

GDI

FOCUS: Advertising Week 2020

#AW2020 Brands on Disinformation Sites

Does Advertising Week know where its ads are running?

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ZeroHedge | On a long enough timeline the success rate for everyone drops to zero.

Luongo: Joe Rogan Just Blew Up The Death Star

by Tyler Durden
Fri, 05/22/2020 - 09:30

Authored by Tom Luongo via Gold, Goats, 'n Guns blog,
In the end it took a self-proclaimed 'meathead' like Joe Rogan to give new meaning to the phrase

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#AW2020 [SHOP NOW](#)

Ad (0:05) 00:43 / 00:46

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Don't take my word for it. Take Alex Jones', Rogan's good friend, who was given the media exclusive to break this story and explain to all of us why he took that deal.

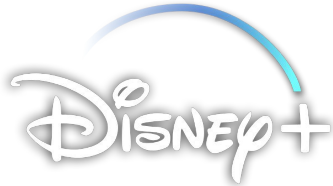
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Today's Top Stories

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Popular brands at #AW2020 found in our research

The AARP logo consists of the word "AARP" in a bold, red, sans-serif font. The letter "A" is stylized with a horizontal line through its middle.The Gillette logo features the word "Gillette" in a bold, blue, italicized serif font.The Amazon logo features the word "amazon" in a black, lowercase, sans-serif font, with a curved orange arrow underneath it pointing from the letter "a" to "z".

Are these brands aware that their ads are funding disinformation that is creating online and offline harms?

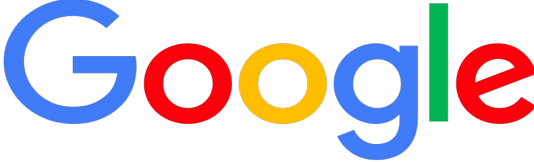
Disinformation topics covered in this deck include:

- Electoral fraud conspiracies
- Anti-candidate rhetoric
- Anti-lockdown responses
- COVID-19 treatments and public health response
- Anti-BLM and racial protests
- Misogyny

Tech companies serving ads in our sample:

amazon

theTradeDesk®

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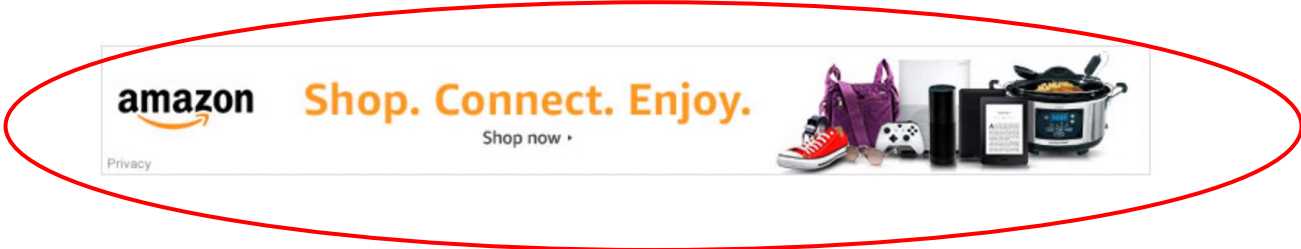


GUN REVIEWS

GEAR REVIEWS

GUNS FOR BEGINNERS

FACTS ABOUT GUNS



Retailers Reporting Pushback Against Social Distance Enforcers; Are We Headed for Independence Day 2.0?

BY JOHN BOCH | MAY 07, 2020 | 176 COMMENTS



<https://www.amazon.com/?tag=guntruth-20&linkCode=ur1>



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AARP ad delivered by Google



HOME WORLD BUSINESS OPINION TECH VIRAL RADIO MULTIMEDIA

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SEARCH

COVID-19 global data Confirmed cases: 14,300,259 Recoveries: 8,035,977 Deaths: 602,279

JHU CSSE



SPUTNIK



While the mask-wearing world is still struggling to cope with the COVID-19 pandemic, China has noted suspected cases of yet another disease: Bubonic Plague.

Also referred to as the "[Black Death](#)", [Bubonic Plague is a bacterial disease](#) that causes the lymph nodes to become inflamed, tense and painful – and swell to almost the size of a chicken's egg. It is spread by fleas living on wild rodents such as marmots, and can kill an adult in fewer than 24 hours if not treated in time, according to the WHO.

Indians Stressed Out as China Warns of Bubonic Plague; Memes Flood Twitter

Disney Plus ad delivered by Amazon

AG AMERICAN GREATNESS

Increased spending in public schools is futile because Democrats have taken away the ability to discipline disruptive students, and the teachers union has monopolized public education. For example, instead of being fired, thanks to these unions, [bad teachers end up teaching in low income communities](#). Public education is a disaster in black communities.

