

Interview “The Fixer” Ted Griffith: Communications and Misinformation Expert On Navigating the Theater of Lies

“Lies and misinformation have been embedded in our lives so deeply and for so long that they are not only the behavior of a few bad actors, their use has become cultural. Ironically, in business, politics, and our personal lives, so many of us are unaware of the lies embedded into our firmly held belief systems and how we repeat them to others.”

- Ted Griffith

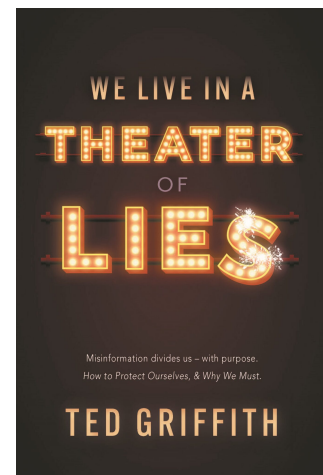
ABOUT THE BOOK

Theater of Lies: Misinformation divides us – with purpose. How to protect ourselves, and why we must

A deep exploration into how lies and misinformation have divided us, and how this will worsen if we fail to act. Yet, as individuals and organizations, there are solutions.

Written by Ted Griffith, a 40-year communications professional who has spent his career mastering and employing the tools of mass persuasion, ***Theater of Lies*** reveals the secrets that leaders in business, media, and government don't want the public to know about the lies they tell and the ongoing production of lies and misinformation.

The production and distribution of misinformation is a clear and present danger. As we saw with the world's response to the COVID-19 pandemic, lies have manipulated the masses and continue to misinform and place millions of lives at risk. Misinformation producers use the same tools as storytellers in film, television, and stage to engage audiences: compelling heroes and victims taking on huge problems while overcoming impossible barriers (complete with ever rising stakes and the hope of a successful conclusion resting solely on their shoulders). Today, our Theater of Lies has become a theater of war, and just as deadly. Worse, it has the potential to evolve into the rule of lies.



Act One of *Theater of Lies* examines how, over centuries, our societies built the Theater of Lies, first as tools of kings and clerics, and now as tools quite literally in everyone's hands. Griffith shows how we have been conditioned to accept beliefs as facts and stretch limited and false information into opinion changing evidence.

Act Two explores the real-world consequences of our beliefs in the lies we're told; a loss of trust in democracy, how we feed ourselves, how we vote, what we buy, and physically, how the Theater of Lies is causing mental health issues and even death. Griffith demonstrates how a new breed of national conservatives, worldwide, are not hiding from their goal to use "Machiavellian means" to divide and conquer liberal society.

Act Three offers advice on how to live, and thrive, in a world where lies and truth have become indistinguishable – including the need to care about this critical issue, be curious to find not only truth, but the motivations of the producers of lies and misinformation. Griffith offers solutions that include new strategies inside and outside of the school system to educate our children – the next audience in the Theater of Lies – to become more curious, more critical, and more independent in their pursuit of truth.

There are five main characters in the Theater of Lies.

- First, the producers who create and distribute misinformation, hyperbole, and outright lies.
- Second, is the audience, all of us, living in the Theater, many believing the lies they've heard and repeating them to others.
- Third, are the people who find the production of lies so engaging, they rise from their seats to join the producers on stage – calling for book bans, shouting down debates, even taking up arms.
- And finally, there are the curious who want to challenge what they are hearing – yet perhaps do not know how. This is the group this book hopes to nurture.

The producers of lies have achieved their goals. As a society, we have evolved from post-truth to post-trust; questioning the legitimacy of our institutions, our elections, and anyone who doesn't believe whatever we hold dear. Overcoming this will require that we care about this critical environment that surrounds us, are curious enough to park our biases (if only for a few moments) and have the courage to sustain the attacks of those who choose to perpetuate and believe these lies. Their goal is to maintain, expand, and entrench their status quo – creating a 'we' versus 'them.' As citizens, consumers, and family members, *Theater of Lies* aims to help us all move past these growing divisions and foster informed conversations and debate.



TED GRIFFITH is author of the forthcoming book *Theater of Lies: Misinformation divides us – with purpose. How to protect ourselves, and why we must*. A communications professional who has spent the last forty years learning and employing the tools of persuasion, Griffith has represented high profile leaders in sectors such as mining, energy, healthcare, water, tourism, waste management, municipal and provincial governments, and amateur and professional sports. Griffith served as a vice president at Canada’s largest PR firm, NATIONAL Public Relations, and was its number one consultant for several years. He has expertise in crisis communications and worked behind the scenes on the 1988 Ben Johnson Olympic Steroid Scandal, Canada’s tainted blood scandal, power failures, and various product recalls.

Griffith also served as a vice president of The Empire Club of Canada, a 120-year-old Toronto-based speaking platform that has hosted leaders from politics, business, arts, and the media. He has written opinion pieces for top-tier outlets such as *The Globe and Mail*, *National Post*, and *Toronto Star*, among others, and has served as a ghostwriter for a variety of political and business leaders.

Ted Griffith is available for interviews and articles on topics including:

- Why lies are a powerful and persuasive form of communication, and why they are often used an efficient means to control people
- Tools absolutely anyone can use to discover the “whys of lies” – that is, the goals behind the lies and misinformation
- The shocking prevalence of lies and misinformation in today’s world, and strategies for how to decipher truth from deception
- How people have been trained over thousands of years, and since their childhoods, to believe what liars tell them especially when those liars are in positions of authority
- How lies are successfully being used to persuade many people that governments, their institutions, and their elections cannot be trusted
- The role of the Theater of Lies in the 2024 election and how Trump and his enablers are likely to win, even if Trump loses the vote
- The truth behind the anti-vaxxer movement that its proponents (like Joe Rogan and Alex Jones) don’t want the public to know

- The difference between knowledge and understanding, and how the corporate world enables the knowledge over understanding problem seen in the education system
- Strategies people can employ to protect themselves and their loved ones from misinformation
- Ways communication professionals use persuasion as a tool to manipulate
- The illusion of binary thinking: how someone can believe something they know nothing about
- How global industries – from nuclear power to chocolate and auto manufactures use misinformation – consciously or not – and how to ensure your organization is not an unwitting collaborator in the Theater of Lies

To learn more about Ted Griffith and *Theater of Lies*:

Visit www.TedGriffith.net

Connect on [X](#), [LinkedIn](#), and [Facebook](#)