

US Government Paid News Media \$1 Billion to Promote Vaccines

Analysis by [Dr. Joseph Mercola](#)

✓ Fact Checked

March 25, 2022

STORY AT-A-GLANCE

- › A Freedom of Information Act (FOIA) request by TheBlaze shows Health and Human Services spent \$1 billion for a media campaign to build public confidence in, and uptake of, COVID-19 vaccines using mainstream news outlets
- › News outlets that did respond to TheBlaze assured them the editorial staff are not influenced by advertising money, but it's not hard to imagine management would not look kindly on editorial staff who write content that doesn't align with the advertising narrative
- › Mounting evidence demonstrates why the government is paying for good press since insurance companies reported a rise in all-cause mortality in late 2021
- › The first batch of Pfizer documents the FDA used to approve Comirnaty (Pfizer COVID-19 vaccine) were released March 1, 2022; mRNA technology inventor Dr. Robert Malone believes these papers show a break in the indemnification clauses, exposing Pfizer to potential civil and criminal liability

The Department of Health and Human Services (HHS) released information to TheBlaze¹ in response to a Freedom of Information Act (FOIA) request. The information showed that the federal government had purchased advertising to the tune of \$1 billion taxpayer dollars as part of a media campaign to build vaccine confidence.

HHS² has billed the campaign as a “national initiative to increase public confidence in, and uptake of, COVID-19 vaccines while reinforcing basic prevention measures such as

mask-wearing and social distancing.” Data don’t support these measures, but the media campaign was likely hiding something more sinister.

HHS Paid News Media to Build Vaccine Confidence

Within the documents sent from HHS, TheBlaze³ found that hundreds of organizations in the news media were paid to produce TV, print, radio and social media advertising timed to coincide with an increasing availability of the genetic therapy shots.

The government also collaborated with social media influencers whose audience included “communities hit hard by COVID-19” and also engaged “experts” to be interviewed and promote the mass vaccination campaign in the news.⁴ One of those experts was the director of NIAID and chief medical adviser to the White House, Dr. Anthony Fauci.

In other words Fauci, the man who has been the “face” of COVID-19 in 2020 and 2021,⁵ who publicly disparaged anyone who questioned the data he was using to support his recommendations, and who blithely referred to himself as “the science,”^{6,7} was, in fact, a shill.

Virtually every one of the news organizations paid by HHS, including ABC, NBC, CBS, CNN, MSNBC, The Washington Post, Los Angeles Times and the New York Post, covered stories about the vaccines and did not disclose they had accepted taxpayer dollars to support the vaccine effort. It is common practice for the editorial teams to function separately from the advertising departments, so it appears the organizations felt there was no need to disclose their funding.

The advertising took several forms, including an amusing social media campaign featuring Elton John and Michael Caine, fear-based ads that featured survivor stories and straightforward informational ads promoting the safety and efficacy of the current mRNA shot for COVID-19.

Shani George, vice president of communications for The Washington Post made a statement about the funding they received for media advertising from the federal

government, saying:⁸

"Advertisers pay for space to share their messages, as was the case here, and those ads are clearly labeled as such. The newsroom is completely independent from the advertising department."

A spokesperson for the Los Angeles Times also responded to TheBlaze and gave a similar response. Other publications either did not respond or declined to comment. However, it is important to note that the reporters and editorial staff responsible for news also likely read their own publication or watch the online videos.

It's not hard to imagine that a large news organization promoting vaccinations through their advertising department would not look kindly on editorial staff who choose to report facts that do not align with large sums of money spent by advertisers. You can guess what the editorial staff may be told to write. TheBlaze offered several examples of thinly disguised advertising published as "news," including:

- An October BuzzFeed⁹ article featured "essential facts" about eligibility for the vaccine and unbalanced, pro-vaccine statements from health agency experts such as CDC director Dr. Rochelle Walensky, HHS Secretary Xavier Becerra and epidemiologist Dr. George Rutherford.
- Articles in the Los Angeles Times¹⁰ featured "experts" advising people how to convince their vaccine-hesitant friends and relatives to change their minds.
- A Washington Post article covered "the pro-vaccine messages people want to hear."¹¹
- A Newsmax article in November ran the headline "Newsmax Opposes Vaccine Mandate, Here's Why."¹² The article, obviously an opinion piece, began by saying the mandate was a "dangerous overreach" and then proceeded to support the vaccine campaign with statements like, "The vaccine ...has been demonstrated to be safe and effective" and "Newsmax has encouraged citizens, especially those at risk, to get immunized."

