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It's not right left, it's



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top down the truth about the media a talk by Oh, amaze you about the news media and finding success post graduation. All right. Well, that's me. I am I am. Oh, amaze you. And I am very thankful to be here talking with all of you. Today, I'm going to talk a little bit about my book that I published in April, and how you can write books and the benefits that come from writing a book, and how much it can help you post graduation. All right. All right. Well, before we get too far into the presentation, and before I talk about what we're going to talk about, and really get into it, I thought it would be a good idea for me to share a little bit about who I am and where I'm from. So as I previously mentioned, my name is Ollie Mays, you. I'm a young recent college graduate, similar to all of you guys. I'm 23 years old, I was born and raised in Duluth, Minnesota, and in May of 2020, I graduated from the University of Minnesota. I had I earned a BA in political science and a minor in mass communications. And now, after year of many experiences, through, you know, writing my writing, and publishing my first book, working as a tutor, and doing some other teaching things, I'm now enrolled in a master's and initial licensure and social studies education program at the University of Minnesota. My intent is after I get done with this in the year to be a high school social studies teacher, and then do many other things, including more, more writing on the side. But then, as I, as I mentioned, I'm gonna be talking about my book today. So I'm, I am, I am an author. I'm a published author. But yeah, that's, that's a little bit about who I am. And hopefully, because I am, you know, I'm still so young and a recent college graduate. Some of the things I'm, I'm saying here can

resonate with all of you guys a little bit more. Yeah, let's, let's get go. All right. So what am I going to talk about today? Well, the first thing I'm going to talk about is my book. It's not right, left, it's top down the truth about the media, I have it here in my hands. And you'll see plenty of it on on the slides in this presentation. So I'm going to talk a little bit about the book, I'm going to talk about some of the content that's in the book, including the many problems with the news media in the United States, and how we can fix them. And then I'm going to get into what writing my book has done for me, and all the positive benefits that come from publishing your



03:05

first book.



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And then I'm going to get into how you can write a book, and the program that I use to write mine, and how it's such a great opportunity. And I think I think many of you would benefit from writing and publishing your first book. or second book, if some of you have already written the book. And I know that can sound intimidating, but I really want to stress and I'm going to do that in this presentation that, you know, writing a book may sound hard, but it's it's definitely possible. And you can lead to a lot of very good experiences, and a very good opportunities for you. And I think it's something that you should definitely, definitely take advantage of. And I'm going to talk about how you can do that in this presentation. And then finally, I'm going to give some advice for finding success after graduation. And maybe that's kind of ironic, because I'm pretty, pretty close to when I when I graduated still as well.



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But



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with my experience and publishing my first book and everything that that's led to, I think I think I can offer some offer some good tips for all of you. All right, well, let's, let's get into it.



04:23

Alright,



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so let's talk about the book for a little bit. Okay. And as you can tell by by the title, it is about the news media in the United States. And what I try and do in this book is lay out the many problems posed by the mainstream media structure of corporate ownership. Right. And then I talk about how we can fix these problems, right. And so let's talk about you know, the contents of the book. And I have I have the contents up here on on the screen here, and I'll lay out kind of the structure so I start out with an introduction. And then I have my first part is titled A Free Press. And in this, I lay out the United States history of a free press and how we were guaranteed that right and the Bill of Rights, and how the free press has been on display many times throughout our history. And I end this by saying that we have a free press in the sense that it's free from government censorship and government influence. Right? And that's a great thing, right? That's more than can be said in other countries. However, bad pose the question, but is our press truly free. And what I'm getting at here is that the press is owned by these massive corporations who in turn, in turn, also, you could say own the government through, you know, political donations, which are, you know, I mean, they're bribes. Let's, let's be real here.



