

# The Marketing of Evil

## David Kupelian

1 Marketing Blitz Selling “Gay Rights” to  
America

# DISCLAIMER

- I am including the following disclaimer regarding this book:
- The book was selected to shed light on the practical methods and strategies that Satan has employed in what I believe to be the end of the Church Age.
- The intention of this study is to provide a glimpse into the strategic playbook of the enemy to establish a foundation for an upcoming study on Spiritual Warfare.
- I disagree with the author, (primarily in tone and delivery), on many issues which I consider to be a bit too caustic
- Sharing of the material is not meant as a wholesale endorsement of the author's perspectives by myself or by Cornerstone Community Church
- I believe there is important source information that sheds direct light on how and why American society and culture are in decline.
- I feel it is important to identify and discuss the fact that traditional Christian beliefs are currently being widely and aggressively and wrongly assaulted. In the face of assault, it is important to identify the strategies, tactics, and historical perspectives underlying the assault.

# What does the Bible teach about Sexuality?

<http://www.godandscience.org/doctrine/sexuality.html>

- There are many misunderstandings about what Christianity teaches about human sexuality and sexual relationships. During the Victorian era, it was claimed that all sexual acts were sinful, unless they were specifically done for the purpose of procreation. Others have claimed that the original sin was a sexual act, represented by the eating of the forbidden fruit. All of these ideas are without biblical basis.

# The first command of God

- The very first command God gave to humans was to "be fruitful and multiply, and fill the earth."
- Although we do not usually think of this command in terms of its accomplishment, it is a command for males and females to engage in sexual relations to produce children.
- Some have taken this command as either requiring that couples must never prevent conception or that the sole purpose of sexual relations is to produce children. Neither of these interpretations are specified in scripture, and, in fact, are contradicted by other biblical passages.

# Why did God create humans?

- The Bible says that God created humans because He desires to enjoy His children in heaven.
- In order to accomplish this task, God has made us a partner with Him.
- Therefore, God designed human sexuality to produce children who were to be raised in a godly manner to seek after Him.
- The Bible says, "Has not the LORD made them one? In flesh and spirit they are his. And why one? Because he was seeking godly offspring."
- The institution of marriage and human sexuality was commenced in the beginning of the first pair of human beings as a temporal institution.
- A marriage covenant was designed from the beginning in part so that children would be raised in a godly manner by the parents.

# Sexual relations - the original sin?

- Genesis Chapter Two describes the detailed account of the creation of humans in the garden of Eden. The marriage covenant is spelled out in the original narrative that describes the meeting of the first man and first woman:
  - And the LORD God fashioned into a woman the rib which He had taken from the man, and brought her to the man. And the man said, "This is now bone of my bones, And flesh of my flesh; She shall be called Woman, Because she was taken out of Man." For this cause a man shall leave his father and his mother, and shall cleave to his wife; and they shall become one flesh. And the man and his wife were both naked and were not ashamed. ([Genesis 2:22-25](#))

# Sexual relations - the original sin?

- The Bible actually encourages married couples to enjoy their sexual relationships within marriage.
- The New Testament confirms that sexual relations within a marriage is not sinful.
- Paul says that those who marry have not sinned.
- The writer of the book of Hebrews (some believe Paul as well) states, "Marriage should be honored by all, and the marriage bed kept pure," indicating that sexual relations within marriage are "pure" and not sinful.

# Sexual Sins

- Several specific sexual relationships are forbidden in the Bible.
- Among these are
  - Adultery (sexual relations with another person's spouse)
  - Bestiality (sex with animals)
  - Fornication (sexual relations outside of marriage)
  - Homosexuality
  - Incest (sexual relations with close family members, including your mother, sister, niece, aunt, daughter-in-law, and sister-in-law)
  - Rape (forced sex)
  - To emphasize the seriousness of these kinds of offenses, the penalty was death. In the New Testament Christ's message under the new covenant shifts the focus of importance on the punishment of sin from this life to shed light on the greater implications of the impact of unrepentant sin on the eternal soul.