[Welfare spending](#) has taken away the necessity for households to have a male breadwinner, and hence, a male role model and authority figure. This has disproportionately impacted black families because a higher percentage of them collect welfare and other entitlements. [Two-thirds of black children](#) are growing up in single-parent households.

Greatness Agenda

All Livelihoods Matter

The only way black livelihoods, or any American livelihoods, are going to be uplifted is when black and white workers find common ground and work together to reject the agenda of the global Left.

By Edward Ring • June 23, 2020

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AMERICAN THINKER NEWSLETTER SIGNUP

June 24, 2020

Black Lives Matter Does Not Care about Black Youth

By Eileen F. Toplansky

As a publicly avowed Marxist organization, Black Lives Matter (BLM) seeks to destroy the nuclear family. Its adherents aim to:

... disrupt the Western-prescribed nuclear family structure requirement by supporting each other as extended families and 'villages' that collectively care for one another. [BLM] also seeks to build 'a queer-affirming

network' and says, '[w]hen we gather, we do so with the intention of freeing ourselves from the tight grip of heteronormative

are heterosexual

<https://www.googleadservices.com/pagead/aclk?sa=L&ai=CVYJIV...>

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U.S. flags on display outside the New York Stock Exchange in New York on April 9, 2020. (Kena Betancur/Getty Images)

THINKING ABOUT CHINA

Editorial: To Resist the Chinese Communist Party Virus, Say No to the CCP



Editorial Board

April 24, 2020 Updated April 29, 2020

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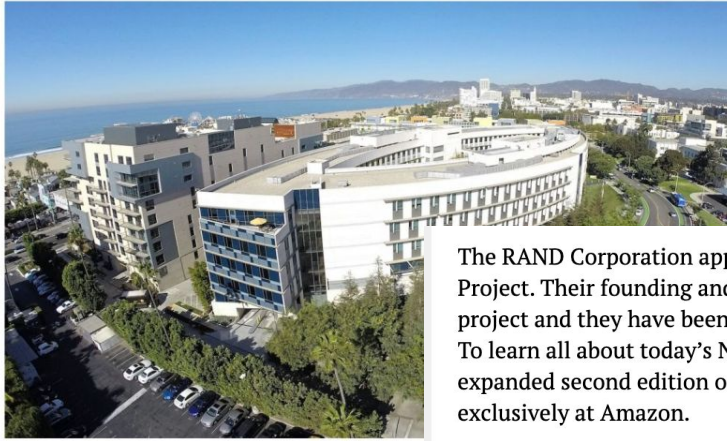
McDonald's ad delivered by Google

activistpost.com/2020/07/the-rand-corporation-and-the-new-manhattan-project.html

The RAND Corporation and the New Manhattan Project

TOPICS: Chemtrails Geoengineering Military Peter Kirby Science Weather Modification

JULY 19, 2020



The RAND Corporation appears to have been central to the development of today's New Manhattan Project. Their founding and evolution involves many organizations and individuals associated with the project and they have been involved in many areas of research germane to the New Manhattan Project. To learn all about today's New Manhattan Project, please refer to the new, greatly revised and expanded second edition of the author's book *Chemtrails Exposed: A New Manhattan Project* available exclusively at Amazon.


By Peter A. Kirby

The RAND Corporation appears to have been central to the development of today's New Manhattan Project. Their founding and evolution involves many organizations and individuals associated with the project and they have been involved in many areas of research germane to the New Manhattan Project. To learn all about today's New Manhattan Project, please refer to the new, greatly revised and expanded second edition of the author's book *Chemtrails Exposed: A New Manhattan Project* available exclusively at Amazon.

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AG AMERICAN GREATNESS

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The News

MINI MIKE

Mike Bloomberg Raises More than \$16 Million to Help Felons Vote in Florida

BY DEBRA HEINE

VOTE FRAUD

Far-Left Judge Increases Window for Counting 'Late' Ballots in Wisconsin

BY ERIC LENDRUM

THE DEMOCRATS

Unhinged Democrats Call for Political Violence if GOP Fills Supreme Court Vacancy Before Election

BY DEBRA HEINE

Within hours of Supreme Court Justice Ruth Bader Ginsburg's...

