

◁JBMRTM▷

Technology
Security
Self-Reliance

Cybertek



Issue #11 - May/June 1995

THE CYBERPUNK
TECHNICAL
JOURNAL

Published by
OCL/Magnitude
P.O. Box 64

Brewster, NY 10509

A people who mean to be their own governors must arm themselves with the power knowledge gives.

- James Madison

"It is error alone which needs the support of government. Truth can stand by itself."

- Thomas Jefferson

Expanding One's Focus to Keep the Edge

One of the main guiding principles for those who practice our assorted crafts is "keeping the edge". "Keeping the edge" is about staying on top by expanding your knowledge base. This not only includes staying current within your specialties, but also expanding into other fields. This is a natural part of your continuous growth process, and an essential survival trait. In these interesting times, you should have as broad a knowledge overview as possible in order for you to have the best chance for a long and prosperous life (which is the true essence of self-reliance and preparedness).

This expansion will often go into directions whose practical applicability isn't readily apparent. As part of the ongoing process of keeping the edge, you should ask yourself when in such a situation "How can I play with this?"

Jerod Pore, in his review of Cybertek #9 mentioned that our article on memetics was "a surprising departure from the nuts'n'bolts aspect of Cybertek." In a fashion I

agree with him. Covering a "soft" technology such as memetics is a departure when one considers the vast majority of articles that have appeared in the past five years of our existence have deal with the "hard" technologies. Soft technologies however, are just as nuts'n'bolts as the hard ones.

Soft technologies such as memetic engineering and psychological operations are being put to practical use every day. You can see it by watching TV and even by reading Cybertek. The entertainment industry and mass media assault you twenty four hours a day with it in order to get you to buy XXXX brand of whatever, and to convince you that their totalitarian political and social views are the only proper ones. Every time you walk into a store, sales people use it to get you to buy something. Once a year just before November, politicians depend on a successful application of it on their part to keep their jobs. On the other side, other alternative press publishers and I use it in an attempt to kick the brain cells of our readers into action so they will go out and think for themselves.

One only has to take a quick look at what's going on today to see that not only do soft technologies work, but they are being used against technology and self-reliance hobbyists constantly. Learning about the practical aspects of soft technologies can only help our side out.

- Thomas Icom, senior editor

On Playing The Game

by Charlie Holmes

2LT, MI, USA

Some day I may write a formal paper on propaganda, but for now I think this information best kept just among us in 00000000000000000000.

I will assume familiarity with "black," "white," and "gray" propaganda, what I claim is original with me is the explicit identification of what I call "Kandy-Apple Red Metal-Flake" propaganda. stuff that is so entertaining that recipients show it to others and/or reproduce it at their own expense!

Get it? Von Neumannism comes to propaganda!

Think of a few of the commonly-recognized uses of propaganda:

- * "Preaching to the choir" -- invigorating and reinforcing the beliefs of those who already agree.
- * Persuading those who are basically neutral or undecided.
- * Convincing the opposition to change their minds.
- * Confusing the opposition by disinformation, or "mind-fucking "
- * Making the writer of the propaganda personally feel good.

This list does not claim necessarily to be exhaustive. What's key and crucial is this: Applied Von Neumannism (creating propaganda which REPRODUCES ITSELF) clearly enhances the performance of EACH OF THESE OBJECTIVES! The recipient who passes along (or, better, who MAKES COPIES of) a piece of propaganda has become a co-perpetrator in the propagandizing process! For free!

And it gets better: If your trusted friend or co-worker

hands you a piece of propaganda (which he may not even KNOW to be intended as such) with the admonition, "Jesus, Joe, you gotta read this--it's the craziest thing I've ever seen!" you are going to give it a MUCH more sympathetic reception than if you receive identical material from a random stranger, say, from the "Fair Play for Haiti Committee." So as the propaganda gets passed along from one recipient to the next, the benefits are not merely quantitative (more copies in circulation--at other people's expense) but QUALITATIVE (each copy more likely to influence the recipient)!

My hook has been humor; if the stuff is funny enough, people will circulate it EVEN IF IT OFFENDS SOME OF THEIR OWN PRINCIPLES! I call this the "Doonesbury phenomenon": I think Trudeau is brilliant, incisive and insightful, especially when he is pillorying my ideological enemies, but EVEN WHEN HE IS SKEWERING SOME OF THE IDEALS I MOST HIGHLY REVERE (which is frequently, since I consider Uncle Duke a sort of role model.) Specifically, some of his vicious, unfair, devastating assaults on the Second Amendment have been so deliciously, darkly, wicked that I've shown them to other gun collectors, who have groaned and winced their amusement.

Notice that the afterword to "A New Lo" specifically encourages and reinforces this tendency: It is mentioned that "various respectable, honorable and noble memes find themselves inextricably interwoven with disturbing, scandalous, and subversive ones," and the reader is assured that this is a good thing, so just lie back and enjoy it. Notice also that it is never specifically alleged just WHICH memes are honorable and WHICH are subversive, so that the reader can make his own decisions in this area. The idea is that the reader--feeling, rightly, that the good far outweighs the bad --might just as well reproduce the whole thing.

