

# “Beat the Propaganda” Challenge! 15 Cents a Day Keeps the Propaganda Away!

By [Global Research](#) and [Global Research](#)

Theme: [Media Disinformation](#)

Global Research, June 20, 2013

*We wish to thank all the readers who recently made a donation or became Global Research members. Thank you for helping us fight mainstream propaganda! If you haven't made a donation yet, don't forget we are fighting for your knowledge. Read the following and you will understand how important a small contribution to Global Research helps us provide you with free and valuable information.*

Ever wonder why all news sound the same in the mainstream media? A quick look at media ownership answers that question and leaves no doubt on the necessity of independent media:

“In 1983, the men and women who headed the fifty mass media corporations that dominated American Audiences could have fit comfortably in a modest hotel ballroom ... By 2003, five men controlled all these media once run by the fifty corporations of twenty years earlier. These five, owners of additional digital corporations, could fit in a generous phone booth.” (Ben H. Bagdikian, [The New Media Monopoly](#): A Completely Revised and Updated Edition With Seven New Chapters, Beacon Press, 2004, p.27)

Yes, you read correctly: from 50 owners in 1983, the media ownership went down to 5 in only 20 years. Five sources of information for millions of Americans and the English speaking world who relies on them as well. In 2011, [Frugal Dad](#) published a graphic (see picture below) on the “illusion of choice” showing the dramatic media consolidation in the U.S. Although slight changes have occurred since then, the media landscape has remained pretty much the same. And it is scary: today 90 % of the media in America is owned by only 6 corporations.

Mainstream media concentration is alarming and not only in the U.S. According to a 2012 report, Canada is the worst of all G8 countries in terms of media concentration, reaching a staggering 81,4%:

“Canada has the most concentrated TV industry ownership of any G8 country, and the second most concentrated TV audience ... The Analysis Group's report notes the degree of media concentration is increasing rapidly in Canada ... ‘and the level of vertical integration exceeds any other G8 country’ ...”

The report lists the degree of media concentration in all G8 Countries:

8. Russia - 0%

7. Germany - 7.1%

6. United States - 23.1%
5. France - 27%
4. United Kingdom - 31%
3. Italy - 33%
2. Japan - 37.5%
1. Canada - 81.4%

“Percentage represents value of TV distribution market (cable companies, satellite dish companies) controlled by companies that also create TV content (broadcasters, production companies)” (Daniel Tencer, [Concentration Of Media Ownership In Canada Worst In G8 For TV Industry, Study Says](#) The Huffington Post Canada, August 13, 2012)

Since they are held by corporations, the ultimate goal of the mainstream media is not to inform you, but rather to serve the interest of the corporate world, selling all sorts of propaganda to open new markets. War propaganda is the most common of all.

On the other hand, independent media such as Global Research have one goal: inform their readers, show them the real picture behind the mainstream media myths, smoke screens and manipulation.

In order to achieve that goal, we need your support. While major corporations sell their propaganda, we offer it for free, thanks to the generosity of our readers' financial help. Global Research does not accept any money from governments, foundations even less from corporations.

Unfortunately, out of over 100,000 daily readers, only a very tiny portion makes donations or subscribes for a membership. Are you a regular Global Research reader? Have you considered making a small donation? How about 15 or 30 cents a day to keep propaganda away?

***If each daily Global Research reader made a one time 5\$ or 10\$ donation in the month of June, we could cover our operation costs for a while, improve our content and provide you with a better coverage of world events and still, for free.***

Today we call on you to meet the challenge and make a 5\$ donation during the month of June. It will have a very small impact on your wallet, but will make a major difference for all of us and our fight against the corporate media propaganda.

**[Click here](#) to make a one time donation!**

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## **MEDIA CONSOLIDATION: THE ILLUSION OF CHOICE**

Infographic from [Frugal Dad](#)



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