Three NFL Teams and Coaches are Fined Over \$1M for not Wearing Face Masks

BY ERIC LENDRUM

Betsy DeVos Under Hatch Act Investigation for Fox News Interview

BY ERIC LENDRUM

Morning Greatness: SCOTUS Meltdowns Continue, Graham Says GOP Has the Votes

BY LIZ SHELD

'F-k Cuomo and de Blasio' Mural Painted in Brooklyn Street

BY SHERINE SMITH

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<https://trc.taboola.com/disqus-thegatewaypundit/log/3/click?pi=%2F2...>



The 2020 Excellence in Sports Performance Yearly (ESPY) Awards ceremony featured several athletes speaking out in support of the far-left Black Lives Matter movement, which included several false claims, according to [CNN](#).



In response to the widespread riots, many sports leagues, including the NFL, [NASCAR](#), and [U.S. Soccer](#), have updated their rules to make it permissible for athletes to disrespect the American flag and National Anthem before each event.

NEWS

ESPY Awards Feature Black Lives Matter Propaganda

By Eric Lendrum • June 22, 2020



The advertisement features a photograph of a boho-style outdoor seating area with a sofa, armchair, and coffee table. To the right of the image is a blue banner with the text 'Beautifully boho style' and 'Create an outdoor oasis with furnishings & decor.' Below this is a 'Shop now' button and the Walmart Home logo. The entire advertisement is circled in red.

https://nym1-ib.adnxs.com/click?_z=9ZF7fRAN/mPwAAKBw...

Google Cloud ad delivered by Google



The screenshot shows a news article on the ABC American Greatness website. The article title is "Ruth Bader Ginsburg Is in the Dock Today" by Austin Ruse, dated September 22, 2020. The article text discusses the Supreme Court justice's stance on abortion. A Google Cloud advertisement is overlaid on the right side of the page, featuring the text "Building an Unbreakable DevOps Cloud Pipeline" and a "VIEW ON DEMAND" button. The ad is circled in red. On the left side, there is a vertical sidebar with social media icons and a FindLaw advertisement. At the bottom, a URL is circled in red: <https://googleads.g.doubleclick.net/aclick?sa=i&ai=C2ZgcLSJuX7PTGYfd7vX...>



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First Principles

Ruth Bader Ginsburg Is in the Dock Today

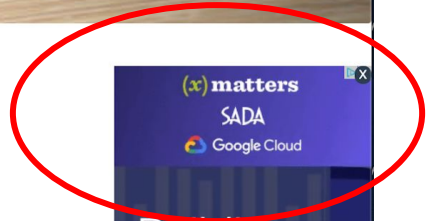
We know for certain that right now, the late Supreme Court justice knows the truth of abortion, a truth she assiduously avoided in her professional life.

By Austin Ruse • September 22, 2020

Ruth Bader Ginsburg is not a judge today. Today she is in the dock. She is the accused. Like each one of us who will face judgment one day, Ruth Bader Ginsburg begs for mercy.

As a Catholic, I cannot opine on the state of anyone's soul, living or dead. We cannot know what happens in the final moments of anyone's life. We know making a perfect act of contrition in the final moments prevents your descent to the fiery place. We also know—but cannot know—the mercy of God.

What we hear about Ruth Bader Ginsburg is what a wonderful person she was. Justice Antonin Scalia's son published a well-regarded column about her longtime warm friendship with his dad. Her husband was a gourmet chef. They put on lovely parties. She was good company.



(x) matters SADA Google Cloud

Building an Unbreakable DevOps Cloud Pipeline

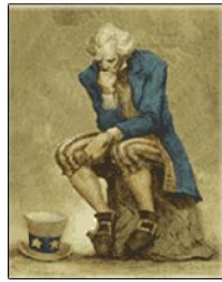
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American Thinker



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June 4, 2020
Americans are bowing down before the mob because of the Big Lie
By Andrea Widburg

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One of the more disturbing images to emerge in the past few days has been of police officers and National Guardsman kneeling – effectively bowing down – before the mob. These men and women who represent the forces of law and order claim that they are kneeling in solidarity, but what they're doing looks remarkably like surrender. The reason they are doing so is almost certainly because they believe the Big Lie that leftists are

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GDI calls for brands and advertisers to:

1. recognise their role and power to defund disinformation and stop offline harms.
2. use impartial disinformation risk ratings for news sites as part of brand suitability decisions.
3. align corporate responsibility agendas with what content they indirectly fund via marketing activities.
4. demand from adtech partners the adoption of state-of-the-art detection of content at high risk of disinformation.

The GDI looks forward to working with brands and advertisers for a whole-of-industry solution to a whole-of-industry problem.

Join us in this journey...

For More Information:

info@disinformationindex.org
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