# Sexual Sins

- Christians are to avoid all forms of sexual sin, since the Christian's body is the indwelt by the Holy Spirit.
- Paul says that the body is meant for the Lord and not for sexual immorality.
- Since Christians are redeemed (bought back with a price - which was the sacrifice of Jesus Christ) we no longer "own" our bodies, since they have been purchased by God.
- Not only are Christians to avoid sexual sins, but we are to avoid those who claim to be Christians, yet practice such things.
- The Bible says that those who are sexually immoral are separated from God and will not share in God's inheritance upon death.

# Conclusion

- God invented sex and commanded it to the first males and females He created.
- However, sexual relations were intended to be enjoyed within the bounds of marriage.
- Marriage was intended to be for a lifetime and divorce was allowed only under limited, specific circumstances.
- Within marriage, both husbands and wives are to provide for their partner's sexual needs and not withhold themselves from the other, in order to reduce temptation.
- The institution of marriage was designed by God as an analogy between God and the Church, where God (the husband) cares for and loves the Church (the wife).

# Conclusion

- Additionally, God uses the union of a man and a woman in covenant marriage to teach and instruct those individuals about himself.
- He shares a picture of commitment, intimacy (not just sexual), patience, and the full dimensions of love.
- He provides a way through the rearing of children to relate to Him in a similar way that he relates to us.
- An obedient and Godly marriage brings about a completion of male and female into a unified 'BEST PERFECT' that results in not only happiness and fulfillment, but in a greater understanding and closer relationship with God.

# What does the Bible say about Homosexuality?

- The Bible generally teaches against any sexual relations except between husband and wife.
- The Bible specifically mentions sexual intercourse between persons of the same sex as among the forbidden acts.
- Yet homosexual acts are only mentioned in seven Bible passages:
  - 2 refer to rape (Genesis 19:5, Judges 19:22)
  - 3 refer to intercourse between men (Leviticus 18:21-22, Leviticus 20:13, Romans 1:27)
  - 1 refers to intercourse between women (Romans 1:26)
  - 1 refers to prostitution and pederasty (1 Corinthians 6:9-10)
  - 1 is general in nature (1 Timothy 1:8-10)

# What does the Bible say about Homosexuality?

- Genesis 19:5
  - and they called to Lot and said to him, "Where are the men who came to you tonight? Bring them out to us that we may have relations with them."
- Judges 19:22
  - Now as they were making their hearts merry, behold, the men of the city, certain sons of Belial, beset the house round about, and beat at the door, and spake to the master of the house, the old man, saying, Bring forth the man that came into thine house, that we may know him.
- Leviticus 18:21-22
  - <sup>21</sup> You shall not give any of your children to offer them<sup>[a]</sup> to Molech, and so profane the name of your God: I am the LORD. <sup>22</sup> You shall not lie with a male as with a woman; it is an abomination.
- Leviticus 20:13
  - If a man also lie with mankind, as he lieth with a woman, both of them have committed an abomination: they shall surely be put to death; their blood *shall be* upon them.

# What does the Bible say about Homosexuality?

- It must be emphasized that, according to the New Testament, we are no longer under the harsh Old Testament Law (John 1:16-17, Romans 8:1-3, 1 Corinthians 9:20-21).
- The concern with punishment is now secondary to Jesus' message of repentance and redemption. Both reward and punishment are seen as properly taking place in eternity, rather than in this life.
- In the Old Testament, homosexual activity was strongly associated with the idolatrous practices of the pagan nations surrounding Israel.
- In fact, the word "abomination," used in both mentions of homosexual acts in Leviticus, is a translation of the Hebrew word *tow' ebah* which means something morally disgusting, but it also has a strong implication of idolatry.
- Thus, many Bible scholars believe the condemnations in Leviticus are more a condemnation of the idolatry than of the homosexual acts themselves. However, that interpretation is not certain.

