



WEF-linked media group investigated by Congress over alleged targeting of conservative voices

Description

US : The U.S. Congress would like to have a word with Robert Rakowitz, co-founder of the Global Alliance for Responsible Media (GARM) – an organization with ties to the World Economic Forum (WEF).

The questions being raised here concern suspicion that coordinated targeting of conservative media was organized in order to deprive them of advertising revenue.

GARM is an initiative established by the World Federation of Advertisers (WFA) in 2019, to then be promoted as a key project in WEF's Platform for Shaping the Future of Media, Entertainment and Culture.

And now the House Judiciary Committee wants Rakowitz to clarify the role of both WFA and GARM, as part of the ongoing investigation into collusion to suppress conservative outlets.

In this case, the concern is that the collusion involved antitrust behavior as various industry giants teamed up to damage financial interests of other entities, for political reasons.

Rakowitz is asked to appear voluntarily for a transcribed interview, according to a letter Committee Chairman Jim Jordan dispatched last Friday.

Jordan writes that, given his role at GARM, Rakowitz is privy to "unique and specialized information that will advance the Committee's oversight and inform legislative reforms."

"To advance our oversight and inform potential legislation related to this coordination, the Committee must understand how and to what extent WFA and GARM may facilitate collusion," Jordan stated.

The committee's interest in Rakowitz and GARM stems from documents it has already obtained, which another letter said demonstrated that the Daily Wire itself, but also Fox News and Breitbart were all targeted because of their editorial slant.

GARM is suspected as facilitating – via “brand safety” advice – corporations like Unilever, Procter & Gamble, Mastercard, and Mars, among others on the organization’s steering committee, while cutting advertising ties with those disfavored in the current political climate in the U.S.

This is believed to have been happening all under the guise of reducing “misinformation” and “fake news.”

And GARM’s influence is massive, given that it gathers over 60 of the top companies globally when it comes to spending money on advertising, in addition to as many as 35 advertising industry groups.

Perhaps the biggest advertising companies of them all – successfully masquerading as social media and search, etc., services – Google and Facebook, are also involved with GARM.

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