

It's The Truth

Jesus once said, "You will know the truth, and the truth will set you free."

Now during the time of Jesus, this statement wasn't all that noteworthy because most people depended on the truth in many aspects of their living. Family history was passed on from generation to generation verbally with an understanding that being truthful was imperative to insuring every generation understood the truth about their roots.

In business, everything was taken care of verbally and if you wanted to be successful, you had to be truthful.

Knowing the truth was fairly easy during this time because being truthful was common practice for most people.

That's the beauty of Jesus. He understood that in a world where free will was a gift for all, truth would be susceptible to becoming less of a priority down the road.

So here we are in 2025 and when we say, 'You will know the truth, and the truth will set you free', most of us will snicker, shake our head and humorously proclaim, 'Nobody knows the truth any more!'

Some will even say that this is a good thing because our world has progressed so well, they will tell us, that it has become an individual choice of what YOU want to believe as the truth. We all have free will and it's up to us to believe the truth as we want to see it.

Sounds good, right?

Around fifty years ago - within MY lifetime, people - a movie came out that gave us all an inside look at how journalism worked in the early 1970s. *All The Presidents Men* was a story about the Watergate break-in and the two reporters who brought down the Nixon administration. If you watched it, you recall the enormous pressure reporters Woodward and Bernstein (played by Hoffman and Redford) were under securing sources to back up every story the paper was to publish. They didn't have to reveal their sources, but in those days any journalist who wanted their story published had to have reliable sources that they were confident could back up the story as being the truth. There are many examples of journalists losing their job by running stories with 'reliable sources' that turned out not to be true. Woodward and Bernstein knew the stories they were publishing were pretty damaging and they better get it right.

That's how journalism, not just with the newspapers, but all forms of news reporting, had

to work. The American people had confidence in their news reporting that the stories were truthful. Journalism was never selling an opinion, they were only required to report the news as accurate as possible. Even in the television market, whether you watched Smith(ABC), Cronkite(CBS) or Chancellor(NBC), you had confidence that they would report the news with an unbiased tone and leave the public to react to the news as they will. They were not there to take sides, they were there to present the news with as much accuracy as possible.

That's how journalism was at that time. You better have reliable sources in the field you reported from or you would likely have a very short career.

That was around fifty years ago, people.

If you watch any of the news media programming today, you do so KNOWING that the truth in any story is not held to the highest standards as they were in the Watergate era. I would argue that if Watergate happened in today's environment, we would all be bombarded with biased commentaries that has nothing to do with the truth, but would focus on selling their agenda of what they WANT you to believe as the truth.

We live in a country where truth no longer has a high value.

If that comment doesn't scare you, your soul is already dead.

You can choose whatever topic you want and I guarantee that you can find many web sites and pod casts that will gladly support whatever position you want to believe as the truth. Conservative or liberal - it doesn't matter. Truth matters even less.

Let me give you another example of where we are.

About the same time as Watergate, there was a big story that got a lot of attention. The Federal Communications Commission (FCC) which governs all media outlets, enforced a hefty fine (at the time) on a cereal maker for false advertising. The cereal maker refused to pay, arguing that the advertisement in question - a picture of their cereal next to a plate with eggs, bacon and toast with orange juice and milk was "Part of this Nutritional Valued Breakfast", was not a lie as it merely said it was a "Part" of the breakfast. The FCC countered by arguing that the cereal company was misleading parents and children into thinking that their cereal had nutritional value, which it does not.

Most people thought the cereal maker would get away with it as it made its way up the courts into the Supreme Court which - to the surprise of many - ruled in favor of the FCC that

misleading the consumers is as much of a lie as claiming their cereal had nutritional value, which it does not.

From that victory for the FCC, we now have a world where most consumable products we buy at the grocery store has to have a nutrition label on it so consumers can make choices based on actual data and not misleading advertisements.

It was a big win for the FCC and consumers.

We now live in a world where our leaders are elected with no attempt to being honest, and in fact, win easily if they connect with a Political Action Committee (PAC) that has deep pockets that can create advertising that does nothing to suggest the direction you will take our country, but instead creates horrible profiles of here-say and falsehoods that claim that if you vote for their opponent, you are voting for Satan. No apologies needed. No, 'I approve of this message' because it was created from a PAC, not your campaign headquarters.