# What does the Bible say about Homosexuality?

- Romans 1:26-27
  - <sup>26</sup> For this cause God gave them up unto vile affections: for even their women did change the natural use into that which is against nature:
  - <sup>27</sup> And likewise also the men, leaving the natural use of the woman, burned in their lust one toward another; men with men working that which is unseemly, and receiving in themselves that recompence of their error which was meet.
- 1 Corinthians 6:9-10
  - <sup>9</sup> Or do you not know that the unrighteous will not inherit the kingdom of God? Do not be deceived: neither the sexually immoral, nor idolaters, nor adulterers, nor men who practice homosexuality,<sup>10</sup> nor thieves, nor the greedy, nor drunkards, nor revilers, nor swindlers will inherit the kingdom of God.
- 1 Timothy 1:8-10
  - <sup>8</sup> But we know that the Law is good, if one uses it lawfully, <sup>9</sup> realizing the fact that law is not made for a righteous person, but for those who are lawless and rebellious, for the ungodly and sinners, for the unholy and profane, for those who kill their fathers or mothers, for murderers <sup>10</sup> and immoral men and homosexuals and kidnappers and liars and perjurers, and whatever else is contrary to sound teaching,

# What does the Bible say about Homosexuality?

- Jesus never mentioned homosexuality, but He did condemn all forms of sexual immorality:
  - What comes out of you is what defiles you. For from within, out of your hearts, come evil thoughts, sexual immorality, theft, murder, adultery, greed, malice, deceit, lewdness, envy, slander, arrogance and folly. All these evils come from inside and defile you. (TNIV, Mark 7:20-23)
- The apostle Paul, in one of his letters to the Corinthians, wrote the verses most often quoted on this subject:
  - Do you not know that the wicked will not inherit the kingdom of God? Do not be deceived: Neither the sexually immoral nor idolaters nor adulterers nor male prostitutes nor homosexual offenders nor thieves nor the greedy nor drunkards nor slanderers nor swindlers will inherit the kingdom of God. And that is what some of you were. But you were washed, you were sanctified, you were justified in the name of the Lord Jesus Christ and by the Spirit of our God. (NIV, 1st Corinthians 6:9-11)
- There are two other New Testament mentions of homosexual acts, in Romans 1:25-27 and 1 Timothy 1:8-10. In the passage from Romans, again in the context of idolatry, Paul mentions women who "exchanged natural relations for unnatural ones." This is the only mention of lesbian acts:

# How Does Satan and his Demons Attack People?

- 1. Satan incites our fleshly desires within us through the unbelieving world around us.
- 2. Satan attempts to deceive us with the lies of worldly wisdom through the unbelieving world around us.
- 3. He attempts to deceive us with a false Jesus and a false gospel through false Christians.
- 4. Satan can physically afflict us or ones that we love with illness, crimes, disasters, persecution and the like.

# Why does it all matter?

- 1. God created human sexuality as one of the primary tools he uses to teach us about Him:
  - Completion through a sacred covenant intimacy
  - Pragmatic expansion of His children through reproduction
  - Commitment
  - As an analogy between God and the Church
  - Enjoyment and pleasure
- 2. Since God created the innate desire for sexual expression, he also ordained the bounds of sacred expression of those desires
- 3. God obviously considers human sexuality to be essentially important and very sacred.
- 4. God also recognizes that sexual sin can very easily lead to a self-centered, self-gratifying focus that can easily prevent submission and repentance.

