

MSCHF MAGAZINE

*EAT MORE MEAT
WATCH MORE FOX
STOP PRINTING
THE BIBLE
STICK YOUR
HANDS
IN YOUR MOUTH*

**MSCHF MAGAZINE
VOL. 06**

\$17.95



0 74470 71762 1 06

VOL.



06

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EVERYTHING IS FOX 10

USE WILLFUL MEDIA MANIPULATION TO REPAIR YOUR CONSERVATIVE FAMILY'S NEWS INTAKE.



EAT MORE MEAT 32

END BIG COW'S METHANE EMISSIONS WITH THIS ONE WEIRD TRICK.



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30% OFF!

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WHEN YOUR WORKPLACE SMELLS LIKE GAS, EVACUATE! AND WHEN YOU EVACUATE YOUR WORKPLACE, YOU DON'T HAVE TO WORK. NICE HOW THAT WORKS OUT.

conMschf



STOP PRINTING THE BIBLE 28

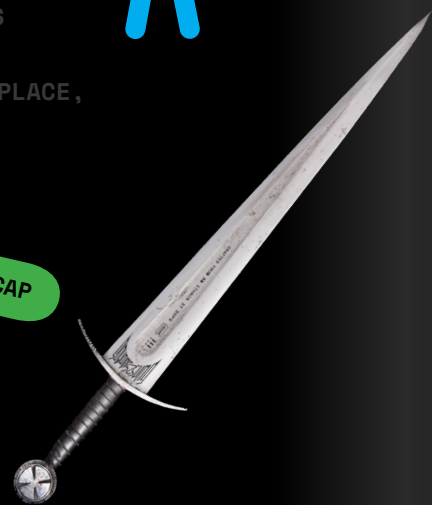
THE MOST ENVIRONMENTALLY UNFRIENDLY BOOK OF ALL TIME.



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WE TOOK YOUR GUNS, AND FORGED THEM INTO SWORDS.

RECAP



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WebMD

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06

40% OFF!



TOOL

1-800-PAIN 82

CALL FOR AAAAHHHHHHHHHH!



MUSEUM OF FORGERIES 84

1 WARHOL + 999 FORGERIES = 1000 MSCHF ARTWORKS



HAND JAM 88

STICK YOUR HANDS IN YOUR MOUTH!



TOOL

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MEET THE FIRST COHORT OF MSCHF FELLOWS!

RECAP



WATCH

THE
CHROME PLUGIN
THAT TURNS ANY
PAGE INTO
A FOX NEWS
PAGE



TOOL

FOX

TRICK YOUR
CONSERVATIVE
FAMILY INTO
READING REAL
NEWS

everything is

FOX

EVERYTHING IS FOX IS PERSONAL-SCALE INFORMATION
MANIPULATION THAT DOESN'T JUST FLATTEN THE MEDIA
LANDSCAPE, IT NUKES IT UNTIL IT GLOWS.



UNCLE HANK BEFORE "EVERYTHING IS FOX"



"Fuck off! I don't believe in this made-up nonsense!"



UNCLE HANK AFTER "EVERYTHING IS FOX"



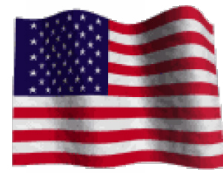
"So true!!!"

YOUR media consumption habits comprise a proxy representation of your ideology. The information you choose to take in on a daily basis categorizes you far more accurately than buckets like demographic or generation. Our filter bubbles have hardened into impenetrability—unless the idea of the filter bubble is obsolete in the first place. At this point, source of origin is the prime determining factor in the rejection or acceptance of information, regardless of exposure. The idea that a

different media diet might be palatable, and therefore change our views if only we were exposed to it, feels delightfully quaint. There's essential and compelling academic meat here, and boundless work to be done to untangle and repair this fractured informational landscape. Everything Is Fox does not do that. Instead, we offer a scorched-earth attack on misinformation via deliberate and targeted additional misinformation.