* * * *

Normally in chess or checkers the game pieces stay the same color throughout the game. A piece that's yours can be counted on to always remain yours. Not so

when playing against my own Extraterrestrial Geniushood.

Consider my continuing game of "good cop/bad cop" with 000000 Aircraft. First notice that I've hyped both roles to the max: The "good cop" offered to immediately stop my tantrum, shut my mouth, and work for 000000 for minimum wage plus perks. The "bad cop" threatened to 00000000000000000000000000000000 with a shocking story of 00000000000000000000000000000000 and wrongful termination. (Perhaps the metaphor should more appropriately be "savior cop/terrorist cop.")

OK, they know they can always have me back by just apologizing, eating crow, and admitting that those two fuckin' lizards 00000000 and "Ms. Smith" set 000000 up to get STOMPED LIKE A NARC AT A BIKER RALLY! (My offer was, of course, made not out of any altruism. but, rather, to give them an incentive not to have me killed.) They might be inclined to think of that offer as their "ace-in-the-hole," a "worst-case scenario bug-out plan," if you will. One of THEIR game assets.

But now think about WHAT HAPPENS TO THAT GAME PIECE AS IT AGES! For a couple of years, everything goes sort of OK: A disgruntled ex-employee is having a little fun at the expense of the assholes who libeled him as being "average" on his performance review and therefore got him laid off. OK, fine.

EVENTUALLY, however, the following is going to dawn: This guy they fucked over is EXTREMELY clever at finding ways to make them bleed (metaphorically, of course, as he will be punctitious about not violating any federal, state or local law). What if, after OSTENTATIUSLY SIGNING ON WITH ANOTHER EMPLOYER, or EMIGRATING TO HOLLAND, he uses his right to speak at a shareholder's meeting about how 000000 not only butt-fucked him, but refused to make it right and hire him back even for minimum wage? What if he quite seriously RENTS THE MELKWEG FOR A PRESS CONFERENCE and solicits job offers from any and all Western democracies? And says that it's "all 000000's

fault."

And what if he of course has no intention of really doing any of these things, but only hints at their possibility in order to MAKE 000000 REAL JUMPY?

So things are not always what they seem. And sometimes what appear to be YOUR assets can be TURNED IN PLACE when you ain't payin' attention.

Anybody paying attention?

* * * *

The O. Henry story "Gift of the Magi" points out a unique situation in Game Theory which I call the "altruist's dilemma", I'll make the title clearer a bit later.

Recapping, for those who've never come across it, this particular Christmas story involves a couple who are very, very much in love, but also very, very poor. Her great pride is her flowing locks of hair, his is a valuable antique heirloom watch.

Lest I be erroneously accused of Philistinism by the rather emotionless dissection of their behavior from a game-theoretic standpoint, let me acknowledge beforehand that the important nub of the story concerns of course not the material objects given and received as Christmas presents, but, rather, the obvious revelation of the depth of their love--which happens to be demonstrated by those presents. OK. Fine. Having identified that significant component, we are now free to intellectually isolate ourselves from it, and consider ONLY the real-world, material consequences of their actions.

Those who are familiar with the story are already ahead of me here. To buy him a handsome fob for his treasured watch, she sells her hair to a wigmaker. He sells the watch to buy a set of lovely combs for her hair. This convinces both of the depth of each other's love, and, quite properly, they recognize that this is the best Christmas present of all. Again, fine. Powerful message that the "real meaning of Christmas" is not

about presents.

But return now just to game-theoretic material consequences. What has happened is the WORST POSSIBLE FUCK-UP ACHIEVABLE! If EITHER of them had done ANYTHING DIFFERENT AT ALL, the situation would have been UNAMBIGUOUSLY BETTER FOR BOTH OF THEM! Ponder that for a moment.

If she had given him nothing but a fuckin' card, and he had still sold the watch to buy her present, then she would have retained her hair, and both would have at least had the pleasure of seeing her hair adorned with the combs. Similarly, if he had stuffed her but she had sold her hair, then both could take some pleasure in admiring his watch and new job. Finally, if both of them had just exchanged cards, each would have at least retained rather than renounced a treasured possession.

Notice further that the game system is perfectly symmetrical. Neither party can be "blamed" any more than the other for fucking up both their lives. Each party gave up something of known high value to him/herself, from a desire to give a thing of conjectured high value to his/her partner. Both got symmetrically screwed, and, again, if EITHER party had rejected altruism, such a choice would have BEEN BETTER FOR BOTH! This should not be terribly surprising, when you think about it, since many people have enough trouble trying to figure out what will make themselves happy, much less someone else.

Bear this in mind at election time, when the altruists are out in force. Sometimes we libertarians and conservatives decry various "welfare" schemes as simple vote-buying with taxpayers' money. Sometimes, of course, there's truth to this, but the spooky thing is that even if the altruists spending your taxes are every bit as sincere as the altruists in "Gift of the Magi," their legacy can be every bit as materially destructive!

I am not so paranoid as to suggest that the "welfare state" was really specifically designed to "dumb down" the human race as a whole, across every racial,

religious, and ethnic group—but this is what it has done. Maybe every fuckin' politician since Lyndon Johnson truly and sincerely believed the propaganda: that everyone would live in a "better world" if the government forcibly takes money from those who can earn it to give to those who cannot. Maybe you bought it as well: your tax dollars legitimately taken from you at government gunpoint as your duty to "help the needy." Well, the Magi fucked you all over!