# Satan takes great joy in profaning the sacred

- Satan HATES the human race. He also has a prideful disdain for God.
- He recognizes that some of the greatest weaknesses inherent in man reside in the sensual pleasures that God created for us to enjoy.
- His manipulation of these desires led to the fall and curse which placed man in the same boat that he is in, a state of separation from God due to disobedient, selfish rebellion. The difference is that Satan has no chance for redemption and his fate is sealed, but God has made a way of redemption for mankind which was 'created in God's image'
- By perverting God's intended plan for sensual pleasure, especially manifested in human sexuality, Satan drives a very effective wedge between man and God.
- Homosexuality has been a very effective temptation for Satan to promote, because the person who is tempted by homosexual expression automatically senses the enmity with God, but it creates anger, confusion, and a sense that God has rejected them.
- By promoting the 'Born this way' angle, a mindset has been established that God hates the sin, but he created me with the desire, so He must, somehow hate me. That makes it difficult to view God as a loving God who should be desired and becomes a MAJOR impediment to repentance and salvation.

# How are Christians to respond to homosexuality?

- It is imperative to enunciate that from a biblical perspective, homosexuality is not a special/elevated sin. It is another form of sexual sin residing outside of God's intended will.
- Jesus and other New Testament leaders taught by word and example not to be self-righteous or shun or discriminate against those we consider to be "sinners" (Matthew 9:10-13, Luke 7:36-48, 18:9-14).
  - The Bible's moral teachings are to help us live according to God's will. They are not intended to be used to condemn other people. Jesus told us to eliminate the sins in our own lives rather than passing judgment or looking down on others. If we judge other people harshly, we will, in turn, be judged harshly:
    - "Do not judge, or you too will be judged. For in the same way you judge others, you will be judged, and with the measure you use, it will be measured to you. (NIV, Matthew 7:1-2)

# How are Christians to respond to homosexuality?

- We are never to take upon ourselves the task of judgment that belongs to God alone (Matthew 22:37-40, Hebrews 10:30, Romans 14:10-13, 1 Corinthians 4:5).
- James makes it clear that we must treat others with mercy, not with judgment (criticism or condemnation) or partiality (prejudice or discrimination):
  - You do well if you really fulfill the royal law according to the scripture, "You shall love your neighbor as yourself." But if you show partiality, you commit sin and are convicted by the law as transgressors. For whoever keeps the whole law but fails in one point has become accountable for all of it. For the one who said, "You shall not commit adultery," also said, "You shall not murder." Now if you do not commit adultery but if you murder, you have become a transgressor of the law. So speak and so act as those who are to be judged by the law of liberty. For judgment will be without mercy to anyone who has shown no mercy; mercy triumphs over judgment. (NRSV, James 2:8-13)

# How are Christians to respond to homosexuality?

- As Christians, we must remember that all of us are sinners in our own ways (Romans 3:21-24, 5:12, 1 John 1:8).
- Despite that, God loves all His children (Genesis 1:31, Psalms 145:9, Matthew 5:43-45, John 3:16, Romans 5:8).
- We cannot afford to let our feelings or fears about homosexuality blind us to Jesus' commandment to "Love your neighbor as yourself" (Matthew 22:36-39).
- There is nothing in the Bible advocating or authorizing violence, hatred, job discrimination, legal discrimination or taunting directed at homosexuals.
- Neither is there any Biblical justification for shunning, disowning or evicting lesbian, gay, bisexual, or transgender family members (1 Timothy 5:8, Colossians 3:21).