TOOL

FOX



EVERYTHING IS FOX IS A CHROME EXTENSION THAT RESKINS EVERY NEWS WEBSITE TO LOOK LIKE FOX NEWS.



DOWNLOAD NOW



EVERYTHING IS FOX RELIES ON A VERY SPECIFIC SCENARIO IN ORDER TO BE EFFECTIVE, OUTLINED BELOW:

TOOL

- YOU ARE A YOUNG PERSON OF LIBERAL-TO-LEFT SENSIBILITIES AND YOU HAVE
- PARENTS OR GRANDPARENTS OR OTHER RELATIONS OF SUCH SPECIFICALLY-ADVANCED IDEOLOGICAL TENDENCIES THAT THEY ONLY LISTEN TO FOX NEWS AND
- YOU GO TO THESE PARENTS' (OR OTHER RELATIONS') HOUSE FOR HOLIDAYS, PERHAPS, AND THEREFORE HAVE ACCESS TO
- YOUR PARENTS' (OR OTHER RELATIONS') HOME COMPUTER ON WHICH YOU CAN
- INSTALL A CHROME EXTENSION



FAKE



FAUX

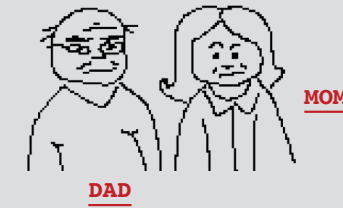


IT'S SUPER EASY TO USE



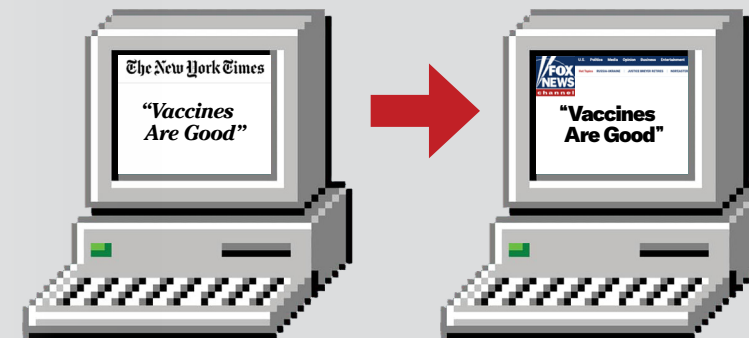
STEP 1

INSTALL ON THE FAMILY COMPUTER



STEP 2

SEND YOUR FAMILY LINKS TO REAL NEWS



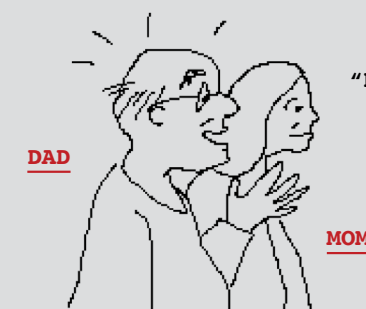
TOOL



STEP 3

FAMILY BELIEVES REAL NEWS!

"Honey, look! Tucker says vaccines are good."



NEWS

FOX



BY FLATTENING THE PRESENTATION OF ALL NEWS MEDIA, EVERYTHING IS FOX RENDERS IT ALL EQUALLY ACCEPTABLE.

**FOX REPORT
DRUDGE REPORT**



IN ORDER FOR THIS TACTIC TO BE EFFECTIVE, THE TARGET MUST BE ADAMANTLY PRO-FOX AND ANTI-ALL OTHER NEWS. HOWEVER SO LONG AS THIS IS THE CASE, THEY ARE SUDDENLY MADE OPEN TO A WIDE RANGE OF INFORMATION.