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So,



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so yeah, that's that's kind of the first part is setting up how, you know, the press, our mainstream media is free from government intervention, but they are still owned and operated by the big time corporate powers in our country who also, you know, kind of control the government. And so is that is that really a good thing. And I'd argue that it's not. So then we get into the second part of the book, which is titled corporate ownership. And in this part of the book, I really lay out all the corporate mergers and everything that's happened in our media, I go over CNN, MSNBC, the fox news channel, the broadcast networks, including Fox, NBC, ABC, and CBS, and then some of the big newspapers in our country, and their corporate history, their origins, how they got their start, all the mergers that invent through, and then I get to where we are today, and how all of these institutions, all these media outlets are, you know, they're, they're big operations, but

they're when you look at it, they're much smaller outlets of a much bigger conglomerate. And then, so then I saw once after laying all that out, which is a lot of, you know, facts and stats and everything. Now we really get into the fun part. We talked about the system at work. And in this in this section, I talk about how the structure of corporate ownership makes its effect on our news and what we all see, eventually. And what I use is I use all these stories from people I interviewed and talked about for this book, including the likes of David Schuster, chuankke. Ugur David Sirota, I bring in other stories from other people. And and it's just a really, really interesting, deep dive into how, how the news in our country operates. And, and all the problems and how it leads to our news being much less objective than they then they all claim to be. So that's a really interesting section of my book. And then I get into to fixing the news. And how we, how can we do that. And by that I'm talking about, we ultimately need to set up a, a media environment that thrives and is incentivized by grassroots donations, right. So they're, they're funded by grassroots subscriptions. And that would, that means that they are then beholden to us, the people or their viewers, rather than the big corporate corporations that that own them. And I get into how this can have a much more positive effect, and can lead to a much, much more objective press, which is, which is only a good thing. But that's kind of the rundown of, of the book.



09:14

And we'll get into more detail here as we go on. So that's kind of the structure of the book, right? That's how it's laid out how you know, the chapters play into one another and, and how it all flows together and comes together. But now what I really want to get into is what's what's the main idea behind it? And what's what's the takeaway message that you all Now listen to this is I mean, eventually, if you if you buy the book, if you read the book, that's great. It's going to help but what's what's that real message that I'm trying to get across? And I have some excerpts from my book here going forward that I'm going to use to help to help talk about that. So let's move into what's what's sort of what's the big picture what's what's the takeaway message.



10:03

All right,



10:03

so what?



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We talked about what's in the book, right? So what's the main? What's the main message that I'm trying to lay out here in this book? Here's a few excerpts from the book that I think help really, really good at it. So I'm going to read and you can follow along with the screen. If you've ever wondered if you're getting an objective, wholesome picture, what is going on in the world from the mainstream news outlets in the United States? The answer is you simply aren't. The structure of the news media in this country is set up to cater to the interests of its corporate owners, and advertisers not to report the objective truth. The bottom line is all the mainstream networks aren't providing their consumers with the whole story. So everyday Americans must stop fighting with one another, and calling each other stupid on educated, brainwashed, or whatever else it may be. If you get your news from Fox, your enemy isn't the people who watch msnbc or CNN, if you watch msnbc or CNN, your enemy isn't the people who watch Fox, it's time to wake up and see we're all being conned. We should not be each other's enemy. But it should be the system of corporate ownership that incentivizes these networks to not report the full and accurate version of every story.



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So what is this



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getting at? Well, what I'm saying here is that we have become so polarized as a country, we became so divided as a country. And a big reason for this is our media. And you see these, you know, the right wing sources of whether it be Fox News, the left which MSNBC, CNN, or whatever, we, there's so much arguing between people based on you know, somebody will get something that they hear from MSNBC and think that's fact and another person will have something from Fox News and think that's the fact. And they'll just fight and tell everyone they're on educated and everything, when when the reality is, all of these mainstream institutions aren't giving you the full story. So it's made it really hard for us to find common ground and be grounded in In fact, because facts aren't being aren't being shared anymore, the truth of these stories aren't coming out. And the reason for this is this structure of corporate ownership that's in place, I like to think of it is it is a divide and conquer strategy. These mainstream and media institutions are trying to set up an environment where everyday people fight amongst themselves. So the top dogs at the top can, you know, get away with whatever it is they're doing, whether it is not paying taxes, whether it's changing laws in the government, by all their big, you know, political

donations that help help their help their special interests. And it's just, it's all, it's all problematic. And it all has a really bad effect on everyday people in this country. And we need to wake up and see that and not not hate each other, but hate the system that leads to this environment. And that's what this book is really getting at. So I'm going to move on here. And I'm going to share a few quotes that from from some interviews that I did that I think really get at the good how the media works and the problems there. And then I'll talk about then I'll share share a really good story that I heard in my research and that's that's in the book that really really gets at how the corporate ownership



