



Written by [William F. Jasper](#) on February 26, 2009

“Nations Will Be Redefined” — Rupert Murdoch

The provocative sentence is lodged within a long memorandum announcing the departure of the company’s longtime president and chief operating officer Peter Chernin as well as an upbeat pep talk about News Corps’ acquisitions and its plans for future growth in a world market where other media organizations will be retreating. Murdoch notes that News Corp is in a very enviable position, with \$5 billion cash on hand and \$3.5 billion in annual revenues.



But what about the bit on redefining nations? The line comes at the beginning of a portion of the memo that addresses the current global economic crisis and pledges that News Corp will not allow financial pressures to influence the company’s commitment to quality:

We are in the midst of a phase of history in which nations will be redefined and their futures fundamentally altered. Many people will be under extreme pressure and many companies mortally wounded. Our competitors will be sorely tempted to take the easy beat, to reduce quality in the search for immediate dividends.

Let me be very clear about our company: where others might step back from their commitment to their viewers, their users, readers and customers — we will renew ours.

The direction of the business now and over the next few years will define the character of our company for decades.

Murdoch doesn’t expand on his comments about nations being redefined and fundamentally altered. Was it simply an off-the-cuff, mater-of-fact statement about the reality of world developments, as seen by a hard-nosed businessman? Or is there something deeper behind it? A careful scrutiny of Murdoch’s vita, associations, and his own statements about his planned global agenda argue for the latter, deeper, explanation.

Although he is usually described as (and demonized by the political left as) a political conservative, there is little evidence that he has any firm political or moral convictions that could be described as “conservative” in the conventional sense. While Murdoch’s Fox News is famous (or infamous) for ranting commentators who toe the Republican line and serve as herders to keep the GOP’s core constituency (pro-life, pro-gun, pro-family, fiscally conservative, small government) within the party, his global tabloid-TV-movie-entertainment conglomerate is always on the cutting edge of breaking taboos: profanity, sexually explicit material, pornography, violence, crudity.

Moreover, he is a big fan of Communist China, is giddy over Obama, gives campaign contributions to Hillary Clinton and other far-left Democrats, and is a committed globalist who has now become more



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green than Al Gore:

- **Embracing Communist China**

Murdoch has continually kowtowed to the communist rulers in Beijing — censoring news, and favoring the regime over its victims, as in the cases of the persecuted Falun Gong, imprisoned Christians, and the ongoing genocidal occupation of Tibet.

- **Giddy Over Obama**

Some of Murdoch's [Obamamania gushing](#): "He is a rock star. It's fantastic" "I love what he is saying about education." "I am anxious to meet him."

- **Supporting Hillary and Other Far-left Democrats:**

Murdoch hosted a fundraiser for Hillary Clinton's campaign, and the Murdoch-owned "conservative" *New York Post* endorsed her bid for the Senate over conservative Republican John Spencer, who was pro-life, pro-marriage, pro-economic growth, and pro-Second Amendment. Murdoch has also given campaign contributions to other far-left Democrats [including Rep. Harold Ford](#).

- **Global Greenie**

It is Murdoch's recent conversion to extreme environmentalism that may be the most pertinent indicator of the meaning of his remarks about the alteration and redefinition of nations. In 2006, The Weather Channel, which has gone bonkers over fears of global warming, praised Murdoch for his remarkable climate-change epiphany. The Weather Channel's One Degree Climate Change blog wrote:

Conservative media mogul Rupert Murdoch's conversion from a climate change skeptic to a proponent of emissions cuts would likely win him the year's most improved award from environmentalists. His views reflect a growing trend in the business world to go "green" by improving environmental credentials and factoring climate change into boardroom decisions.

[In an interview](#) with environmental activist/journalist Amanda Griscom Little of *Grist Magazine*, Murdoch detailed how he intended to gradually work climate-change propaganda into all of the programming of his vast corporate enterprise. The *Grist* interview was posted on MSNBC on May 24, 2007. Here is an excerpt:

Grist: Can you give some examples of how you'll infuse this issue into your programming?

Rupert Murdoch: Oh, the opportunities are endless. We own SPEED [a cable channel focused on cars and motor sports], for example — that's got 60 or 70 million homes it goes into. We can get a lot of green programming in there. We're going to encourage this effort among the writers on all of our entertainment programming, whether it's sitcoms or movies or reality shows. Then there's the online arena, where we have MySpace, where we've already launched a channel dedicated to climate change. MySpace has got 175 million profiles on it, and that represents huge reach among the grassroots.

Grist: Do you worry that it will seem awkward to wedge the climate issue into your programming?

Rupert Murdoch: No, we've got to make sure it doesn't happen that way. There's got to be a certain degree of gradualism — it has to feel natural, it has to make sense. Can a hero drive a hybrid car? Sometimes yes, sometimes no. But what about a biodiesel SUV?

Grist: In your speech, you said, "We want to inspire people to change their behavior." Would you characterize this climate campaign as "activist media"?

Rupert Murdoch: There certainly is an activism element to it.



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And, as if our children are not already being sufficiently pummeled with non-stop global-warming catechesis at school, Murdoch intends to build on the propaganda foundation already laid by the disciples of Al Gore:

Grist: What's the business logic of weaving the climate issue into your content?

Rupert Murdoch: From what we see within our own company and from reading polls, the younger generation gets the issue of climate change completely. I think it will grow our appeal to younger audiences and bond our programming to them.

For greenies like Murdoch, of course, the mantra is: "Global crises demand global solutions." Ergo, the "solution" for the global-warming "crisis" is to implement the UN's Kyoto Protocol and/or other global mandates that will transfer huge regulatory powers to new global institutions.

Murdoch's Climate Change Crusade is not the only alarming indicator of his penchant for one-worldism. A frequent attendee World Economic Forum and at the far more exclusive and secretive Bilderberg gatherings, Murdoch is also a member of the Council on Foreign Relations (CFR), the premier organization in the United States promoting world government.

In addition to himself, other CFR members on News Corp's [board of directors](#) are John L. Thornton and Stanley S. Shuman.

Former Spanish Prime Minister Jose Maria Aznar, a committed globalist, also serves on the board. Aznar also serves on the International Advisory Board of the Atlantic Council of the U.S. (ACUS), one of the principle adjuncts of the CFR pushing for merging of nation states into regional and global governance. Aznar very likely had something to do with the Atlantic Council honoring Rupert Murdoch with the Atlantic Council Leadership Award in 2008 for advocating a global NATO, which, since NATO is under the UN Charter, amounts to proposing a global UN military.

These, and many similar facts about Rupert Murdoch, now the most powerful media baron on the planet, cast a much more alarming significance on his comments concerning the coming redefinition and alteration of nations.

Photo: AP Images

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