T O O L

- EMAIL THEM A NEW YORK TIMES ARTICLE ABOUT EFFECTIVENESS OF VACCINE MANDATES: BOOM, FOX NEWS IS CALLING FOR VACCINE MANDATES.
- SEND A JACOBIN ARTICLE ON TECH WORKER UNIONIZATION, AND SUDDENLY FOX NEWS IS EXTOLLING LABOR UNIONS.
- SEND A WASHINGTON POST ARTICLE DETAILING THE FAILINGS OF INCREASED POLICE MILITARIZATION, AND FOX NEWS APPEARS TO BE MAKING AN ARGUMENT TOWARDS DEFUNDING THE POLICE.



EVERYTHING IS FOX IS A BROWSER-SIDE INTERVENTION ANALOGOUS TO WRAPPING YOUR DOG'S ANTIBIOTIC PILL IN BOLOGNA: THE MEDICINE IS MADE, EVEN BEYOND PALATABLE, UNNOTICEABLE.



FAKE



WHY

BEST BUY®

WHEN YOU CAN

BETTER BUY

?

20% OFF!

40% OFF!

30% OFF!

50% OFF!

20% OFF!

30% OFF!

60% OFF!

TOOL

50% OFF!

40% OFF!


BUY

BEST BUY SELLS A TV FOR \$500.

Suppose I live near a Best Buy but find that a store across town sells the same TV for \$400. I may be tempted to make a longer journey in order to pay less. Best Buy, and many big box stores, offer price matching to obviate competition. Price matching involves a store committing to match other retailers' prices should said other retailers offer lower prices on any given product. Usually this is most impactful when another retailer is having a sale.

BEST BUY

Apple - AirPods Pro - White
★★★★★ 4.8 (4,716 Reviews) ↓



\$219.99

15-DAY FREE & EASY RETURNS

TigerDirect BUSINESS

Apple - AirPods Pro - White
★★★★★ 4.8 (4,716 Reviews) ↓



\$189.00

15-DAY FREE & EASY RETURNS

BEST BUY WILL, ON A ONE-OFF BASIS, REDUCE THE PRICE OF AIRPODS TO MATCH THE TIGERDIRECT \$189 PRICE. AN INDIVIDUAL CUSTOMER MUST ASK FOR AND NEGOTIATE THIS PRICE MATCH.

Price matching sounds easy to abuse. Consequently, Best Buy imposes strict controls on price matching—any given physical Best Buy will only match prices for stores within a specific distance of the store, and Best Buy will only price match 5 online retailers: Amazon.com, Crutchfield.com, Dell.com, HP.com, and TigerDirect.com. Of these, TigerDirect is by far the jankiest. Therefore, we will use them as our vehicle.

BETTER

TOOL

50% OFF!

20% OFF!

40% OFF!

50% OFF!

30% OFF!

HOW BETTER BUY WORKS

BETTER BUY GENERATES FAKE TIGERDIRECT PRODUCT PAGES.



NOTE: THIS CAN ONLY WORK IF YOU GO IN PERSON TO A BEST BUY STORE.

STEP 1

FIND A PRODUCT YOU WANT TO PURCHASE FROM BEST BUY. COPY THE URL OF THAT PRODUCT PAGE FROM THEIR WEBSITE.

BUY

BESTBUY.COM PRODUCT URL DISCOUNT 10% ▼

GENERATE URL

STEP 2

PASTE THAT URL INTO THE BETTER BUY TOOL AT BETTERBUY.MSCHFMAG.COM. SELECT THE AMOUNT YOU WANT TO DISCOUNT THE PRICE BY.

NOTE

We suggest that you choose a reasonable discount. While you certainly can choose a 90% discount, don't expect that anyone is going to believe you.

STEP 3

BETTER BUY WILL AUTOMATICALLY SCRAPE THE PRODUCT INFORMATION AND GENERATE A FAKE TIGERDIRECT PRODUCT PAGE. OPEN THIS ON YOUR PHONE AND TAKE IT TO THE STORE.



STEP 4

GO TO BEST BUY'S CUSTOMER SERVICE DESK OR SPEAK WITH A FLOOR EMPLOYEE TO INITIATE A PRICE MATCH. SHOW THEM THE BETTER BUY-GENERATED TIGERDIRECT URL ON YOUR PHONE AS EVIDENCE.