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has its has its



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effect on on our media. Alright, so we're getting at, you know, corporate ownerships a problem, right? And we're, I'm obviously being pretty critical of, of our news that we get in this country. But one thing that I think is very important, and to remember and to to act on is that we ultimately can't fault the journalists themselves. We can fault this structure of corporate ownership is that has that's what ultimately has the impact, but it's not the individual journalists, because it's important to remember that, you know, they're just they're just doing their job. All right, you know, there's so many financial obligations that us as Americans have in this country, whether it's, you know, pay it off, paying off your rent or your mortgage or paying off student loans like I'm sure a lot of us here have I know I do. There's there's just a lot, there's a lot of big financial obligations. And so when you're a journalist and you get into one of these fields, you you don't want to you don't want to lose your lose your job. And in order to not Don't lose your job, you have to do what the corporations that own these companies want you to do. If you don't stick to the party line, if you aren't a good team player, if you are, you know more into being a big objective journalist and following the story, wherever it may take you, ultimately, you may find yourself out of a job. And that's something I really lay out how that how that works in this in my book.



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But it's also it's just really important to remember that, that although our news media is far from objective today, um, we can't we can't fault these individual journalists. Because if you just you know, we go after go after the individual journalists, then you know, maybe maybe the company will get rid of them. But then the new people that are gonna come in

are going to do the same thing, because they ultimately want to keep their jobs there. So we need to remember that the system of corporate ownership, the structure of corporate ownership is what we need to go after, and not the individual journalists. So now I'm going to share a few a few quotes from from David Schuster, who he was, he's a former anchor at former journalist at MSNBC, the fox news channel and CNN. He's worked, he's worked all across the board. So he knows he knows a lot about how the inside and how the media media works. And a few of these quotes, I think, really get to get to the problems with our mainstream media now today. And he's now working at some independent media outlets, which I'll touch on a little bit later in this in this presentation.



16:47

All right.



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So these quotes by David Schuster, I think, really some of the problems with our, with our mainstream media in the United States today, and why these things definitely need to change. So the first one, I think is so important. Are is Stark, quote, journalists are made aware of where the channel or the network's organization's priorities are, it is made clear to them Don't fuck with the piggy bank or the people who are buttering your bread. David Schuster.



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So,



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so that I mean that that small quote, right, there really gets to it, right? They journalists are ultimately made aware, you know, don't go against the piggy bank, which is, you know, these, these are the the corporations that own the media, ultimately, because Sure, it's not like the Comcast CEO is down, telling an msnbc anchor, you don't do this. So you're gonna be fired, but there's a chain of command. And it ultimately goes from Comcast executives to the everyday journalists at, you know, MSNBC or NBC is Comcast owns them as well. And it's the same thing for these other media conglomerates. So then this next quote, by Schuster really, really embodies that this feeling as well. So I'll read that now. Once upon a time, in the news business, you were given credit for being a hard nosed journalist who

would ask tough questions of everybody, Schuster said, Now, when you have so many corporate and money making agendas, and that mix between advertising and the awareness, journalists have the funding, you move up in the business, not by seeking out the truth and being aggressive about it. But by swimming in the direction your bosses want the company to swim. So it's very hard in this day and age, if you are an independent are charging report like hell journalists, to find you've got a future if the mainstream broadcast outlets in particular, maybe Schuster. So that's I mean, that quote, again, I think, is so important as it just shows that if you're not willing to play ball, if you're not willing to, you know, only report on the stories that your corporate bosses want, you're not you're not going to move up in the industry and that's how this system really works. And why we have a mainstream media that is so you know, it filtered to where they you know, they protect the insiders who are in the club, but stories that are about everyday people, and that matter to everyday people don't don't really get in there don't they don't get their time. Right. Um, I'd say a big example of that is like the policy of Medicare for all, you know, that was that would help and saved so many people. But the mainstream media even even though it's pulled that like 60 70% of the population support that the mainstream media won't give it its its day and they'll they'll be they'll bash it. They'll say it's bad. They'll say it's wrong. They'll say the people don't like it, even though it's Paul that you know, very high, high favorite ability. And the reason for that is, you know, these private insurance companies are advertising on these on the main three media. They're sending big bucks to these companies. And it happens and there's so many other policies that this, this happens as well, or certain politicians, this get treated a lot worse than other politicians because they're deemed as outsiders or they're against the court. They're positioned against these corporate interests. And it's just really show so these quotes by Schuster here, I think, really good at the problems with our mainstream media and why why we need to change because the goal of the mainstream media now and these these institutions, it's not to report the objective truth. It's not to, you know, serve the people and be a fourth estate, it's to serve these corporate interests, who you know, also, as I mentioned, they kind of Own Operate the government by, you know, with political donations, aka bribes. Um,