The "non-self-supporting" underclass has ballooned in size—not surprising when you consider they have been bribed to reproduce—yet their lives remain more or less wretched. LBJ's subsidized babies have themselves become breeders, and those who got really early starts may now have a third-generation granddaughter -- doubtless awaiting the day when a missed period means she is no longer just a "13-year-old girl" but now a "mother": entitled to a place of her own and a monthly check that grows larger with each of her kids. Are we clear on this? More people leading wretched lives, costing more gunpoint-collected taxes to support in wretchedness. EVERYBODY FUCKIN' LOSES!

Note how the very word "entitlement" has come to replace, say, "charity" to describe the welfare system. Used to be, giving to the needy was practicing a virtue. No more, apparently. If they're "entitled" to it, they must have some kind of a right to it. So now we talk of "punishing" the poor by not giving them handouts of forcibly-seized tax money. Fraudulent use of language, clearly, as best illustrated by asking you whether you improperly "punish" a street panhandler when you give him less money than he would have preferred, or (gasp!) maybe no money at all.

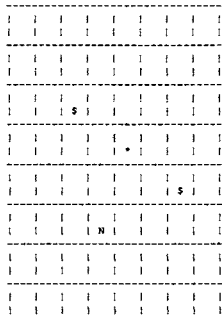
We've gotten a little off the game-theoretic aspects here, but let's return to one key observation: The "altruist's dilemma" is at least ONE FUCK-UP SCENARIO that could NEVER ARISE between self-interested players. ONLY those who attempt to place others' happiness over their own are susceptible to it. One more reason why altruism is fundamentally untenable as a "moral compass."

* * * *

We have already encountered the "win-win" concept before. That is, it is frequently in ONE'S OWN SELF-INTEREST to work out a solution where in some sense "everybody wins," if only because this option is THE BEST DEAL FOR ME THAT I CAN REASONABLY EXPECT TO CUT.

In other circumstances, however, one might attempt another strategy that could also be called "win-win [for me!]", this refers to a different set of circumstances, namely, WHATEVER MY OPPONENT DOES, I STILL WIN! Powerful concept, n'est-ce pas? We'll call this the "Heads-I-win-tails-you-lose" principle to distinguish it from the already described "win-win."

A good example comes from chess:



The "N" is my knight, and the \$-signs are essentially any two of YOUR high-value pieces (e.g., R,Q,K). I'm coming from a reasonable way off, and gonna JUMP FOR THE ASTERISK "*" which, by hypothesis, is NOT attacked by you. At this time, you are SCREWED: You can only save ONE, and I take the other.

There may (or may not) be other subtleties operating. The "\$" squares may be attacked. Even so, you've lost a piece worth MORE THAN THE KNIGHT you take. Or, if I've done my homework, the "*" square will be attacked by another of MY pieces, and I also terminate the guy who takes out the knight.

Non-chess-players should consider that they are "X" in the below tic-tac-toe game, and that it is their move:



Turns out that EITHER of the available left-hand boxes is a guaranteed win, as you will have TWO sets of "two-X's-in-a-row" and of course your opponent can only block ONE of them in his next move, leaving you a sure win on YOUR next move.

Do you see the relevance to "The Greatest Hoax Ever Told?"

Assume for the sake of argument that "7th Seal," "Letter to Janet Reno" and "Epistle to the Hebrews" are REALLY GOOD STUFF. (If you don't concur here, then perform the "thought experiment" of considering that someone HAD WRITTEN REALLY GOOD STUFF in an attempt to perpetrate the "resurrected Koresh" hoax.)

Somebody gets a letter with a whole bunch of printed paper and/or a floppy disk. (The disk is a good touch intrinsically, because it is a "thing of value" rather than just a "piece of propaganda paper.") Also, it is not only cheaper to mail than the same volume of printed paper, but it is easier and cheaper to COPY as well, whether to another floppy, a hard disk, or a BBS upload.

The cover letter is fuckin' astonishing, and doesn't ask for their money, their vote, or for them to do anything at all except maybe pray. (One of the few changes in the cover letter was to make "ask for your help" into "ask for your advice." Christ forbid they throw it away

after the first paragraph thinking that Dave is tryin' to hit 'em up for money.) The letter is addressed to them personally where possible. Dramatic postage stamps (holograms, moon landing) are often used.

Result: The recipient **MUST** assume that either (1) Koresh is indeed alive, or (2) Somebody awful damn smart, who ain't particularly worried about money, is trying to perpetrate the HOAX that he is. EITHER WAY, the recipient very likely will freak. Actually, the worst part may be that some of the writings seem SO FUCKIN' SPACY that another dichotomy beckons: Either (1) Koresh was MUCH weirder than we have heard so far, and is still alive, or (2) the hoaxer trying to fake his resurrection is WAY WEIRDER THAN KORESH HIMSELF! Almost hard to say which is the most mind-fucking, n'est-ce pas?