WARNING WARNING WARNING

Like everything in MSCHF Mag, there is absolutely no guarantee that this will work. While we've provided the tools, the execution is entirely in your hands. A successful price match depends far more on you and the Best Buy employee you are talking to than it does on the false webpage.

BETTER

TOOL

TOOL

20% OFF!

40% OFF!

40% OFF!

30% OFF!

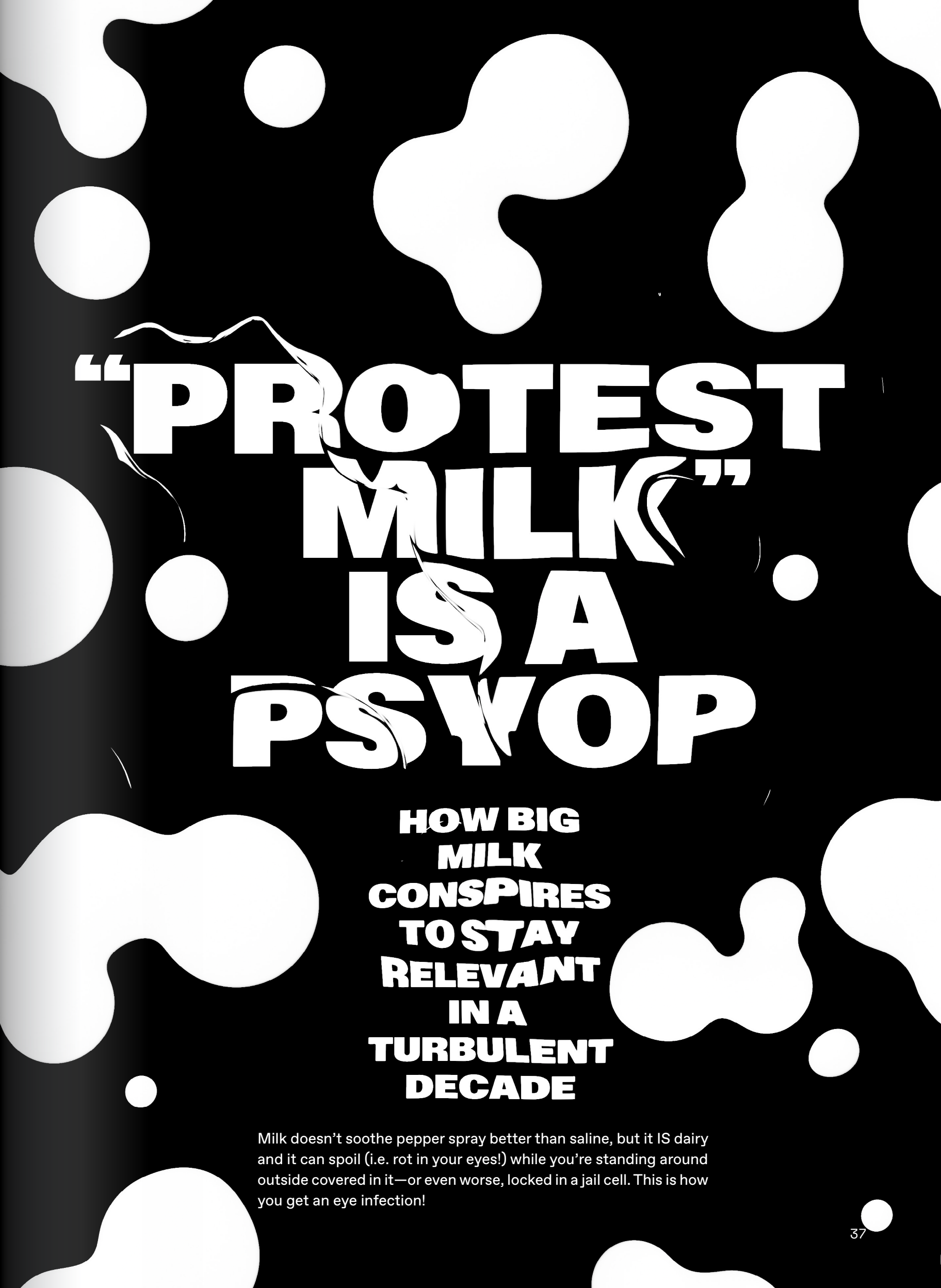
60% OFF!