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so So yeah, I



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think I think these quotes are really important. So after talking about those quotes from David Schuster, which I think are so important, and really get at the problems with our

mainstream media, and how, you know, the journalists are forced to, to make a decision, you know, do we do I play ball? Or do I want to be the report like hell hard charging journalists that takes the truth wherever it goes. And it's these, these journalists are forced with this, make this decision all the time, and the ones that choose to play ball, they move up, and the ones that don't, they don't they get they find themselves out of a job and not in the mainstream media. And that's why our mainstream media works the way that it does. So following up those quotes from Schuster, I'm now going to share a story from my book that I think is just really important, and really, you know, goes to show this decision, it's a perfect example of the decision that these journalists are, are forced to make on a daily basis. All right, so here's here's an excerpt from my book



22:21

about,



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you know, the decision that these journalists are forced with. And so this story, it comes from Chang Huber, who used to be an anchor at MSNBC, but ultimately was released there, his time, his time ended there, because he wasn't willing to play ball. He wasn't willing to do what the higher ups at MSNBC wanted to do, which was, you know, respect the elites and the, you know, the people in Washington and not not go hard on them, not, you know, not be a real, independent journalist. And ultimately, you didn't, you didn't want to do that he wanted to stay true to be being him and being a hard report like hell journalist. And that ultimately led him to not having a job and being resented by the mainstream media. So I'm going to go ahead and read this. And, and then we can you talk about a little bit after that. Oh, here we go. Feel free to follow along on the page. So then a series of things happen. You were said in March, Phil Griffin calls me to his office. It was March or April. And he said, Hey, Chang, I was just in DC, and they're not happy with your tone. So he never clarified who in Washington was not happy with my tone. But he then had this funny, crazy story that he told me about how outsiders are cool. And they wear leather jackets and ride motorcycles. But NBC or not outsiders, or insiders, and you got to start acting like it. You were follow this up by saying it was easy to remember, because it wasn't a normal speech. I was like, wow, this is the speech you ever told me. I think this speech existed. I thought it was all subtle. But Phil's not known for his subtlety. So he just flat out said it. And so it's clear that what he wanted me to do was ease up on Obama and the Democrats. I had a former republican congressman on that night, and I ripped them one. And so evidently, that tone was too harsh against basically people inside the club. Let's just keep it real. So the message was very clear. And I walked out of that

meeting, thinking No, I'm definitely not going to do that. So if they take me off the air, they take me off the air, but there's no way in the world I'm going to kowtow to these guys saying Take it easy on anybody inside of Washington. It's the antithesis of what I do. Check had a decision to make very similar to the one Bret bear had to make and what everyone else working at the mainstream media is faced with one point or another. Do I play ball or do what do I do what my bosses want or wanting did do or do I stay true to who I am as a journalist and report honest, hard hitting news, unlike bear, Chang chose the latter. And that's why we don't see him in the mainstream media anymore. He's actually resented by the mainstream media, the Democratic establishment and the financial elites of this country because of this. So what has been happening before before this happened, right check you grew was on he was on the six o'clock hour of MSNBC, and he was getting great ratings. It's should have been going well, right. He was being nice. He was being a team player. He was being a good guy. He was, but he was, as Phil Griffin says, In this exchange, he was being too hard on the people inside of Washington. Um, and so ultimately, what happened was Chang huger himself decided to, you know, stay true to what you want to do. And, and this next slide that I'm going to go to here soon, we're gonna we're gonna see how, how this this story ended up and what what ultimately ended up happening.