# The Marketing of Evil

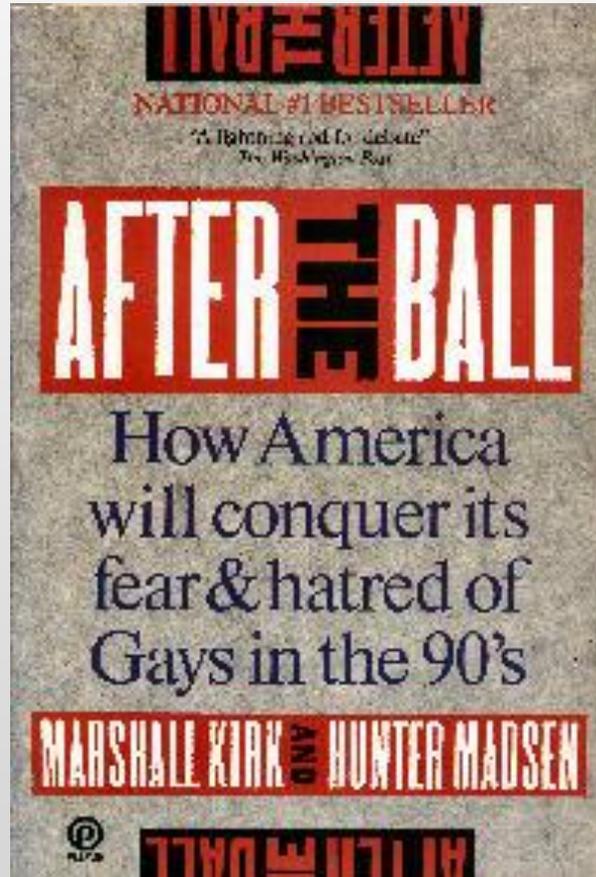
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# Selling Gay Rights in America

- The expanded public visibility and awareness of homosexuality grew out of the gay liberation movement
- The gay liberation movement itself emerged out of the larger sexual liberation movement of the '60s
- American perception of homosexuality made a dramatic shift as a result of a change in the American Psychiatric Association's view of homosexuality, removing it from the official list of mental disorders in 1973.
- AIDS struck a great blow to the image of homosexuality and the increasing acceptance as an 'alternative lifestyle', but there were expert marketers in the movement who saw an opportunity to build off the sympathy many Americans held because of the suffering AIDS caused.

## “After the Ball: How America Will Conquer Its Fear and Hatred of Gays”



- In 1988, some 175 leading gay-rights activists met in Warrenton, Virginia, where two Harvard graduates, Marshall Kirk and Hunter Madsen, took the strategic ideas of that meeting and wrote After the Ball: How America Will Conquer Its Fear and Hatred of Gays in 1990.
- The key was to maximize sympathy and minimize fear based on a program of propaganda firmly established in the principles of psychology and advertising.

# The Plan

- Through a detailed strategy including “desensitization” (attitudinal manipulation through constant repetition), “jamming” (in which ruthless intimidation tactics are used to silence dissenting expression), and other powerful tactics, they have been able to shape public opinion.
- When Wyoming student Matthew Shepard was robbed, beaten and killed by two men in 1998, they immediately targeted the conservative Christians as having created a climate of anti-gay hate, thus associating conservative Christians with lowlife murderers.

# WAR Conference

- Marketing expert **Paul Rondeau** explained that the “war goal” of the book was to “force acceptance of homosexual culture into the mainstream, to silence opposition, and ultimately to convert American society.”
  - In his **comprehensive study “Selling Homosexuality to America”**, he writes “The extensive three-stage strategy to **Desensitize, Jam, and Convert the American public** is reminiscent of George Orwell’s premise of goodthink and badthink in “1984”

# WAR Conference

- **Desensitization** was accomplished by **inundating the public in a continuous flood of gay-related advertising presented in the least offensive fashion possible.** The main focus was to “talk about gayness until the issue became thoroughly tiresome” -“If you can get (straights) to think (homosexuality) is just another thing-meriting no more than a shrug of the shoulders-then your battle for legal and social rights is virtually won”
- **Manipulating the emotions and restructuring the thoughts and beliefs of large numbers of people is what modern marketing is all about.**
  - **Jamming** is psychological terrorism meant to silence expression of or even support for dissenting opinion.
    - The highest profile example of jamming occurred after the 1998 murder of University of Wyoming freshman **Matthew Shepard.**