50% OFF!

50% OFF!

20% OFF!

50% OFF!



“PROTEST MILK” IS A PSYOP

**HOW BIG
MILK
CONSPIRES
TO STAY
RELEVANT
IN A
TURBULENT
DECADE**

Milk doesn't soothe pepper spray better than saline, but it IS dairy and it can spoil (i.e. rot in your eyes!) while you're standing around outside covered in it—or even worse, locked in a jail cell. This is how you get an eye infection!

BIG

That said, the image of milk as a protest staple has been thoroughly engrained in pop culture. Pepper spray? Tear gas? Flush your eyes with some milk, says surprisingly prevalent street wisdom. However, in all situations experts and savvy protest veterans state that saline or soap and water are preferable. At the end of the day, dousing yourself in milk on a hot day is a major hygiene issue.

So....WHY does everyone think milk is the go-to cleanser? Possibly because BIG MILK spent BIG MONEY to make us think it.

HAS BIG MILK HISTORY OF PSYOPS

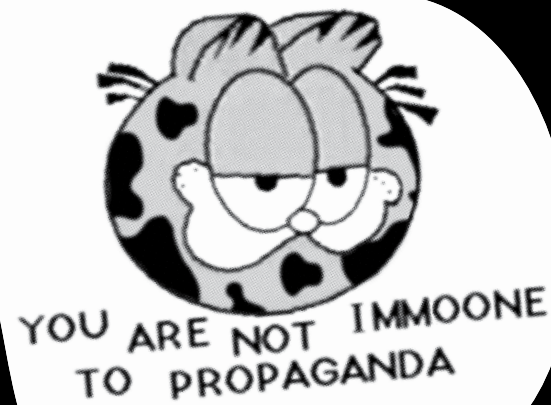
Or, as it is more commonly known, "marketing." The Got Milk campaign (1993-) is arguably the crowning achievement of pre-internet advertising. The inaugural TV spot was directed by Michael Bay (then a recent art school grad). The phrase entered the pop culture lexicon and continues to be recognizable even today. "Got Milk?" and "Just Do It" are the two consumer slogans that dominated the '90s.

Now, who the hell paid for these ads? "Milk" is not a company; it's a noun. Welcome to industry groups. The various players in the American dairy industry, ostensibly competitors

producing the same set of products, are in fact a conglomerate cartel that can run decades-long national ad campaigns on behalf of the idea of milk.

In recent years, however, milk has had a bit of a market problem. From 2007 the present, U.S. milk sales have seen a steady decline. Current yearly sales sit at 26% below their 2007 level. The rise of nut and soy milks, and perhaps a bit of latent resentment from generations of children raised on obligatory milk consumption, have left Big Milk looking a bit smaller.

Milk has a market problem. But also...



DON'T DO THIS!

MILK

BIG

MILK HAS AN IMAGE PROBLEM

Milk has moonlighted as a symbol for whiteness and purity. Particularly during the period of time (2015-2018) in which the so-called alt-right dominated the media landscape, ostentatious milk consumption gained additional connotations of whiteness, masculinity, and white privilege.

THE RISE OF NUT AND SOY MILKS, AND PERHAPS A BIT OF LATENT RESENTMENT FROM GENERATIONS OF CHILDREN RAISED ON OBLIGATORY MILK CONSUMPTION, HAVE LEFT BIG MILK LOOKING A BIT SMALLER.