Ψ

Fun With Near Field Receivers

by Thomas Icom

A near field receiver is a piece of communications equipment whose purpose is to intercept radio communications in it's immediate vicinity. This "immediate vicinity" can be as far away as two miles depending on the strength of the transmitted signal and the antenna used on the near field receiver.

When connected to an antenna and turned on, a near field receiver starts sweeping its frequency coverage. When it hears a signal of adequate strength, it locks on and demodulates the audio. When it loses the signal it continues its sweep until it finds something else to listen to.

Most near field receivers are also capable of providing rudimentary trouble shooting data such as signal strength and deviation.

Near field receivers are commonly used in field service and counter-surveillance operations. A hand-held near field receiver with the proper features can replace some of the functions of the more expensive and bulky

service monitor. When doing a sweep with a near field receiver, the receiver will lock onto the signal of any RF-based surveillance device within its frequency coverage at a greater range than the traditional field strength meter.

The Opto' R10

This article will focus on my experiences with the Optoelectronics R10 "Interceptor" near field receiver. The R10 is a high quality, reasonably priced, battery operated unit with a coverage of 30 Mhz. to 2 Ghz. Specifications and product reviews have appeared in other publications for those interested in such information and opinions.

The first thing that one should realize with the R10 is that it's operation is different than that of a conventional VHF/UHF "scanner" receiver. That's because its role in RF work is different.

With a scanner one either programs in specific frequencies into channel memories and then has the unit go through them, stopping when it encounters one with activity on it, or they program a high and low end of a frequency range and search that range for frequencies which have activity on them. A scanner is also a lot more sensitive than the R10, which enables it to receive radio signals from long distances.

The R10 is much less sensitive than a scanner. That's because it's intended to receive radio communications in the near field. Depending on the power, elevation, and antenna of the transmitter in question, this near field range can extend up to a couple miles, but is usually limited to about 2500 feet for a standard 25 watt mobile radio running a unity gain antenna. Instead of having memory channels or a search function, the R10 just sweeps its entire frequency range looking for a transmitter that is of adequate enough signal strength to be considered near field.

With the above in mind, the first thing one should remember about the R10 is that it's not a scanner, nor will it replace a scanner. The R10 is a powerful

specialized SIGINT tool, but if you want the capabilities a scanner provides you shouldn't be purchasing an R10.

The R10 works best in areas that don't have a high RF background level. In high RF background areas one can expect the overall effective range of the R10 to be reduced, and for it to be more likely to lock onto things like broadcast and paging transmitters.

It also works best in a stationary, as opposed to a mobile installation. In a mobile installation or when listening to mobile units, one will experience signal loss on fringe signals due to the "picket fencing" effect. Depending on whether or not other signals of adequate strength are in the area, one will either wind up getting a totally different signal acquisition or quickly reacquire the original signal.

The R10's unique capabilities and mode of operation take some getting used to. I suggest you spend a few weeks getting used to its peculiarities before actually going out and doing something serious with it.

Antennas

A lot of individuals seem to think that if they attach a "big" enough antenna to an R10, it will work better. They then get all upset when they turn it on and it constantly locks on a nearby FM or TV station. The R10 was generally not intended for use with a gain antenna. When one uses a broad-banded gain antenna with the R10 not only will the range will be increased, but also the possibility of picking up potentially undesirable signals like continuously transmitting broadcast stations or busy paging transmitters.

The best antenna I've found for general use is the telescoping whip. It's length can be adjusted to provide signal attenuation when tracking down surveillance devices and attenuating an undesirable signal, or to provide a resonant length when focusing on a specific frequency range. This antenna type is the one which is sold with the R10.

One can also use a yagi antenna with an R10 to great effect. Yagis are directional and tuned to a specific frequency band. These two characteristics help increase the effective range in the target band, and eliminate undesirable signals which originate outside the frequency band and direction of interest.

In addition to using the right antenna, the judicious use of filters, particularly bandpass and notch filters, can increase effective range and eliminate undesirable signals. One filter I would recommend getting right away is an "FM trap". This will eliminate the unit locking up on FM broadcast stations. After that, I would recommend bandpass filters for specific frequency ranges of interest.

Applications

In regard to SIGINT operations, the R10 has proven its utility on many different occasions.

It's utility in conducting counter surveillance sweeps for RF-based devices has already been mentioned. Assuming the device in question operates using non-encrypted FM modulation, the R10 will lock onto the device's signal upon walking into the affected room. By walking around the room and gradually attenuating the received signal strength by reducing the length of the telescoping antenna and adjusting the R10's squelch control, one will be able to pinpoint the location of the device. When one gets "on top" of the surveillance device, one will notice a full scale signal strength reading despite the fact that one has set maximum received signal attenuation (i.e. the squelch control cut all the way back and the telescoping antenna fully collapsed), and a feedback squeal will result from the coupling of the device's microphone with the R10's speaker. The feedback will indicate that one is in the immediate area of the surveillance device. It will also alert the third listening party to the fact that their toy was discovered (keep this in mind).

The feedback squeal will only result if the surveillance device's mode of transmission is unencrypted FM voice. One however will still be able to note the device's

location by attenuating the received signal's strength and watching the signal strength meter for a full scale reading when one has maximum received signal attenuation. Once one has determined the approximate location by using that method, one should then be able to find the device by conducting a good thorough search and having some knowledge of what surveillance devices look like.