# The Matthew Shepard Murder

- In the frenzied saturation of media coverage that followed, the press and homosexual activists singled out conservative Christians as having created a “climate of anti-gay hate” in which such a brutal act could happen
  - NBC’s Today show, David Gregory took the lead by focusing on a Christian ad campaign running at the time to help homosexuals change their orientation. Gregory stated “The ads were controversial for portraying gays and lesbians as sinners who had made poor choices, despite the growing belief that homosexuality may be genetic....Have the ads fostered a climate of anti-gay hate that leads to incidents like the killing of Matthew Shepard? Gay rights activists say the ads convey a message that gay people are defective”
  - Katie Couric asked Wyoming Governor Jim Garringer: “Some gay rights activists have said that some conservative political organizations like the Christian Coalition, the Family Research Council, and Focus on the Family are contributing to this anti-homosexual atmosphere by having an ad campaign saying that if you are homosexual you can change your orientation. That prompts people to say ‘If I meet someone who’s homosexual, I’m going to take action to try to convince them or try to harm them.’ Do you believe that such groups are contributing to this climate?”
  - Interestingly , in 2013, Stephen Jimenez, a gay journalist, revealed that after 13 years of research with over 100 sources, including the killers themselves, that Matthew Shepard was killed in a meth deal gone bad, likely by a former bi-sexual lover.
    - <http://nypost.com/2013/10/28/uncomfortable-truth-behind-matthew-shepards-death/>

# WAR Conference

- **Separability** and **Manipulability** are psychological marketing jargon which basically means “We can change what people actually think and feel by breaking their current negative associations with our cause and replacing them with positive associations.”
  - Naming the movement “Gay Rights” accomplishes 2 major objectives
    - Use of the word ‘Gay’ rather than ‘homosexual’ *masks the controversial sexual behavior* involved and accentuates a vague but positive sounding cultural identity
    - Describing their *battle as one over ‘rights’ implies homosexuals are being denied the basic freedoms of citizenship* that others enjoy.
- By merely using the term ‘gay rights’ and persuading politicians and media to adopt this terminology allowed activists seeking to transform America to **frame the terms of the debate in their favor** before the contest even begins (and in PR warfare, he who frames the terms of the debate almost always wins)
  - The abortion “rights” movement succeeded early on in framing the debate as a question not of abortion, but of choice.

# WAR Conference

- In the book they established several key points
  - *The AIDS epidemic gives a” brief chance to establish gays as a victimized minority deserving of America’s special protection and care.”*
  - *The campaign outlined in the book, “though complex, depends centrally upon a program of unabashed propaganda firmly grounded in long-established principles of psychology and advertising”*
  - *The AIDS epidemic could “conquer American resistance to homosexuality and form the basis of a comprehensive, long-term marketing campaign to sell “gay rights” to straight America.*
  - *“To one extent or another, the separability and manipulability of the verbal label is the basis for all the abstract principles underlying our proposed campaign”*
  - *A critical component of selling the movement was to pull in from the fringe and to look and act as normal as possible-“hammer the wedge narrow edge first”*

# WAR Conference

- ***“We mean conversion of the average American’s emotions, mind, and will, through a planned psychological attack, in the form of propaganda fed to the nation via the media. We mean ‘subverting’ the mechanism of prejudice to our own ends—using the very processes that made America hate us to turn their hatred into warm regard—whether they like it or not.”***
- ***“It makes no difference that the ads are lies, not to us, because we’re using them to ethically good effect, to counter negative stereotypes that are every bit as much lies, and far more wicked ones.”***

# WAR Conference

- ***“Famous historical figures are considered especially useful to us for two reasons; first, they are invariably dead as a doornail, hence in no position to deny the truth and sue for libel. Second, and more serious, the virtues and accomplishments that make these historic gay figures admirable cannot be gainsaid or dismissed by the public, since high school textbooks have already set them in incontrovertible cement.”***
  - Another technique in the marketing plan was to claim that famous historical figures – such as Bessie Smith, Alexander the Great, Alexander Hamilton and, most recently, Abraham Lincoln – were homosexual or bisexual, with little or no real substantiation. This celebrity endorsement relies on the virtue of their accomplishments already verified by history and the person in question being unable to refute the claim.