Journalistic Objectivity Likely Impossible

The U.S. government is not the only entity to recognize the power behind controlling the news media. Bill Gates is another. Using more than 30,000 grants, Gates has contributed at least \$319 million to the media, which senior staff writer for MintPress News Alan McLeod revealed.¹³

Recipients included CNN, NPR, BBC, The Atlantic and PBS. Gates has also sponsored foreign organizations that included The Daily Telegraph, the Financial Times, and Al Jazeera. More than \$38 million has also been funneled into investigative journalism centers.

Gates' influence within the press is far-reaching, from journalism to journalistic training. This ultimately makes true objective reporting about Gates or his initiatives virtually impossible. MacLeod writes:¹⁴

“Today, it is possible for an individual to train as a reporter thanks to a Gates Foundation grant, find work at a Gates-funded outlet, and to belong to a press association funded by Gates. This is especially true of journalists working in the fields of health, education and global development, the ones Gates himself is most active in and where scrutiny of the billionaire’s actions and motives are most necessary.”

It is important to note that Gates has an intense interest in health, and specifically vaccinations.¹⁵ And with this power to control the media and his strong connections with health organizations such as Johns Hopkins, with whom he collaborated for Event 201,¹⁶ it's not hard to imagine that his influence can be seen in many of the stories you read or watch each day.

This government overreach into the Fourth Estate is not unique to the U.S. Leaked documents¹⁷ have demonstrated that the BBC News and Reuters have also been involved in a covert operation in which the U.K. sought to infiltrate Russian media and promote a U.K. narrative using a network of Russian journalists.

Multimillion-dollar contracts were used to advance these aims, which included 15,000 journalists and staff. The campaign closely follows a U.S. clandestine CIA media infiltration campaign launched in 1948 called Operation Mockingbird.^{18,19} About one-third of the CIA budget, or \$1 billion each year, was spent on bribes to hundreds of American journalists, who then published fake stories at the CIA's request.

While it may sound like ancient history, there's evidence to suggest it continues today. Although the messages have changed with the times, the basic modus operandi of dissemination remains the same. Other reports^{20,21,22} have also highlighted the role of intelligence agencies in the global effort to eliminate "anti-vaccine propaganda" from public discussion, and the fact that they're using sophisticated cyberwarfare tools to do so.

Facts Reveal Reason Government Is Paying News Media

All-cause mortality and death rates are difficult statistics to change. People are either dead or they're not. There is only one reason a person is included in the National Death Index Database: They have died regardless of the cause. Evidence is mounting that all-cause mortality is rising to levels greater than were seen during 2020 at the height of the COVID-19 pandemic.

OneAmerica,²³ a mutual insurance holding company, announced the death rate in working-age Americans from 18 to 64 years in the third quarter of 2021 was 40% higher than prepandemic levels. Other insurance companies are also finding similar results and citing higher mortality rates.²⁴

The Hartford Insurance Company announced mortality had increased 32% from 2019 and 20% from 2020 during 2021. Lincoln National also reported claims increased by 13.7% year-over-year and were 54% higher in the fourth quarter compared to 2019. Funeral homes are posting an increase in burials and cremations in 2021 over 2020.²⁵

The overall mortality increase noted after the global release of the COVID shot is also being reported in other countries. A large German health insurance company reported

their data^{26,27} were nearly 14 times greater than the number of deaths reported by the German government. The health insurance company gathered the data directly from doctors who were applying for payment from a sample of 10.9 million people.

A reporter from The Exposé²⁸ notes that while the world has been distracted by Russia's invasion of Ukraine, the U.K. government quietly released a report²⁹ that confirmed 9 in every 10 deaths from COVID-19 in England were in people who were fully vaccinated.

Each week the U.K. Health Security Agency publishes a surveillance report. The February 24, 2022, report shows 85% to 91% of adults who are infected, hospitalized or died from COVID-19 were fully vaccinated.

Pfizer Documents Show Vaccines Not Fully Safe

Four days after the FDA approved the Pfizer vaccine for ages 16 and older, a group of public health professionals, doctors, scientists and journalists submitted a FOIA request to release the data Pfizer used for the approval of Comirnaty.³⁰ The nonprofit group of professionals is called the Public Health and Medical Professionals for Transparency (PHMPT).³¹

Despite the FDA's claim that the organization was committed to transparency,³² the agency first requested 55 years³³ to release the data that supported the approval of Comirnaty after the FOIA was filed, and then asked for another 20 years to fully comply.³⁴ All told, the FDA wanted 75 years to release documentation that supported their approval of a genetic therapy being promoted for mass vaccination.