The R10 is excellent for cellular surveillance, especially when attached to a cellular band antenna and/or a cellular bandpass filter. Good signal locks have occurred on mobiles up to a half mile away when using a 5/8 wave cellular antenna in a mobile surveillance installation, and up to two or more miles away on cellsites when used with an 800 Mhz. yagi antenna. When surveilling cellular mobile units, the R10 is able to quickly reacquire a mobile when a frequency change occurs due to a hand-off to another cellsite.

For quick acquisition tactical signal intercepts, the R10 is excellent. A quick acquisition situation is when you notice or suspect nearby RF communication activity (i.e. someone who's talking on a handheld radio nearby, being caught in a traffic jam, etc.) and you want to know what the parties are saying. A frequency search may not be possible due to time or manpower considerations. (Ever try to do a frequency search with a scanner while driving down the highway at 55+ MPH?)

I just recently used my R10 to good effect while caught in a traffic jam that resulted from a five car accident a half mile down the highway I was traveling on. Within minutes, the R10 had successfully intercepted several transmissions from people who were talking about the accident.

The R10 can act as a sensor system to alert you to RF activity in your immediate area. One can implement this application by turning down the sensitivity so that background signals (i.e., FM and TV broadcast stations, paging transmitters, and other annoyances) are eliminated, and then having a friend with a handheld radio walk around one's immediate area while

transmitting in order to get an idea of effective range. Once the range is determined, the R10 is left on and listened to. One could also add a sound activated alarm to the audio output to give a louder alert indication than the received audio alone would provide. When one hears audio one will know that someone is using radio communications within that predetermined range. By listening to the transmissions in question one should be able to determine the general identity and intentions of the radio user(s), and thus be able to generate an appropriate reaction to their presence.

Ψ

Survival Notes (#3) by Wildflower

Car Emergency Kits

Trouble can occur anywhere on the road. Your radiator starts to leak, a tire gets punctured, your ignition just died, or something else, leaving you stranded, perhaps on a dirt road deep in some forest or along a freeway near home. If you are prepared with a good emergency kit you could fix the problem, or call for help and be able to wait in comfort till help comes, if not you could just go bananas in sheer panic!

The following should be in anybody's emergency kit, stashed along with a good spare tire and jack: first aid kit, 3-7 days of food and water, roll of t-paper in a plastic bag, a large candle & matches, a warm wool blanket, a waterproof poncho, a good flashlight, a set of flares, a good tool kit with wrenches and socket set, folding shovel, folding saw, come-along winch with tow straps, jumper cables. It would be excellent to install a CB radio and a backup electric fuel pump. A set of good maps and a good compass come in handy too!

Yes it is a hefty kit so far. It is also good to include a can of radiator sealant, a can of tire inflator/sealant, emergency fan belt kit, spare bulbs & fuses, roll of wire, roll of duct tape, and a stick of quick setting epoxy mix.

Toss in a set of spare ignition parts and a cheap analog VOM meter, and you should be able to fix it until you reach home or civilization (which if you do, send me directions, please!)

OR suffer without when you are stuck miles from anywhere, hungry, tired, and freezing into a corpse!

Ammo Boxes

True, the GOVERNMENT is now reducing surplus ammo boxes into scrap metal. One has to devise other methods. Look up in the yellow pages of your phone book and locate either an auto paint or custom paint dealer. Chances are one can buy new gallon cans with lids. Fill the can with ammo & desiccant packet, place can on floor, and with foot press shut the lid. Then paint can two coats of any exterior paint, when dry mark contents with laundry marker on lid. Can of ammo now ready for your burial cache.

-OR- look into utilizing Rubbermaid brand food containers, or even mason canning jars for storing ammo too.

Frogs...

are disappearing as either levels of Acid Rain or Ultraviolet Radiation increase in their environment. If they go extinct, good to wonder whom is next to go!? Think about it!

But the real ugly truth is that there are numerous plants and animals facing extinction, but until it gets to be a "National Crisis" little ever be done. As man has lost the feel of earth & its ties to his spirit, soon such men will follow the Dodo too. If you wish to survive, renew your ties to your earth, and remember you are either part of the problem or that of the solution, as you share this world with so many living critters, you are one of those critters too.

-OR- ignore this, go back and suck your beer and stare at the telly, you poor stupid dinosaur!

Food Storage

Criticized in Living Free was that a 3 year "Use &

Replace" canned food supply be too "stale". Even if such a food supply is not "fresh food", it is far better to have a canned food supply than no food at all in a crisis of any sort. And as the near future looms ahead, am considering extending it to a "five year use & replace canned food supply". If you're going to stock ammo, gold, and whiskey, you'd be better off building up your food supply too!

-OR- BON APITIET, chewing on your gold pieces!

LIVE LONG & FREE!

Wildflower*95

ψ

Application of Memetics

by Atreides

Managing Director, The Nemesis Group

"...unless we're all part of the same dream. Only I do hope it's my dream, and not the Red King's! I don't like belonging to another person's dream..."

