EP279, Are We Doomed to Repeat the Past?, Eric Metaxas [Download Economic Battle Plan™](#)
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- 09/14/2023, EP258, Dark Future: Uncovering the Great Reset's Terrifying Next Phase, Justin Haskins [Download Economic Battle Plan™](#)
- 08/24/2023, EP255, Controlling the Narrative Means Silencing Any Opposition, Matt & Joy Thayer [Download Economic Battle Plan™](#)
- 07/20/23, EP250, Teaching American Values, Rick Green, [Download Economic Battle Plan™](#)
- 06/08/23, EP244, The Global Fight for Economic Freedom, Floyd Brown, [Download Economic Battle Plan™](#)
- 06/01/23, EP243, The New Global Monarchy, Justin Danhof, [Download Economic Battle Plan™](#)



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[Economic Battle Plan™ points:97]

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01/20/22, EP173, Standing for Truth, Sen. Jim DeMint, [Download Economic Battle Plan™](#)  
12/30/21, EP170, Rewind 2021, Exposed: Eight Political Lies, [Download Economic Battle Plan™](#)  
12/09/21, EP168, All About Your Future - The Secret Plan to Destroy America, [Download Economic Battle Plan™](#)  
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10/29/20, EP111, Playing for Keeps, [Download Economic Battle Plan™](#)  
10/22/20, EP110, The Memo, Rich Higgins, [Download Economic Battle Plan™](#)  
10/08/20, EP108, Investor Values Poll, John McLaughlin, [Download Economic Battle Plan™](#)  
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11/14/19, EP61 Free Speech Under Attack, [Download Economic Battle Plan™](#)  
05/02/19, EP33 Education or Indoctrination, [Download Economic Battle Plan™](#)  
01/31/19, EP19 War on Free Speech, [Download Economic Battle Plan™](#)  
SPECIAL EDITION, EP08 America's Dunkirk Moment, [Download Economic Battle Plan™](#)  
11/15/18, EP07 War on Higher Education - Dr. Everett Piper, [Download Economic Battle Plan™](#)



## About John Solomon

About John <https://justthenews.com/john-solomon>

John Solomon on X <https://x.com/jsolomonReports>

John Solomon on GETTR <https://gettr.com/user/JSolomonReports>

John Solomon Reports podcast <https://justthenews.com/podcasts/john-solomon-reports>

Media Research Center's Executive Director, Dan Schneider discusses their campaign to defund PBS and NPR, citing bias and reliance on taxpayer funds

<https://justthenews.com/podcasts/john-solomon-reports/media-research-centers-executive-director-dan-schneider-discusses>

John Solomon: Americans 'Crave' Unbiased News Now More than Ever

<https://tennesseestar.com/news/john-solomon-americans-crave-unbiased-news-now-more-than-ever/khou-sler/2024/10/29/>

Hunter Biden and The SALVATION of Journalism | John Solomon | Huckabee

[https://youtu.be/Qm\\_hDmqtX-s](https://youtu.be/Qm_hDmqtX-s)

Why are banks suddenly turning to gold? Kevin Freeman, host of Economic War Room, explains

<https://justthenews.com/podcasts/john-solomon-reports/why-are-banks-suddenly-turning-gold-kevin-freeman-host-economic-war>

## The Transformation of Media: From Neutrality to Narrative Control

The Brutal Truth About The Mainstream Media

<https://mediavsreality.com/mediavsreality2/2019/09/02/the-brutal-truth-about-the-mainstream-media/>

The Suicide of the Mainstream Media

<https://www.commentary.org/articles/christine-rosen/mainstream-media-2024-election/>

Audiences are declining for traditional news media in the U.S. – with some exceptions

<https://www.pewresearch.org/short-reads/2023/11/28/audiences-are-declining-for-traditional-news-media-in-the-us-with-some-exceptions/>

MRC's Bozell: The Media's 'Attacks on Donald Trump Backfired in 2024'

<https://www.newsbusters.org/blogs/nb/nb-staff/2024/11/11/mrcs-bozell-medias-attacks-donald-trump-back-fired-2024>

EXCLUSIVE: Wikipedia Effectively Blacklists ALL Right-Leaning Media; Smearing Trump, GOP and Conservatives

<https://www.newsbusters.org/blogs/free-speech/luis-cornelio/2025/02/03/exclusive-wikipedia-effectively-blacklists-all-right>

The Liberal Media: It's No Myth [https://scholar.harvard.edu/files/barro/files/bw04\\_0614.pdf](https://scholar.harvard.edu/files/barro/files/bw04_0614.pdf)

Is American Media Becoming Too Partisan?

<https://theharvardpoliticalreview.com/media-trust-decline-trump-polarization-bias/>

Media Bias: It's Real, but Surprising

[https://www.college.ucla.edu/report/vol6\\_media-bias.pdf](https://www.college.ucla.edu/report/vol6_media-bias.pdf)

Google News' bias skewed even further left in 2023 — 63% from liberal media sources, only 6% from the right: analysis

<https://nypost.com/2024/02/23/business/google-news-bias-skewed-even-further-left-in-2023-63-from-liberal-media-sources-only-6-from-the-right-analysis/>

American journalism sounds much more Democratic than Republican

<https://www.economist.com/united-states/2023/12/14/american-journalism-sounds-much-more-democratic-than-republican>

Abrams: Left-leaning media seem incapable of admitting bias | Dan Abrams Live

<https://www.youtube.com/watch?v=cxkvnmtutzo>

Media Bias: Pretty Much All Of Journalism Now Leans Left, Study Shows

<https://www.investors.com/politics/editorials/media-bias-left-study/>

The Left-wing media's hypocrisy is now clear for all to see

<https://www.telegraph.co.uk/us/comment/2024/04/17/npr-uri-berliner-media-bias-government-funding-left-wing/>