The genetic predisposition towards lactose-tolerance is not distributed evenly around the globe. Because Europe tends to be lactose-tolerant, the alt-right seized upon milk consumption as a proxy badge of racial purity. (Other regional lactose-tolerant populations in, for example, Africa, did not dissuade these proponents of milk supremacy). And while symbolic milk-drinking (perhaps due to the sheer goofiness of pridefully chugging milk) seems to have waned over time, the continued prevalence of this discourse can still clearly be seen in the idea of the "soyboy."



This period of milk-based dietary racism was the subject of artist Nate Hill's speculative business-performance-artwork *White Power Milk*, a startup offering milk pre-gargled and subsequently spat out by only the most aryan of white women.



White Power Milk: Art, Or Real, Or Advertising? by Alex Miller, VICE

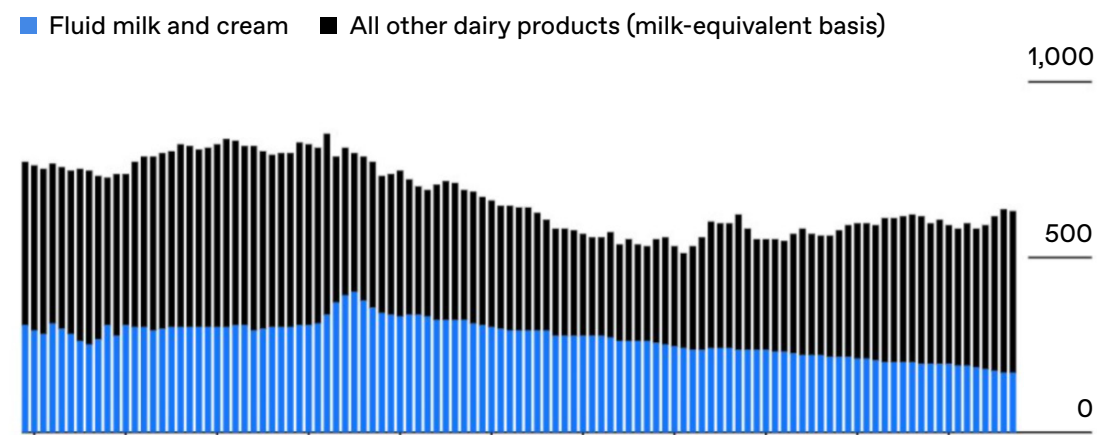
MILK

BIG

Milk's other image problem is benign in comparison. Drinking milk supplies calcium, which is great for bone development as children grow. This is a major selling point for milk, and one that most people are familiar with. This, however, leads to the logical conclusion that milk is for kids! And while people who drink milk as children are likely to continue to do so, consumption does decline into adulthood. Milk is a kids' drink. And that limits milk's consumer base.