—The character of Alice in Lewis Carroll's "Through the Looking Glass"

Face it, reality is a consensual hallucination. The only reason why you know something is the color 'red' is because somebody else told you so. And how did they know? Because someone told them. To make reality even more complex, you really don't have any true perception of reality, you only perceive your perceptions. If you haven't had to stop reading and think about this for at least five minutes (and how do you know how long a minute is?), then you just don't get the point. What is the point? That your knowledge, behavior, and all those other fuzzy concepts are learned from what other people tell you and from mimicking role models. No matter how original you think you may be, no matter how much life experience you have collected on your own, it all still rests on the foundations that you borrowed, willy nilly, from others. Now for a little secret--the part of your brain that does this, without much help from you I might add, and even when you don't want it to happen, is still at it, is still borrowing whole hog from the world around you. How

else would you stay current in language, dress, social customs, and all that jazz? Here's another secret (notice how you perk up when you think you are going to be let in on a secret?); there are people out there who understand how it works a little better than you do (does that make you nervous?), and actually do something about it. Don't you think it's time you caught up with the rest of us (isn't it reassuring to be part of a group?) and found out how to do it too?

Welcome to the wonderful world of memetic engineering, the applied science of making friends think what you want them to think, and influencing enemies. Some might apply such a set of techniques to the commercial use of selling things, while others will see deeper and think of how to influence public opinion. This document is intended for that deeper thinker (and you do like to think of yourself as one of those, don't you?), and outlines the basic mechanisms for treating other peoples' minds as if they were your playground, and their own private Idaho.

Rule 1: Fix your target and the communication channel that reaches them.

Knowing whom you want targeted is not as easy as it sounds. Given that you have clearly framed what your objective is, you have to decide on an approach--do you want many 'believers' quickly but only for a short term, or do you need a fewer number but for a longer term? What action or reaction is desired from these people? Can it realistically be met in the short or medium term? Or does it require a long term 'paradigm shift' to accomplish? Why will they do this? Can you make them think that they have a good motive? Once you have all this figured out, you can sketch up a rough character profile and research exactly how such individuals get their 'input.' After all, if you control a person's surroundings or input, you essentially control the person.

Rule 2: Pretest possible reactions.

This is the fine tuning stage. Locate a potential target and take a test run to see what really happens when you start pushing their buttons. Take the feedback to heart and do any reengineering of the target, message, and

channel you need to. Pretest again. Keep this up until you have it right.

Rule 3: Be flexible, and run the operation in place.

It helps to be 'in country' when doing this sort of thing. If you fit, even partially, the profile for the target, and you are immersed in the same 'signal saturation' they are, you have a better probability of creating an effective meme. You also have the chance to make changes or course corrections on the fly if you have to. Call this 'sticking with what you know.'

Rule 4: Know your context.

Know as much as possible about the general culture and subculture you targeting. You have to have everything down--vocabulary, syntax, timing, triggers, etc. to do this right. Be a cultural anthropologist. Look at those around you as if you were from Mars, not them. Question your assumptions.

Rule 5: Carefully pick the tone your message will take.

You can pitch your message in a variety of ways--positive, prophylactic, and negative. Positive memes are ego building messages for the recipient. Prophylactic memes simply prevent spread or infection by others. Negative memes are the easiest to craft and have accepted, since they exploit mistakes and faults that are either really there or at least perceived as being there. For example, take Israeli efforts to influence public opinion in the U.S.; they have not so much successfully implemented such an effort, as much as they are one of the few voices out there. They have managed to promote a continual media bombardment of the Arabs as the 'bad guy' in print and film, potent places for such a message. The prophylactic side-effects are potent as well--talk of Israeli propaganda at all can get you labeled as being anti-Semitic, and talk of Israeli media influence gets you branded as paranoid; either way, you don't get listened to. The Israelis have also managed to build a considerable myth around themselves as 'underdog' (when they have the most advanced force in the region), as having an unbeatable military (when they are only well trained and far from infallible), and as having a potent intelligence capability (when MOSSAD

has made some of the biggest blunders in the business). It all boils down to acting like the Wizard of Oz--acting powerful, mysterious, all-knowing, beyond judgment or reproach, when all you really are is a small, ordinary man hiding behind a threadbare curtain.

Rule 6: Decide on the duration and degree of repetition of your message.

Pavlov had some things wrong, but he also had some things right, such as "Re-enforce often!" It also helps to have a good amount of variation with the reinforcement, so that the message doesn't get ignored (if you hear the same thing too many times in just the same way, you learn to tune it out).

Rule 7: Use existing channels to move your message.

Don't get fancy, and don't try to move a meme across a newly established channel. Be careful with the new medium of the Internet (or Usenet)--people there are paranoid, scared, and skeptical in general, but that can be turned to your advantage if you understand that. Also, the Net acts as a 'community memory'--check out the beast known as the FAQ (Frequently Asked Questions) which are kept current and accurate by an informal collective that knows the topic (two good examples are the cryptography FAQ and the exercise FAQs). Careful with your facts, and be subtle with your spin.

Rule 8: Carefully construct your content.

