



Written by [Dennis Behreandt](#) on May 9, 2023

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Know More. Do More.

We are vexed by the Roman goddess Fortuna, it would seem. The Roman stoic Seneca said of her that Fortuna “doth bestow the throne’s high boon with mocking hand” and that whatever she “has raised on high, she lifts but to bring low.” Alas, this would seem to be the state of our civilization.

Today’s crisis is unlike any other. In the past, no matter the scale of the crisis, problems were concrete — they were real. Today the crisis is different — logic is denied, reason disparaged, and increasingly the agents of chaos working for the Deep State seem intent on overthrowing reality itself. The rebellion against reality is revealed by the rise of transgenderism and transhumanism, by aggressive attempts to censor opinions that otherwise accord with reality and the rise of alternative consciousness — more broadly known as *artificial* intelligence. This tells us all we need to know: reality is to be replaced with artifice.

The New American stands against all this. This is suggested in our long-standing slogan: “That freedom shall not perish.” Freedom is anchored in the natural rights — the *real* rights — that exist for each person as a natural consequence of life and that were identified in the immortal language of Thomas Jefferson in the Declaration of Independence, that all people “are created equal, that they are endowed by their Creator with certain unalienable rights, that among these are Life, Liberty and the Pursuit of happiness.”

This is foundational reality. Yet the Deep State seeks to overthrow these rights in order to institute their dream of international tyranny. They’ve concluded — as George Orwell warned in *1984* — that success requires rewriting reality itself.

And so, here we are today, perched on the precipice to which it *seems* we were led by Fortuna. But are we powerless to confront our fate? Machiavelli thought not. “It is not unknown to me how many men have had, and still have, the opinion that the affairs of the world are in such wise governed by fortune and by God that men with their wisdom cannot direct them and that no one can even help them; and because of this they would have us believe that it is not necessary to labour much in affairs, but to let chance govern them.” Instead, he wrote in *The Prince*, “I hold it to be true that Fortune is the arbiter of one-half of our actions, but that she still leaves us to direct the other half.”

To counteract the ill wind of fortune — and the conspiracy against reality perpetrated by the Deep State — requires first merely the acquisition of accurate knowledge of the ground state of reality. Reality exists, can be known, and should be reported and placed into perspective. Properly informed, an intelligent citizenry can make plans to further its own interests against those who assault the very fabric of reality.

In short, first you must learn — you must *know more*. That accomplished, you can act: You can *do more*.

This has long been the core mission of *The New American*. Now, though, we are making it explicit as part of an upcoming nationwide marketing campaign that aims to radically increase the market accessibility — and success — of this magazine. The tagline for our new campaign will be “*Know More. Do More.*”

We arrive, then, at a time of challenge and opportunity. It is up to us to determine whether the Republic stands or falls, and whether liberty lives or dies. Join us in this challenge, opportunity, and adventure. Together we can learn more, know more, and do more to save our Republic and our freedom.



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