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So



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what ended up happening was, Ugur was ultimately demoted he was he was offered a job, he was actually offered to be paid more money to do a smaller job, right. So what happened was, he was he had been doing the six o'clock hour, weekdays, you know, prime time. And what happened was, was Griffin then offered him to go to be on the weekends, they said, You're not getting the six o'clock hour, we're gonna move you to the weekends, but we're gonna pay him more money to do it. So basically, they were trying to pay him to be silent. They were trying to, you know, keep the audience he had, but not, but not let him be as hard on on Washington, you know, they were trying to trying to bribe them to, you know, play ball and stop doing what he was doing. And this next, this next slide here, I'm going to read another excerpt from my book, which goes through through the meeting. And what actually happened when he was being told he was being moved down. Because this, this is also, you know, very important and really gets to what, what happens. Yeah. So here's what happened in that meeting. All right. So this is back to another excerpt from my book. So the funny thing is, I'm still surprised after all, that all I had talked

about the phenomenon and I knew the phenomenon, and then it happened to be younger said, but still, I was surprised because my ratings were so good. I thought that will protect me. Right? When he was being told he was being moved down, you decide to question it and try to find out what it was he did wrong. So I asked Phil, this one question, I think was determined, a viewer said, I said, Phil, are my ratings good? He said, Yes, of course. I said, Do I cause any trouble internally? Is that an issue or anything? He's like, No, no, you're a great team player. Everyone likes you. So then I said, if you move me to the weekends, under what circumstance could I possibly move back into primetime? If it's not the ratings, and it's not any of these other factors? He was just stumped. Ugur continued. He didn't think I was going to ask him that question. He had not thought about it. He can't say the real reason. So it was just the most awkward minute of silence that anyone's ever listened through. So he literally didn't have an answer. And then we just moved on. So that told me, of course, I told you not to shit on the establishment, and you did. So that's why you're getting moved down, and you're not going to get moved back up. And maybe the only way you get moved back is if you move back up, is if you start learning how to kiss ass. So that was my perception of what he was saying. So that's, that's a pretty that's a pretty crazy story, right? Um, so what ultimately ended up happening there was, Jaeger actually declined moving to the weekends, and went off on his own and began the Young Turks. He had had the young turks as a radio show, but he then started, you know, up the media, the new independent media outlets, that was the Young Turks and it has continued into today. And they're, they're a great independent source that you can, you can turn to you to get your news from. But what that whole story shows is just that, you know, this decision that journalists are forced to make, and younger is not alone. This has happened to many other journalists, have been in the mainstream media, and ultimately refuse to play ball refuse to, you know, report the news under filter of these corporate interests. They want to stay true to who they were. And, you know, younger was fortunate because he'd had a massive audience from his radio show that he was able to move on and create the Young Turks and grow that into what it is today. But not everyone has that opportunity. You know, and that's why I, I really stress that we can't blame the journalists, but we have to blame this structure. Because a lot of these journalists, ultimately, they're just trying to get their job and provide for their families, right. And, you know, journalism, if you're, if you're a young student going into journalism, you know, it doesn't, it doesn't pay that great unless you unless you make it big and make it to one of these big, mainstream institutions. And so when you get there, you don't really want to leave, because, you know, you're, you're getting paid very handsomely. So we can't really fault these journalists. Whereas a lot of us, I think, would do do the same thing. Um, but the important thing to do is that we can, we can ultimately fault the structure of corporate ownership, and try and come together and create a media environment that rather than rather than supporting big corporate ownership, it supports grassroots funded media. And so that's what I'm talking about here. In this next slide, I'm going to talk about where where we can turn to get to get good,

good news.



