

I'm Mr. Beat, I may teach now, but I still think of myself as a student.

Growing up, I was a student in both private and public schools. But I never went to school at home...or I guess the folks call it homeschooling, which means getting an education at home instead of a more traditional school setting.

But these days, the trend is that more and more kids are ditching the traditional school setting for learning at home. Which makes sense, especially since the COVID-19 pandemic made it so that basically ALL students were homeschooled with the help of apps like Zoom and Google Classroom.

When it comes to curriculum materials available for parents wanting to homeschool...well, there's never been a time in recorded history in which so much was widely available. For some reason, probably because I'm a parent, I am forced to look at lots of ads for homeschooling stuff...and that's how I found about the Kids Guide.

At first glance, The Kids Guide is just a series of books, videos and lessons...educational stuff meant to help kids learn social studies. According to the Kids Guide's website, they created this educational stuff "in response to an overwhelming need to make it fun for kids to learn about the concepts, people, places, and events that drive our nation and our world. From the greatest moments in American history to today's hottest topics, the Kids Guide gives children a deeper understanding than they can get anywhere else."

Ok, I guess I can dig that.

Most of the stuff seems innocent enough. Here's a guide to stay safe online...here's another one about entrepreneurship and innovation. There's one about leadership, teamwork, giving and volunteering...american dream...free markets...America's greatness...hold up...this is starting to smell like uh...like...

Propaganda. Yep, the creators of the Kids Guide are trying to manipulate your children.

Now, I already KNEW it was propaganda. Ya wanna know how I knew? THIS was the first ad I got about The Kids Guide.

And apparently there's a lot of money behind these ads. So much that Fox News has regularly played commercials for them. And that's Mike Huckabee, by the way. He used to be a governor of Arkansas and he made a strong presidential run back in 2008. His daughter, Sarah Huckabee Sanders, is currently the governor of Arkansas. Nepotism is alive and well, nice. Anyway, Mike Huckabee helped create the Florida-based company that puts out those Kids Guides... EverBright Media, and it has spent MILLIONS on advertising its religious and educational products. Notably, it also produces a video and book series called Learn Our History¹...oh goodness, that's kinda creepy. According to the Learn Our History website, the videos feature a

¹ <https://www.youtube.com/watch?v=qRo6ArQIFBA&t>

group of time-traveling history students who go back in time...well that's redundant...to see U.S. History in the making. It goes on to explain that the lessons are "positive, patriotic, and unbiased." Unbiased my butt. Nothing nor no one is unbiased, myself included. Oh, and they sell DVDs for \$21 each. What the heck?!?

Yeah, I should also say that there have been a bunch of customer complaints about EverBright Media products.

Many say EverBright has been misleading with how it has promoted its Kids Guides, in particular. It has promoted them as FREE! And yet, parents have complained that nothing about them at all was free. Getting the "free" item meant automatically signing up for their \$22-per-month subscriptions, complete with an automatic renewal payment plan, without them even knowing about it. Parents have also complained that it was difficult to cancel once they found out they were subscribed. Others have complained that orders took longer than expected to arrive.

Some of your tax dollars have also supported EverBright Media.

In 2020, using COVID-19 pandemic relief money from the federal government, the Education Department of Arkansas gave EverBright Media \$245,300 to provide "The Kids Guide to the Coronavirus" to schools across the state. This, despite the Centers for Disease Control already providing lots of free information about the COVID-19 pandemic to children.

I thought about subscribing to these Kids Guides myself, but I didn't want to get ripped off. Fortunately for me, Flossed in Paradise, as this person is known on the internet, uh, loaned me his copy of The Kids Guide to Fighting Socialism. I checked it out recently- I'm not joking. That's the actual book. I checked it out on a recent Twitch stream and we're going to be watching clips of that. And a shout out to Flossed in Paradise...thank you for loaning it to me.

It actually took two streams to cover all the misleading information I found in the book. Yeah that's how much misinformation there was.

Don't get me wrong, I'm generally not a fan of socialism, but still, come on, we should be teaching our kids HOW to think, not WHAT to think.

Still, MANY parents out there are doing the very best to indoctrinate their kids, and hundreds of thousands have bought these Kids Guides apparently.

Here's a definition that's probably more accurate, from that video I made that I mentioned earlier...

(socialism definition clip)

(public goods clip)

Yeah that's not true at all. Nearly all self-identified socialists in the United States were elected in the first few decades of the 20th century, including two members of Congress, dozens of state legislators, and well over a hundred mayors. Even the few who identify as "socialist" today often add the word "democratic" before it.

The right definition, by the way, is a system of how we make choices based on scarcity.

(command economy definition clip)

The United States actually has a mixed economy, which is somewhere between a command and a market economy. Pretty much ALL countries have mixed economies, ok?

Ok, so I'm pretty confident that here they are referring to the writings of William Bradford, a Puritan and five-time governor of Plymouth Colony. He once wrote that the Puritan communal system made it so that men "spend their time and strength to work for other men's wives and children without any recompense."² which means reward. Fair enough, but this was just one dude's observation.

The book defines "individualism" as "the idea that everyone should have the same rights, freedoms, and opportunities." Uhhh, who...who is against everyone having the same rights, freedoms, and opportunities??

It's quite fascinating that this book brings this up since MUCH of the money pharmaceutical companies get for research and development is FROM THE TAXPAYER.

Not only that, the United States ranks 27th according to the Global Social Mobility Index, which measures how likely it is to be born in a country and work your way up the socio-economic ladder. In other words, the index implies that it's more difficult to go from poor to rich in the United States than it is in 26 other countries.³

So that was just a sample of what Mike Huckabee's Everbright Media is all about. But remember, there's a lot more out there from his company that's trying to indoctrinate your children. Ironically, the Kids Guide recently released this video:
https://www.facebook.com/ads/library/?active_status=all&ad_type=all&country=US&view_all_page_id=104856814505092&search_type=page&media_type=all

Yeah, talk about a lack of self awareness. The whole point of Everbright Media seems to be to indoctrinate kids. Duh.

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<https://resources.saylor.org/wwwresources/archived/site/wp-content/uploads/2013/01/HIST321-8.1.1-History-of-Plymouth-Plantation.pdf>

³ https://en.wikipedia.org/wiki/Global_Social_Mobility_Index

I taught in the public school classrooms for 12 years. Never did I see any evidence of teachers trying to “brainwash” or “indoctrinate” students. Again, more than anything, we went out of our way to teach students HOW to think, not WHAT to think.

That said, even if you WANTED to indoctrinate your kids, the Kids Guides actually probably wouldn’t do that very well. They’re kind of boring. And the Learn our History videos? Yeah they’re a bit creepy, man.

Regardless, according to the Learn Our History website, they’ve helped more than 500,000 families “learn U.S. history.”

Which brings me to why I made this video. A lot of poor folks have been duped into buying this crap. This crap, that in fact, only DISTORTS American history and makes it more confusing.

Save your money, and just check out all the FREE educational videos already widely available like the platform you are on right now. Education...not indoctrination.

But what do YOU think? Was I too harsh on Everbright Media? I must admit, their non-political educational stuff seems harmless. Wait a second, am I trying to indoctrinate you right now? Let me know down below. I’m sure I don’t have to tell some of you to do that. Thanks for watching!

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