A meme must be based on a solid intellectual, emotional, and economic model of the target population. It should aim at personalities, not issues. The 'mimicry' mechanism in people is susceptible because we are used to adopting patterns from other people. Issues just hit the intellectual gestalt and get processed, thus they have lower contagion; the only way issues can make it is if they imply a changed self image of the target subject, or are linked to an image of a person that the target can imagine themselves as

Rule 9: Do not create new issues, but exploit existing ones.

It is easier to hijack an already 'in progress' meme and apply some spin control, reinterpretation, shift in

perception, and a colorful dash of revisionism.

Rule 10: Aggregate your approach.

Build toward your true purpose over time; start memes out as being totally reliable to establish trust in the source. This 'collateral confirmation' gives credibility, and allows you to progress the future memes to approximate the target mindset. Be certain that the paradigm created by the meme fits into the existing climate, mindset, and general opinion, otherwise it has a low potential to spread and infect.

Rule 11: Don't make it seem like an attempt to influence them.

The hard sell turns people off, back off and let them come to you. You catch more people through letting them into the group reluctantly than you do by having 'press gangs' roving the countryside. People dislike the power trip of having to do things.

Rule 12: Keep it simple and emotional.

Frame the message to take advantage of releasers and gestalts; evoke emotions, since emotions are less susceptible to analysis, particularly in Western cultures.

Rule 13: Don't interfere (and benefit if possible) with Maslow's Hierarchy of Needs.

These are the basics: physical fulfillment, food, warmth, sleep, safety. They are also not so basic: positive self-image, esteem in the eyes of their peers, love, belonging, respect.

Rule 14: Evoke a group identification.

Pushing the buttons of your target's innate superiority, the shared suffering they have with the group, how they are the 'chosen' people goes a long way to reducing the maintenance necessary to keep members 'enrolled.'

Propaganda and Memetics

How do these two concepts differ? Propaganda creates a mindset that will accept or be neutral towards actions undertaken by the generating source. Memetics creates an active mindset that encourages participation (action).

reaction, proselytizing) and perpetuation of the intent of the generating source. It depends on whether you want people to be sedate or pro-active.

Conclusions

There are a number of people selling things, and I don't just mean those info-mercials. Some people are selling religions, others are selling pop psychotherapy, politicians sell themselves, sometimes literally. Some concepts could benefit from the tactics, similar to memetic tactics, that are used in those obnoxious info-mercials; maybe it is the removal from the abstract to the concrete that makes it so much more effective. No longer will you hear "It is better for the environment," "a united Ireland," or "democracy is good for you", but there will be a well-crafted meme showing you a person, someone you can identify with, someone you wouldn't mind being, enjoying the benefits of what before seemed like empty slogans. It certainly beats using the techniques to make people want 'buns of steel.

Ψ

Encrypting Numbers

Find an easy to remember ten word phrase, of which all the words begin with a different letter. For example:

The quick silver fox jumps over my lazy dog's back.

Now assign a digit to the first letter of each word:

T=1 Q=2 S=3 F=4 J=5 O=6 M=7 L=8 D=9 B=0

Should you have problems finding a similar phrase, you can take any sentence, and use the first ten unique letters, or even the first ten unique first letters of the words in the sentence. Using this paragraph as an example with the first technique, you'd use **SHOULDYAPR**. With the second technique, you'd use **SYHPFACTUL**.

You have a phone (or any other type of) number that

you desire to protect; such as 203-832-8441. Just substitute the letters for the numbers. **QBSLSQLFFT**.

One problem with this cipher is that most phone numbers in the United States and Canada are still in the old format where the middle digit of the area code is a 0 or 1 and the first two digits of an exchange can't be a 1 or 0. If someone clues into the fact that you are using this code, they could use that information to help compromise it. There is no rule however, that says you can't write down a phone number as 8328441203, 8441832203, 8441203832, or 1448238302. As more exchanges and area codes are added to the phone network which don't fit the old plan, this will become less of a problem.

This code is easy to keep around in one's head, and doesn't require a computer to implement.

Ψ

The Riddle of Steel

by Jim Teff

Product Reviews

Let me state for the record that I am not an employee of Smoky Mountain Knife Works, just a very satisfied customer. The quality of their merchandise surpasses the prices charged. Their prices are often better than those I paid for mail order blades 30 years ago (*Most grand masters are of advanced age - Ed.*). Service is excellent. I phone in my order and usually receive it within a week. The one blade I returned with a manufacturing defect was cheerfully replaced. All in all, a great outfit to deal with.

Fighting Steel

Samurai - Manufacturer Unknown - Philippines
SH2 - 25" blade - \$39.99
74522 - 22" blade - 29.99
74517 - 17" blade - \$24.99
DRAGON - Set of 3 with stand - \$99.99

The Katana style sword is the finest fighting blade ever designed. They can be wielded one or two-handed with equal ease. The curve of the blade makes slicing or draw-cutting smooth and natural. They are light and fast but sturdy enough for power cutting.

These Katanas and Wakisashi ("companion"/short sword) are excellently made and economically priced. The 22" model is perfect for across the back carry a-la Ninja. (The 25" blade is a little too long to allow drawing when worn in this fashion.) The scabbard is flatter than its Japanese cousin and the "shoulder strap" is more of a belt hanger. I removed the strap from the scabbard of my 22" Wakisashi, but left the D-rings to attach a Ninja-style saya made from a 72" shoelace, thong, or paracord.