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So now,



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in the book, right, I talk about all the problems with corporate ownership, I talk about how it has its impact, how the system of filtration works, have certain ideas getting moved up, and certain ideas being pushed to the side. We talk about, you know, groupthink in the newsroom, I bring some of my own experience. I've worked at papers before and how a group thing operates in the newsroom. And so we talk about all of that. And now maybe just hearing this now, in this presentation, you're kind of wondering where you can turn to get good independent, objective media, objective news. And I and it's the same thing in the book, if you read that you get to a point you're like, Well, God, if I can't get it from the mainstream, where where can I turn? So what I do in the book is I then I offer some more, some alternative sources that you can you can look forward to get good, honest news. And, and the big the big thing that you got to look for is the funding, ultimately, we need to support independent grassroots funded media. Right. So what does that mean? That means media outlets that are funded from you know, subscriptions, user donations, right, where they're, they're beholden to the viewer. And I talked about this a lot in the book and the incentive structure that needs to be set up. And then I point to a few few sources that are out there now. One is one is the young turks TYT is founded by Chuck Yeager. And they do a pretty good job of being independent there's there's definitely a more democratic liberal liberal slant to it, but because they're they're beholden on you know, subscribers and, and their their viewers for their money. They definitely stay more more objective than, you know, MSNBC and CNN, Fox News is there. They're hard on democrats as well. Another really good really good source is is breaking points with crystal and saga. It's with crystal ball and cigar and jetty. And in my book, I actually talked about their former show, as they were the hosts of the hills rising. And I talked to cigar Jedi for it and, and it's a really good section on that. But what happened and it just shows how fast the media is changing and in our world is so quick is that, you know, it's once I published the book, like a week later, they announced they were leaving, rising and starting this new show breaking points with crystal and soccer, which is, which is even better, because they're even more independent now than they were then. And they do a really good job of providing good, good news. So I would definitely look into them as you can find them podcast form on Spotify or Apple or find their website TYT you can find it streaming on YouTube TV and some of the streaming networks, but then they also have a website, you

can find them on YouTube, as well. And then another really good if you're looking for a print source of news is the daily poster. And that's been started by David's Rota, who I also talked about in my book as well. But there that's a very, that's a grassroots funded, more, more print based news not not not you know, media not not talking. But so if you're looking for that, that's that's a really good, good place to go as well. And then there's many more like there's there's a lot of independent grassroots funded, you know, journalistic institutions that are starting and are trying to grow and the big thing we need to do is we need to support them. And because, I mean, ultimately going forward, we're all young, but in order to really have our best future, we need to we need to have good objective news and and that's how we can do that. This is support, you know, grassroots funded media and try and you know, I try and create a media environment that is more favorable to that than it is to the traditional corporate owned mainstream media, you know, the MSNBC, CNN, Fox News on the broadcast networks, and some of the bigger papers. But yeah, that's that's kind of my talk about, about the book and about about the media. And the big thing there is, you know, there's, there's a whole lot more in my book, I'd love it, if you'd go, if you go buy a copy, and read it and share it with friends and family as it's as it's a very important message. But the big thing is to know that, you know, there's our our mainstream media is not objective. And the reason for the ad is corporate ownership. And we need to support independent grassroots funded media. But so now I want to transition a little bit here and talk more about how I wrote the book, and how you as well can write a book and the positive things that can come from that. Alright.



36:02

So as, as I've mentioned, you know, this was this was my first book that I wrote and published. And I'd always been into it, I going into college, I was interested in journalism, I worked for the Minnesota daily, but ultimately just thought that wasn't where, where I wanted to be in journalism. And I eventually kind of landed on teaching, but I was always very interested in this. And writing was always kind of something I thought I was fairly good at, and something I kind of enjoyed to do. And I thought I could try and make a positive difference. And I always thought writing a book would be something that would be kind of kind of cool, but I never thought of the benefits that can come from writing a book. And then one day, a professor from Georgetown named Eric koester, reached out to me over LinkedIn. And basically, he shared with me this program that he started called the creator Institute, and what it's about and how it can help you write, write and publish a book, and all the positives that can come out of it. Um, and I eventually I looked into it, and I was like, Wow, this is awesome. And I decided, you know, I'm, I'm going to do it. And so this is this is a little bit from from the creator Institute's website, but but you can go I have the link to Eric koester, his LinkedIn, and then the link here to the creator Institute's website. And what what the creator Institute is, is it's a program right that it goes, it's like