# WAR Conference

- ***“Most contemporary hate groups on the Religious Right will bitterly resent the implied connection between homo-hatred and Nazi fascism. But since they can’t defend the latter, they’ll end up having to distance themselves by insisting that they would never go to such extremes. Such declarations of civility toward gays, of course, set our worst detractors on the slippery slope toward recognition of fundamental gay rights.”***
  - The flipside of this is to associate all detractors with historically universally-despised tyrants and lowlifes such as Klansmen, backwoods preachers, slave owners and Nazis. The objective is for anyone who wishes not to be associated with these figures and their philosophies, which is most people, to distance themselves from any opposition. This conditioning of the American people has been so powerful that it has caused a stunning turnaround in our culture, politics, law, business, media, entertainment, education and even the church.
- ***“After the Ball” became the public relations “Bible” of the movement***

# What Was Forgotten

- We've left the truth behind. The truth includes many studies showing that childhood sexual and emotional abuse plays a major role in adults who engage in illicit sexual sin.
- There is also an amazingly high correlation connecting sexual sin of all kinds with personal social-emotional dysfunctionality, emotionally painful and empty depression and general dissatisfaction and unhappiness.
- There is a great deal of data that shows that people who are ensnared by illicit sexual sin generally had their God intended views on sexuality disturbed and redirected by the infliction of some form of abusive sin inflicted upon them in childhood.
- It's obvious that a primary tactic that Satan utilizes to steer men away from God is to introduce damaging and abusive sin into the lives of children to plant early seeds of resentment and hatred towards God to attempt to drive an early and permanent wedge between them and God.

# We Forgot One Thing

- Ultimately, this is not a discussion about rights. It's about redefining truth and censoring all criticism so that people trapped in sexual sin can be comfortable in the 'lifestyle' without having to be disturbed spiritual dissonance.
- All of us have a conscience (that extra-dimensional standard that God has tucked away inside each of us) that causes us inner conflict when we're doing the wrong thing.

# We Forgot One Thing

- If we tumble into the grip of dark forces we don't understand and then start to DEFEND our obsessions and compulsions, we inevitably come to regard our conscience as an enemy, and although we may be somewhat successful in drowning out that inner warning bell, what happens when this same rejected conscience factor appears in another person and gets too close for comfort? We feel threatened.
  - Therefore, we feel compelled to silence the 'voice of conscience' not just the one inside of us, but the one in other people, which tends to revive our own conscience with which we're at war. This means we can't tolerate dissent. We can't stand it. It makes us want to scream.
  - To the person living in denial of sin, even a loving offer for help feels like the most vile, abusive hatred; when, in fact, it's real love which we misinterpret as hatred and intolerance simply because it causes us to confront a truth that is not welcome in us.

# Love and Redemption

- Most people who engage in sexual sin experience guilt and conflict when they first engage in that sin.
- There is a strong temptation in today's society for them to 'resolve' the conflict by giving in to the compulsion and affirming that whatever consensual adults do is ok.
- If people adopt that philosophy, there is just no way out for them.
- All that awaits is a deeper move towards sin and it's justification and away from repentance and forgiveness of sin in God.
- The more entrenched a person becomes in the sin, the more they become self absorbed, willfully ignoring the law God wrote on 'all men's hearts' (conscience).
- This habitual clinging to sin results in an empty condition that will ultimately reveal the true desire of their heart

# Love & Redemption

- We have to remember that **all inner conflict contains the seeds of redemption** and if we can get past the marketing and conditioning to see there is a problem, there is hope for change.
- If we deny there is a problem, we are literally robbed of the chance to find healing.
- A generation ago, we understood there is such a thing as sin, and that sin is a serious matter to be avoided. Now there is no societal consciousness of sin—only limitless “freedom”, “choice”, and “consensual relationships”.
- Beguiled by our scientific and technological advances into believing we are enlightened, in reality, as we move further and further away from our Judeo-Christian spiritual roots, we actually understand less and less about ourselves.