And to make matters worse, these PACs that create these horrible, untruthful advertisements get away with it. If you look at the top 500 companies who belong to these PACs, you will find in nearly EVERY case that they are controlled by a Board of Directors that consists of people who by a majority in almost every case, is run by people who have outside citizenship.

In other words, a majority of the people who create these advertisements that ensure their candidate wins the election live in other countries. They could care less about our schools, our workplace, our environment... whatever. As long as the candidate they support continues to pass or stop legislation that affects their bottom line (profits), they will gladly make up false advertisements to disgrace any opponent.

The contrast in eras, reflects the loss of a time when the truth had a high value in our lives. It was extremely important that the consumers - you and I - were able to make decisions for ourselves based on the truth. We could buy our products and elect our leaders knowing that there was a high value in telling the truth.

So where's the FCC when elections are here?

Good question.

If the FCC was willing to go all the way to the Supreme Court because a cereal maker 'mislead' the public by saying their crappy cereal had nutritional value, you'd think they would act strongly to insure that all advertisements used in elections would be held to a high standard of

being truthful and accurate, right?

They do not.

Couldn't they pass legislation that says that all campaign advertisements which makes any accusations against an opponent, must be verified by an FCC Truth in Advertising Committee before it can air such accusations?

That's a great idea, except that the people who would have to pass that bill are the very people who benefit from the system as it is. They will never mess with their own job security. Truth in advertising doesn't win you elections, my friend.

We are falling into the black hole of fraudulent truth that suffocates our soul and appears to leave us with little hope.

Now let's look at the comment by Jesus again.

YOU WILL KNOW THE TRUTH AND THE TRUTH WILL SET YOU FREE.

It's the second part of that comment that Jesus was focused on.

The truth will set you free - how so?

I could write a book called 'Coming Clean' with examples of my own incidents as a youth, as a parent and as a person watching the news how sometimes the truth is difficult to stand up for, but how liberating it is when you finally 'come clean' and let the truth win the day.

We all have those stories.

How many times as a youth have you done something you knew was wrong, but you immediately lie in order to avoid getting in trouble? The lies seem to snowball with more lies, contradictions and finger pointing that does nothing but make matters worse until you finally surrender to the truth and come clean.

How many times as a parent have you come to a situation with your children where you know the truth is not going to sit well with them, so you put it off until finally you just come clean and put the truth out there for them?

How many times have you watched the news about a public figure being accused of something dishonest and they immediately deny any wrong doing to save their image. But the lies don't go away and after a lengthy trail of denial, they decide it's better to just come clean and tell the truth.

In every case, you'll hear the people in question say how it felt like the weight of the

world was lifted off their shoulder when they finally came clean and stood for the truth.

As a youth, I well remember times when I messed up but came clean with the truth right away and it resulted in a much more positive outcome.

As a parent, I well remember times when I just went with the truth, had a nice talk to my daughter and we both came out of it with a much deeper love for each other knowing that we both let the truth win the day.

As an observer of life, I well remember times when a public figure was accused of some wrong doing and comes clean right away and apologizes for his or her actions.

There are so many examples of people making a stand for the truth and later reflect on how liberating it was to simply come clean with the truth. The weight of the world on their shoulder removed, they can move forward in living a life in a positive direction.

AND THE TRUTH WILL SET YOU FREE, indeed!

In today's environment, we are all living with the weight of an untruthful black hole sucking us into a negative world of fake news, misinformation and dishonest brainwashing. We face each day with a heavy tone of negativity that makes it seem to most of us like the world is just dragging in a spiritual mud bath.

I was talking to a young person who said that my generation was lucky because we had concrete issues during the 60s that we could stand up for and make a difference with.

Really?

You Will Know The Truth And The Truth Will Set You Free!

Jesus wasn't talking to his neighbors as much as he was talking to today's young people when he said this.

It's time for the young people of today to stand up and demand the truth before we all get sucked into the black hole of negativity.

That's the TRUTH!