



The Media Foe To Donald Trump & Organic Juice Bars

Americans overwhelmingly prefer the principle of private property — that wealth belongs to those who produce it. The reasons are pragmatic. Before an economy can have a distribution problem, there must be a product to be distributed. No other incentive keeps people continually interested in doing those things that encourage production as sought after wealth, or money, that their labor or property has brought into being. The principle of private property is embraced by socialists and capitalists all the same. Private property is also the ethical heart of the labor movement, and argues that every worker owns his or her own labor power and is thus entitled to receive, as a right, all of the wealth his or her labor produces in the marketplace. The private property principle makes it possible to objectively determine economic value and competitive markets. Without competitive markets, how can we determine the price of the items we buy and sell? If not, distribution of goods would be settled by brute force or arbitrary opinion (Trump's tariffs).

Both Donald Trump and Stoop Juice use social media to try to shape opinions. As the owner of an organic juice bar, I use Twitter to put the audience at the center and with work, do a better job at reaching my intended market. On LinkedIn, I've written over 60 articles easily assessable to existing and potential customers. Our typical patron is interested in a healthy balanced life style consisting of healthy food options, exercise and consciousness. By posting original articles reflecting my customer's interest on Facebook, Instagram, google, and Twitter regularly, my brand's exposure has increased exponentially. I commonly create content to increase brand awareness and sales (online, print, radio and television) A new recipe or the smoothie of the day are common go to's to promote healthy food choices. Instructional videos on exercise are everywhere and also promotes desired healthy lifestyle. These videos are featured in ad spots during shows Stoop Juice intended demographic is likely to view.

A huge obstacle to normalizing the balanced lifestyle I promote is the few TV series, reports and features which promote thoughtfulness, self awareness and consciousness. Donald Trump regularly complains about the media too. The owners of the media are usually large corporations whose primary focus is profits. And so it isn't so much that the media are selling your product, they're also selling other advertiser's products. A mindful juice bar can't compete with what's reported in the news by the complicity of the media with advertisers. Today, even at the local level, the government, corporations and big institutions know how to play the media game. They know how to influence the news narrative. They feed media scoops, official accounts, interviews with the 'experts'. They make themselves crucial to the process of journalism. So, those in power and those who report on them are in bed with each other and only pay lip service to individuals like me who seek "the truth". When Stoop Juice competes with corporations that advertise unhealthy processed food with big advertising budgets, we are pushed to the margins. Since our offering strays away from the consensus, the same media outlet we've used with past success are in action discrediting our sources, trashing our articles and diverting our conversation with potential customers to other entities willing to pay. These savvy ads will negatively reference actors as nerds instead of well informed people, instead they makeup disparaging names like "grass grazers" in place of vegans to create a common enemy to fear which helps corral public opinion against our balanced living lifestyle. If this is the accepted practice when selling healthy food options, could this be how Donald Trump rationalizes to himself cancelling daily White House press briefings?

Trump faces similar challenges from the media, the only difference is instead of juices and smoothies, Trump is selling policies and ideas. The President believes many conservatives think liberal-minded individuals treat Rachel Maddow's words as gospel, which may explain his regular attacks on Ms. Maddow. At the same time, many Liberals think most conservatives flock to Fox News and absorb almost everything said without a hint of skepticism." I disagree with both these binary labeled views. Not all Americans are like the President who adhere to labeled views (liberal, Conservative), packaged for people to easily choose external commonalities in order to avoid the continuous work of being in the moment and self reflecting.

At the same time, old media (newspapers, TV, radio) have proved more resilient than many observers expected. Despite this, their business models continue to be severely undermined. Aware of this, Donald Trump senses the media's vulnerability and will not let up. Trump also takes advantage of the reactive tendencies many Americans practice, who think success in the future is just the natural next part of the story without having to do anything. These citizens comfort themselves with a false sense of security—not realizing all future successes are rooted in work, creativity, persistence, and luck. Whether in 2020 or 2024, Donald Trump's presidency will come to an end. In a perfect world, the President eventually will confront his dark side. What are the chances he frees himself of his internal guilt by writing the things that trouble him in a journal? Will Donald Trump ever be capable at laughing at himself or begin to meditate with a focus on self-compassion and acceptance of his own humanness? Will DT think of his good qualities and accept the possibility that he may have many bad qualities too? and be okay with it? Will Donald Trump realize that his shadow side is a reflection of his power, his honesty, and passion? Or will he ever feel safe enough to open up to someone he trust, possibly a therapist?