GDI

FOCUS: Advertising Week 2020

#AW2020 Brands on Disinformation Sites
Does Advertising Week know where its ads are running?

Luongo: Joe Rogan Just Blew Up The Death Star

Author by Tyler Ordon
Fri 05/22/2020 - 09:30

AdWeek2020 advert placed by Google on ZeroHedge.com
Popular brands at #AW2020 found in our research

See: https://newyork.advertisingweek.com/about/#target=brands
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

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Tech companies serving ads in our sample:

- Amazon
- the Trade Desk
- Google
- xandr
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
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.
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.

**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*
HP ad delivered by Google
Microsoft ad delivered by RevJet

Editorial: To Resist the Chinese Communist Party Virus, Say No to the CCP
McDonald’s ad delivered by Google

McDonald’s

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.
Gillette (P&G) ad delivered by Trade Desk
WAYNE ROOT: What if Obama was President and KKK Terrorists Took Control of American City?
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.
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.

https://googleads.g.doubleclick.net/clk?sa=l&ai=C22gcdfJJuX7PTGyfdwX...
Americans are bowing down before the mob because of the Big Lie

By Andrea Widburg

One of the more disturbing images to emerge in the past few days has been of police officers and National Guardsmen 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...
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@disinformation.org
www.disinformationindex.org