Media Bias: Subtle (and Not So Subtle) Ways Journalists Slant the News

<https://www.youtube.com/watch?v=7voF2YTBeb8>

How Biased Is the Media, Really? <https://www.newyorker.com/news/fault-lines/how-biased-is-the-media-really>

## The Politicization of Entertainment and Public Distrust in Media

Americans' Trust in Media Remains at Trend Low

<https://news.gallup.com/poll/651977/americans-trust-media-remains-trend-low.aspx>

Trust in the Media Hits All-Time Low in 50 Years

<https://townhall.com/tipsheet/saraharnold/2025/03/01/trust-in-the-media-hits-all-time-low-in-50-years-n2653065>

Media trust hits another historic low

<https://www.axios.com/2024/10/15/media-trust-gallup-survey>

Has Hollywood FINALLY learnt its lesson? Non-woke movies become summer blockbusters - after slew preachy films bombed

<https://www.dailymail.co.uk/news/article-13677603/Hollywood-finally-learns-lesson-woke-two-blockbusters-no-scolding-summer-hits.html>



Hollywood has reached peak woke

<https://www.telegraph.co.uk/us/comment/2024/01/02/hollywood-disney-bob-iger-woke-oscars-awards-2024/>

STUDY: 89 Percent Of Saturday Night Live's Fall Campaign Jokes Targeted Trump

<https://www.newsbusters.org/blogs/nb/alex-christy/2024/11/12/study-89-percent-saturday-night-lives-fall-campaign-jokes-targeted>

Americans Actually Trust the Media Far Less than They Say They Do, Study Shows

<https://www.newsbusters.org/blogs/nb/craig-bannister/2024/09/25/americans-actually-trust-media-far-less-they-say-they-do-study>

More Americans trust the Trump administration than trust the media for fair, full, and accurate facts

<https://today.yougov.com/politics/articles/51666-more-americans-trust-donald-trump-administration-than-trust-media-poll>

It's Official: 2024 Campaign News Coverage Was the Worst Ever!

<https://www.newsbusters.org/blogs/nb/rich-noyes/2024/11/05/its-official-2024-campaign-news-coverage-was-worst-ever>

Liberal media bias is hurting Democrats. Really.

<https://www.washingtonpost.com/opinions/2024/11/18/media-bias-democrats-harris/>

How the Left Ruined Entertainment <https://yucommentator.org/2017/02/left-ruined-entertainment/>

These Three Charts Confirm Conservatives' Worst Fears About American Culture

<https://www.businessinsider.com/proof-of-liberal-bias-in-hollywood-media-and-academia-2014-11>

When Entertainment Reporters Get Political

<https://www.nationalreview.com/2016/12/hollywood-liberal-bias-evident-entertainment-reporters/>

Why comedians stopped being funny <https://unherd.com/2022/02/why-comedians-stopped-being-funny/>

Jerry Seinfeld: 'The extreme left' is ruining comedy on television

<https://www.deseret.com/entertainment/2024/05/03/jerry-seinfeld-woke-unfrosted-reviews/>

Can Comedy Survive Cancel Culture? Rob Schneider Weighs In

<https://www.prageru.com/video/behind-the-scenes-with-rob-schneider-comedy-career-and-politics>

How Did We Get Woke-letics? <https://lawliberty.org/how-did-we-get-woke-letics/>

WATCH: How sports went woke <https://www.campusreform.org/article/watch-sports-went-woke/20022>

The total 'woke' conquest of the pro-sports world

<https://nypost.com/2020/07/27/the-total-woke-conquest-of-the-pro-sports-world/>

Leave Politics at the Door: Let's Keep Sports About the Game

<https://medium.com/sportsraid/leave-politics-at-the-door-lets-keep-sports-about-the-game-3f3e4650a569>



Poll: Anthem protests biggest reason NFL viewers stopped watching

<https://www.cbssports.com/nfl/news/poll-kaepernicks-anthem-protests-biggest-reason-nfl-viewers-stopped-watching/>

Why People Want Sportscasters to 'Stick to Sports'

<https://www.nationalreview.com/2017/11/espn-sportscasters-left-political-bias-politics-not-their-expertise-stick-sports-national-unity/>

## Rebuilding Media in the Streaming Era: A Path to Truth and Trust

How Entertainment Media Shapes Electoral Behavior

<https://politicalsciencenow.com/how-entertainment-media-shapes-electoral-behavior/>

Entertainment media rewires politics, UW media experts say

<https://badgerherald.com/artsetc/2024/11/10/entertainment-media-rewires-politics-uw-media-experts-say/>

Strategies for building trust in news: What the public say they want across four countries

<https://reutersinstitute.politics.ox.ac.uk/strategies-building-trust-news-what-public-say-they-want-across-four-countries>

What will restore trust in media, according to top editors, Bret Baier and Megyn Kelly

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**About Just The News** <https://justthenews.com/about-us>

## Action Steps

Visit [JustTheNews.com](https://JustTheNews.com) to learn more about John Solomon and his work to restore trust in news media by sharing facts instead of opinions.

Subscribe to BLAZETV (Use the code ECON) <https://blazetv.com/econ>

Watch The Economic War Room episode on the [Economic War of the Heart](#)

If you're conservative, you need to be careful where you put your money

<https://www.wnd.com/2022/07/conservative-need-careful-put-money/>

Check your relationship with your current service providers <https://1792exchange.com/spotlightreports/>



## About LSV Investing and the NSIC

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