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to college semester long program where they help you write write a book, they teach you the details about it, and then they pair you with a developmental editor who you write the book alongside. And then you have an acquiring editor and marketing revisions, editor, and then get the proofread and get a cover designer, which helps you make pretty cool covers like mine. And it's and it's a really, really cool program. So I'll read this a little bit here from from their website that kind of describes it and the the, what can happen when you when you write a book? So how do you stand out? How do you open doors? How do you make pursuing your passion not feel like you're taking a big risk? At creator Institute, our programs help you learn by doing, by doing enabling you to discover your passion, develop your expertise, and establish your credibility through the creation and launch of your very own book, it's community powered with by completing the equivalent of a three credit course and two, back to back semester long periods, a total of 10 months, you'll build your knowledge, create a book and launch something destined to change your trajectory. It's unlike any course you've taken in college or graduate school, because instead of a grade, you'll have a book in your hands that proves to the world that you've learned, they want. That's why we call this our B school program for books school. So I've been through this program, and I think it's, I think it's great. And what really can happen when when you write a book that I hadn't really thought about before, is it really establishes your credibility, and you can write about anything. So as I'm gonna move forward here and give you guys some advice for you know, finding success after college. My one of my big ones is you know, write a book take advantage of this program. Because what's happened in to me, I've even in job interviews now, I'm applying for grad school, I got in right away and a big reason for that was because I proved my credibility and how, you know, capable I am to write and publish a book. You know, we're all we're all young here, for the most part is recent college graduates. And there aren't that many, you know, young people that have that have books out there. So it really it's really something that can separate you from the crowd and that's ultimately what we should be. We should be trying to do in such a competitive environment. So not only is it cool, and it's really, it's really kind of awesome to have a book that you wrote in your hands, I remember how psyched I was when I got it for the first time. But it just really establishes your credibility, and it can really help you in in job interviews and job searching. And if you're applying to

grad school, and many, many other ways, and it can give you a lot of other opportunities, like there's no way I'd be sitting here talking to you guys, if I didn't write this book. And I've got on a few other podcasts and made a whole lot of connections. And you know, and then there's always the obvious possibility that it could maybe one day really take off, and maybe maybe you make a little money from it. But But the big thing is that it just really helps you out. And it sets you apart from other applicants that your dream job, and it can really help you, he really helped me stand out. And it's a great thing to do is you can you can learn so much, and it's just a really great opportunity. And this program is is really good. As somebody that's been through it, they helped a lot, they were there every step of the way. And and it's just, it's just a really, it's a really great opportunity. And I would highly, highly recommend you at least take the time to go look at their website. If you are interested, you can, you can either apply directly through the website, or you can send a message to Eric through his LinkedIn or you can reach out to me I'm going to share my contact info and I can help you get with that or I can help you write a book, I'm willing to do that as well, or share share my knowledge on that. But the point is, is it's it's had a great impact, it's made a lot of a lot of benefits. Um, and and it's a really a really good thing to do. So yeah, that's, that's the creator Institute. And I think you guys should take advantage of that. So here's sort of my advice for helping you find success after college. Right, um, my one, my first big one is write



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a book,



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you know, you'll be you'll be amazed at what it can do for you. And if you think you can't do it, you can. And I was talking about that in the last slide. But it really goes a long way and can really help distinguish you from your competition for you know, future jobs, or I said, Get into grad school. It also just, you know, it builds your builds your credibility with, with everything, I mean, with you know, with your friends and family, you'll have people looking at you in a different way. Now, I've noticed that already as well. And I think that's, I think that's a really a really positive thing. So it's there, I've given you an opportunity to the creator Institute, I think I think that's a great thing to do. And I think it can really, really help you. And I know, I know, it sounds intimidating, you know, writing a whole book, I was kind of nervous at first I was like God, that's a lot of time, it's a lot of effort. But, but ultimately, it's it's helped and I'm so glad I decided to grind through it and do it. And I was working 12 hour days to save up for grad school and taking a few classes at the same time I was writing the book so so I was busy, but but the point is, is that you can you can do it

even even if you're busy, you can still find the time and grind through it and, and do it and then you reap all the rewards afterwards. And all the benefits that can come from it and how much it can help you in the future. So I think I think that's a really, really good, a really good thing to do. And then my other thing is, you got to take the time to really figure out what you want, and make a plan on how to get it. I know I'm I'm still young and everything but I went through a phase in college where I was, you know, I was kind of depressed, I was really, you know, worried I had no idea what I was going to do everything, you know, everything moves so fast. We're used to growing up and everyone's like, well get good grades in high school so you can get into college. And once you get into college, you know everything else Everything will be okay. But that's not necessarily the case. Right? I mean, as we all know, once you graduate college, you know, sometimes you're like, well, what now, um, I think it's just really important to try and find the time to really sit down and figure out what you want. And then you come up with that plan and how to get it. And I know that's kind of broad, but ultimately you feel so much better. Just when you kind of have a plan. You know, when when you have that plan, everything, everything else seems to not really not really matter as much it's not as stressful as you know, you're making progress. So whatever, whatever that looks like to you, um, figure out what what the job is you want or whatever it is, but then you start you start really getting trying to build build that experience and and build things for that. And, and a big way, a big way you can do that is when you figure out that job that you want, you know, write a book about the topic, you know, show everything that you know, get it out there where then people you can read about all that, you know, and that just really helps. That's a way that's not it's not an internship, it's not another job. It's not, it's not anything, but it can really establish you and separate you from from your peers. So I think I think that's, I think that's a big a big thing to do is figure it taking the time to figure out what you want and making a plan on how to get it. And then my other thing, or another thing is don't pass up opportunities that make their way to you. Because ultimately, everyone is going to get a few opportunities that come their way. And it depends, you know, on what you deal with them, I had this opportunity to write this book, it kind of just came up to me, I got I got the LinkedIn message from from Eric coaster. And I, you know, I read into it, and I could have been like, Nate, but I don't have time for that, and then boom, it's gone. And then I'm not here talking to you guys,