LESS MILK, MORE DAIRY PRODUCTS

Per-capita U.S. consumption, in pounds



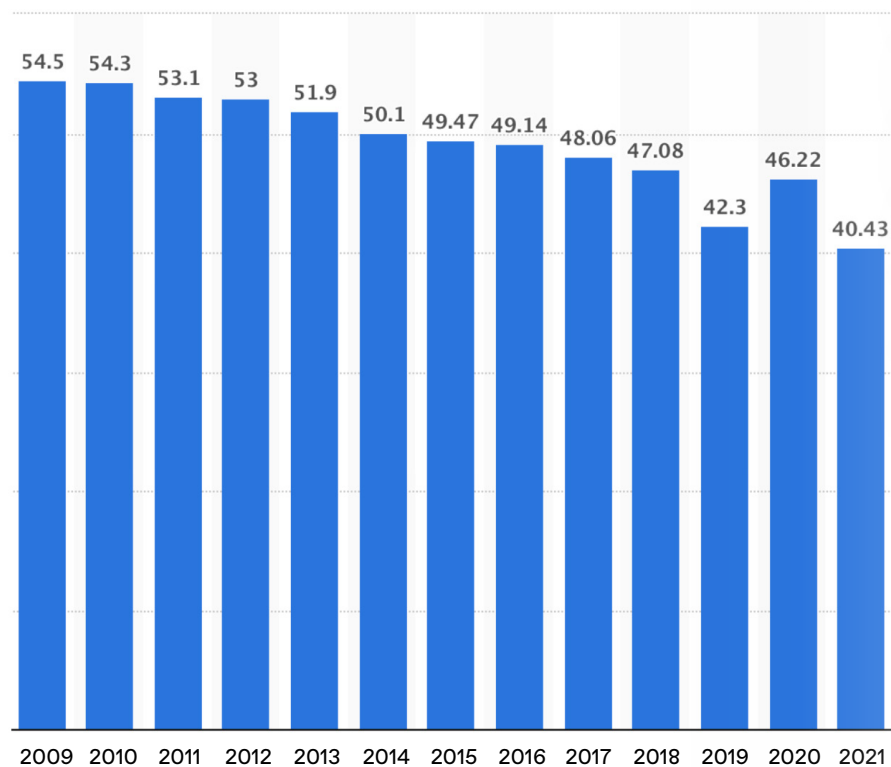
Source: U.S. Department of Agriculture

It's easy to understand why Big Milk is so interested in cultural engineering. While dairy as a whole may be doing fine, American consumption of liquid milk has been sinking since...World War 2? I mean, I'm just looking at this graph and spitballing, but that's sure what it looks like, right?

MILK

MSCHF MAG VOL 06 : WATCH MORE FOX

MILK SALES ON THE DECLINE



Milk sales in the U.S. by weight have been declining steadily over the past decade. Note however, the distinct reversal of the trend in 2020. Analyses have pointed to pandemic consumption habits for that year's shift, however the return to trend in 2021 indicates other factors. Perhaps the sweeping protests and protest coverage that marked 2020 are a contributing factor.

ENTER: PROTEST MILK

That the humble jug of milk is perceived as an indispensable tool on the streets during protests, a sophisticated reappropriation of a household item as a tool to challenge power—is excellent for milk's reputation. By gaining such favorable reputation as protest equipment, milk launders its image by associating with the (often non-white) oppressed, in contrast to white supremacist chugging. Milk recaptures some of the compelling edginess of its original off-the-wall Got Milk campaigns though it's constant media representation in a certain kind of protest image which, for all that traditional advertisers would shy from such placement, makes milk look cool, and on the right side of history.

MILK HAS MOONLIGHTED AS A SYMBOL FOR WHITENESS AND PURITY, GAINING ADDITIONAL CONNOTATIONS OF WHITENESS, MASCULINITY, AND WHITE PRIVILEGE.

Furthermore, protests are for adults. They're so mature, gritty, and edgy. Protest eye-wash milk is Milk's gritty reboot. No longer is

milk a calcium-building booster for young children, now it's doing double duty as a stalwart, principled, adult's coffee diluter before hitting the street, and subsequently that same adult's shield against a rampant and overreaching militarized police suppressing force.

LOOK WE CAN'T PROVE ANY OF THIS, BUT

Under some kind of warped teleological analysis, the meme of washing your eyes with milk IS a Big Milk psyop, regardless of whether or not dairy industry groups are the progenitor of eye-wash milk as a meme of protest*. If we squint hard enough to say the ends explain the means, we conclude that milk eyewashing has the functional effects of promoting milk in the cultural consciousness—and, because this is based on an entirely false report of its efficacy in that role, this entire phenomenon has more in common with an engineered psyop than an organic recognition of its quality. ■

Editor's note: For more on Memes Of Protest see MSCHF Mag Vol 2: CRED.

BIG

MILK



TOOL

TOOL

CALL NOW!

PAIN

OPERATORS ARE
WAITING TO TAKE
YOUR CALL!

+1-269-666-7246

The background features a complex pattern of wavy, overlapping lines in various shades of blue, green, and purple, creating a sense of depth and movement. A prominent feature is a large, semi-transparent rainbow gradient arch that spans across the middle of the page, with colors transitioning from red on the left to purple on the right. The overall aesthetic is modern and artistic.

MSCHF MAGAZINE
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