The shiny brass tsuba and pommel can be covered with a sock or wrapped with a bandanna or cloth for stealth (or can be blackened with gun bluing but this will detract from its beauty). The brass will dull with age if not polished. The red wrapping on the handle and scabbard cannot be seen at night. If camo is a concern, you can wrap black, brown, green, or camo cloth around the scabbard and handle. Well balanced, stainless steel, sharp.

Dragon Slayer- Manufacturer Unknown - Philippines
745027 - \$59.99

Blade 27" - Overall 33 3/4", 35" in wooden scabbard

If your taste leans more toward a hand-and-a-half, double-edged broadsword; this is the blade for you. Twenty seven inches of stainless steel with a full length fuller. Well balanced and sharp, this is the lowest priced practical broadsword I've handled. Conan himself would be proud of this steel.

Throwing Hatchet
6837744 - \$5.99

Camp tool, hand-to-hand combat weapon, or throwing missile; the tomahawk has many facets. American Indians, Mountain Men, Explorers, Soldiers, and Pioneers swore by them. Battle axes and throwing axes

have been used by warriors of all nations and all cultures throughout history.

These are 11 1/4" overall with a 6 3/4" head. They throw excellently and take and hold a good edge for camp chores or combat. The handle will break with a bad throw, but can be easily replaced with a new one cut from a sapling. The head has a round eye making handle replacement simple. I have five of these 'hawks - three with sapling handles, and they still throw like a charm! I am never without one in the field. No warrior's kit is complete without a 'hawk!

Large Night Watchman - United Cutlery- Taiwan
UC812 - \$12.99

A nice heavy weighted aluminum nightstick, 19 7/8" long which unscrews a-la sword cane to reveal a 13 5/8" stainless steel stiletto blade. This is a handy little weapon although the blade is a bit light to parry with and I am not certain how well it would hold up thrusting through body armor or a heavy coat. Still and all, not a bad choice for your weapons battery.

Gil Hibben Thrower III - 10" overall
Dual Function Hunting/Throwing Knife
UC456 - \$17.99

Yeah I know, kinda pricey. But it's the FINEST blade I've ever thrown! And, \$17.99 isn't a lot for a good WORKING knife that can also be thrown. A very basic knife - no cross guard, no handle slabs - just one solid piece of heavy, rugged, stainless steel. Strong enough for a working or fighting knife. Good thin profile, easily concealed, nice heavy leather sheath.

All of these are available from:

Smoky Mountain Knife Works
P.O. Box 4430
Sevierville, TN 37864
1-800-251-9306

ψ

Masthead



Publisher

Thomas Filecco
OCL/Magnitude

P.O. Box 64, Brewster, NY 10509
(203)-225-1OCL (1625)

Senior Editor

Thomas Icom
thomas.icom@iirg.com

BBS Sysops

Mercenary/IIRG
mercenary@iirg.com
Brian Oblivion/L0pht Heavy Industries
oblivion@l0pht.com

Writers

Atreides, Nick Halfinger, Wildflower, Bleach, S.V.M.,
Jim Teff, Charlie Holmes

Internet BBS

L0pht Heavy Industries
Telnet: l0pht.com
FTP: ftp.l0pht.com

Subscription Information

Individual: \$15/year (published bimonthly)

Corporate: \$80/year
Canadian: US \$25/year
Overseas: US \$30/year

Trades of similar periodicals, interesting electronic, radio, or computer equipment, office supplies, envelopes, and 32 or 55 cent stamps accepted in lieu of monetary payment.

Cybertek is Copyright © 1995 by OCL/Magnitude.
All Rights Reserved.

The information in this newsletter is presented for educational purposes only. No illegal use is implied or suggested.

Classifieds

Hacking / Phreaking / Cracking / Electronics Information/ Viruses / Anarchy / Internet information now available by computer disks, books, manuals or membership. Send \$1 for catalog to: **SotMESC, Box 573, Long Beach, MS 39560**

UNDERGROUND INFORMATION: Computer Security, Hacking, Phones, Survivalism, Cryptography, and more. Catalog \$2. **SHP, 862 Farmington Avenue, Suite 306, Bristol, CT 06010**

CONSULTING SERVICES NOW AVAILABLE:

The staff of OCL/Magnitude: Cybertek are now available for consulting on information and electronic security, disaster preparedness, personal security/self-reliance, and specialized communications systems for individuals and businesses. **For more information call 203-225-1625**

WANTED: Articles for Cybertek #12. We are seeking high-quality, practical, how-to articles on various aspects of technology, security, and self-reliance. Unsolicited manuscripts welcome. Write, call 203-225-1625, or email to thomas.icom@iirg.com for topics of interest, writers' guidelines, and compensation information; or to submit an article.

Classified Ad Fee: 5 cents/word. 20 Word minimum.
SPECIAL OFFER: Place an add for 5 issues, get 6th issue free.

Deadline for July/August '95 Issue: June 15, 1995.

Send ads to: Cybertek, P.O. Box 64, Brewster, NY 10509 ATTN: Classifieds

Ψ