When the FDA did not release the data, the PHMPT sued the FDA since it is the FDA's statutory obligation³⁵ to publish the documentation within 30 days of approving a drug. Although they asked for 75 years, January 6, 2022, the court ordered the FDA to release 55,000 pages of the documents each month so they would be completed within 8 months.³⁶

March 1, 2022, the first of those documents were released and have been posted for public view on the PMHPT website.³⁷ What's included in these documents may answer

the question of why the government felt \$1 billion was required to boost vaccine confidence.

An initial review of some of the papers by one Trial Site News reporter revealed many errors and anomalies. In an interview with Stephen Bannon, mRNA technology inventor Dr. Robert Malone talked about the documentation and the need to develop a team to comb through the information and catalog it for reference. He said:³⁸

"So, all this information comes piped through pharmacovigilance what's called the pharmacovigilance shop at Pfizer and BioNTech. I presume Pfizer. And then that's been summarized and submitted to the FDA as a series of documents. So this is a window into what FDA actually knows, which is by inference what CDC knows.

When they tell us there's no risks and we should go ahead and start mandating or forcing vaccination on our children, what we have for instance, in that section you're referring to of the listed adverse events is a huge list of what is considered to be adverse events of interest, which means that they're not just one-offs.

It happens multiple times throughout the world and what we're finding is embedded throughout this huge volume of documents that the judge has forced Pfizer and the FDA ... remember our government tried really hard to keep this information from us and fortunately the courts have called their bluff and forced them to disclose it. Now it's up to us to comb through it."

Malone went on to describe the trouble that will likely arise in the coming weeks and months for Pfizer and the FDA from the information that is now freely available to the public when Bannon asked, why is it so important that the courts demanded the information be released now?

"The courts have forced Pfizer and the FDA to comply with the law which is that after licensure is granted these documents must be made available. Previously they're considered confidential.

And remember that as Naomi's [Naomi Wolfe] about to discuss, and the truckers are so upset about, we have been forced to take these vaccines and we have been told that they're fully safe and effective. What this documents is the government has been well aware that they are not fully safe and has hidden this information from us.

What that really matters for Pfizer is that the indemnification clauses require Pfizer disclose known adverse events and this documentation demonstrates they didn't do so. A lot of the lawyers are licking their chops over this because it seems to indicate a break in the veil that may allow legal action basically due to fraud and concealment of these risks from the general public.

This is why you have not been able to have full informed consent, is they've hidden all this information from you and they've used all the propaganda and censorship tools – which you're about to cover – and paid media, to keep all this information from you and spin it, so that you think the left is right and the down is the up and the moon is made of green cheese.”

Sources and References

- ^{1, 8} [TheBlaze, March 3, 2022](#)
- ² [Health and Human Services, We Can Do This](#)
- ^{3, 4} [TheBlaze, March 3, 2022, Para 1, 2](#)
- ⁵ [YouTube, April 29, 2020](#)
- ⁶ [Fox News, November 28, 2021](#)
- ⁷ [National Review, November 29, 2021](#)
- ⁹ [BuzzFeed, October 20, 2021](#)
- ¹⁰ [Los Angeles Times, May 17, 2021](#)
- ¹¹ [Washington Post, April 22, 2021](#)
- ¹² [Newsmax, November 7, 2021](#)
- ^{13, 14} [MintPress News November 15, 2021](#)
- ¹⁵ [GatesFoundation, January 2010](#)
- ¹⁶ [Center for Health Security, Event 201](#)
- ¹⁷ [The GrayZone February 20, 2021](#)
- ¹⁸ [SGT Report October 7, 2019](#)
- ¹⁹ [ATI March 12, 2018](#)
- ²⁰ [The Times November 9, 2020](#)

- ²¹ UK Defense Journal November 10, 2020
- ²² The National News November 9, 2020
- ²³ The Center Square, January 1, 2022
- ^{24, 25} Zero Hedge, February 5, 2022
- ²⁶ Health Impact News, February 23, 2022
- ²⁷ Greater Mountain Publishing, February 27, 2022
- ²⁸ The Exposé, March 1, 2022
- ²⁹ UK Health Security Agency (UKHSA) Covid-19 Vaccine Surveillance Report, February 24, 2022
- ^{30, 31} Public Health and Medical Professionals for Transparency
- ³² Food and Drug Administration, November 17, 2020
- ³³ MSN, November 19, 2021
- ³⁴ Euro Weekly December 9, 2021
- ³⁵ SOPP 8401.7: Action Package for Posting December 11, 2020, page 1, III
- ³⁶ Trial Site News, March 7, 2022
- ³⁷ PMHPT, Pfizer Documents
- ³⁸ Rumble, March 5, 2022 Minute 3:19 and 5:20