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who knows, if I would have gotten to grad school, I probably wouldn't have got a few jobs that I've already gotten and had had offered to me. You know, things things build on one another and your your actions definitely have consequences, whether it's positive or or negative. So my advice would be if you have an opportunity that makes their way to you, or makes it way to you Don't, don't pass it up. You know, Unless Unless you're really sure that you can't you can't do it. Don't don't pass up those opportunities, because it's, it's, it's amazing, what can what can come from them. And how do we just just doing something, whether it be you know,



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writing a book, like



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I'm trying to trying to preach to do, it can go a long way. And then my last bit is don't go too long without working towards what you want. Once you figured out what you want, I ultimately think you should always be doing something that's helping you get there. And I've talked about writing the book a lot, you know, something like that, or if it's, you know, a job that's getting experience, even it's lower level to get there. I think we shouldn't go too long, without really making progress towards that, towards that goal. Now I'm all about taking time off I, I I enjoy, enjoy my, my relaxation, but I but ultimately, you know,



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I'm never going more than you know, of a week without doing something that's really working towards what I want, whether it's be writing my book, or our tutoring now for teaching or now grad school to get there, I've really kept myself you know, driven to be moving in the right direction. And I think I think that's something that, you know, with how valuable Our time is that that's, that's a very important thing to do, is make sure you're not, you're not pushing things off to the side for too long and, and saying, oh, I'll get to that. Or, you know, if you decide you want to write a book, oh, write that, you know, three years from now or whatever, because, because you're just you're just kind of hurting yourself there, I think. So that would be my last point. advice is don't go too long without

working towards what you want. So yeah, that's that's it. I mean, I mean, the big thing here is, I mean, the opportunity look at the creator Institute, I think writing a book can have so many positive positive effects on you, and can help can help so much. And, and it can help you get to where you want to go. Ultimately, if you figure out what that job is you want to do, or what it is you want to be known for or, or anything. writing a book is something that can really can really help you get there. And with the creator Institute, that's it's a great opportunity to help you get there and help you do that. So I would look in would definitely take the time to look into that. So that's it. Thanks for listening to me. I love talking to you here. Feel free to reach out to me with any questions about my book, life or anything. I'm happy to connect. I'm happy to share advice. I'm happy to connect with you, connect you to Eric and the creator Institute and help you get in there. If you're interested in that, or or anything. I'm I'm just happy to talk to people. Um, I hope I hope you found what I had to say about my book interesting and an informative and I hope offering this opportunity for the creator Institute is something that you guys can take advantage of as well. It's, it's something that's great to do. Here on this last slide, I have my email that you can connect with me if you want on LinkedIn, feel free to connect with me there. My Twitter if you want to follow me there, and then I have my links to my book, if you ultimately want to buy a copy, as I do think it is a very important subject. And, and you can do and you can learn a lot. It's very informative. And you know, if you think you know it all, I'm sure, I'm sure there's a lot in there that is still knowledgeable for you, and maybe you know more about, you know, the corporate ownership of the media, but then I can guarantee you, there's people in your life that don't. And if you can, you know, share a copy with them, or just try and get them to wake up to how we are all being conned by the mainstream media and its corporate ownership and how we need to need to transition to grassroots funded media to really have a good positive future that we can that we can have. Yeah, so thanks for listening to me. I appreciate it and feel free to reach out to me anytime and by the book