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# ***We Can Kill the Massacre!***



*Report* **about school shootings**  
#1 Best Selling Author, Richard Kuhns

## **Mass Shootings and Ego We Can Kill the Massacre!**

April 20, 1999 was the beginning of a new Hell in America when Eric Harris and Dylan Klebold killed 13 class mates and wounded 24 others at Columbine High School in Columbine, CO

The first questions asked by everyone—especially the media—was WHY? WHY would two class mates murder fellow classmates? They became famous and if you Google “Columbine,” you get pages and pages of their notoriety.

Wikipedia tells you who they are, where they were born, and is complete with pictures of them as if still armed and dangerous and you want to be on the watch for them. But, they both killed themselves. Had they surrendered, they would be quite proud of their heinous accomplishment.

But WHY did they do commit the massacre? After much searching, it was found that one of the main factors was that both of them felt bullied and “left out.”

The following is taken from Wikipedia.

### **“Bullying**

One of Harris' last journal entries read: "I hate you people for leaving me out of so many fun things. And no don't ... say, 'Well that's your fault,' because it isn't, you people had my phone number, and I asked and all, but no. No no no don't let the weird-looking Eric KID come along."[\[16\]](#)

Dylan Klebold said on the Basement Tapes, "You've been giving us shit for years. You're fucking gonna pay for all the shit! We don't give a shit. Because we're gonna die doing it.”

Little did they know that they would start a new routine—a rash of school and church violence that would span decades.

Just like DB Cooper had no idea that his hijacking an airliner would start routine airplane hijackings for decades.

Strangely, both air line hijackings and school, movie house, church, street mow downs, or even outdoors Las Vegas have one thing in common—more about that later.

Back to Eric and Dylan. They were both bullied in high school. Whoopee do da. Bullying is part of growing up. I'm not defending it, as I was bullied too and in the moment hated the elite and stuck up bastards that bullied me. I was a total failure with not only stuck up girls, but all girls. Being a “not by choice virgin” was a part of life. In fact I remember being fearful at age 21 of meeting a tragic death before I ever got laid.

Yes, I hated the bullies and stuck up girls, but I hated myself more for not being handsome and from being from a poor background—opinions I adopted as true even though they were only excuses.

The important point is that every time I was bullied or made fun of by a member of the opposite sex, my ego was threatened. Think of it this way: You can not be bullied or rejected unless your ego participates. But, now I have my own business and have been married to beautiful women. Today, the bullies are grown up adults and are no longer bullies.

But try to tell that to someone in high school being bullied that one day it all evens out and if anything, being bullied can make you stronger.

Since Eric and Dylan, there have been hundreds of such events labelled as massacres. Up to June this year (18) alone, they are counting over forty such events. Today, as I write this, the headline is, Teacher, Student Injured in Indiana School Shooting.

And after every one, they ask WHY? And the answers are always very similar—bullying, feeling ignored, an outcast, and now not by choice virgins.

Let's take the dynamics of this new routine custom one step further: When your ego is threatened, your self esteem is likewise destroyed.

From a stress management point of view, everyone has heard of the flight or fight reaction. To refresh your memory, whenever your intelligence senses a threat to your physical being, your intelligence (the subconscious mind) gets you prepared to fight or run (flight) to preserve your life.

An example is the mother whose son was trapped under her car after she had been in an auto accident. She lifted the car to free her son—an extreme expenditure of the fight response. She channelled all that adrenalin and cortisol to achieve an unimaginable feat—lift that car that would normally take three or four men.

Bottom line is that the brain produces hormones that result in us fighting for our life or a loved one's life or it creates hormones that allow us to run like hell to escape the “tigers” in life.

It results in:

- ▶ increased heart rate
- ▶ increased sweat gland activity
- ▶ decreased temp of extremities (fingers and toes) as blood is directed to the organs
- ▶ muscles tense
- ▶ shallow rapid breathing
- ▶ blood pressure elevates
- ▶ drop in IQ

If you've had training in fighting, you'll channel the energy to those skills.

If, on the other hand, you're a better runner than a fighter, you'll run like hell.

But, in today's civil world, with police protection, it's rare to have our lives threatened, except maybe in a near auto accident. So, why even discuss the fight/fight reaction?

Answer: It turns out that even when your ego is threatened, or for that matter, your family status, finances, job, and so on, your brain prepares you to fight or run, but you have nothing to fight or no reason to physically run. So, you're all geared up with increased heart rate, elevated blood pressure, tense muscles, and so on with no one to fight or from which to run.

Result for the large percent of the population is stress related illnesses such as headaches, hypertension, insomnia, ulcers, colitis, and long term conditions like arthritis and other immunological disorders, or habits such as smoking, over eating, drugs (illicit and prescribed) or anti social/violent behaviour.

I'm surprised that it took all these years for two kids like Dylan and Eric to go on a rampage after having their egos threatened. I remember, I felt like killing some bullies when I was in high school.

But, the news media, like an Alzheimer's suffer, keeps forgetting that the "WHY" is a threat to the ego of the perpetrators, or they are too stupid to understand that, and instead keeps asking ,WHY? Can't they put two and two together? The WHY is always the same. Didn't Einstein say that insanity is doing the same thing again and again expecting a different result? What other result can there be other than the perpetrators egos are threatened?

When a rapist rapes a woman, they don't spend hours of TV time asking Why. They already know the answer: He's deranged and sick in the

head.

And with each heinous mass shooting, they have to name the assailant, post as many pictures of him they can find, where he lives, what weapon he used, how many he killed, how many were hurt, how many might die and compare it with other massacres. Did I miss anything? Oh yes, and ask WHY, WHY, WHY? Like if they knew, they'd have the intelligence to do something about it.

Bottom line is that they create an incredible eulogy with tons of hypnotic suggestiveness.

Did I write that word, "hypnosis"? What does hypnosis have to do with all this? After all, we usually think of hypnosis being done by a hypnotist hypnotizing another person. It might be to lose weight, stop smoking, be more confident, assertive, better organised, and so on. Or perhaps you've seen a stage show where the hypnotist has the subject do silly and funny embarrassing things.

But, there is also a thing called 'Waking Hypnosis' where the subject can be anywhere and the hypnotist anyone. The hypnotist can be a teacher in front of a class room, priest or preacher in front of a congregation, an ad on TV, a news commentator, and so on. And if you have many different news commentators giving the same suggestion, the effect is multiplied on the subject which can be hundreds or thousands of miles away.

Humans are suggestible. Not only suggestible but the extent of being gullible. There's a show where a participant from the audience guesses whether the fact given is true or false, and most of the participants get it wrong.

The fact is suggestive in nature that it could be true. Humans can "catch suggestion" very easily. Yes, you can catch suggestions like a catcher

catches a baseball. Hypochondriasis is one such example.

One of my clients, an executive big wig at AT&T, and his wife visited another couple with whom they were best friends for many years. During the visit, the other couple shared that they finally realized that they were not for each other and were splitting up.

My client was in awe. He had always thought of them as a perfect couple. It was so much of a shock to him that he began to wonder if maybe he and his wife were not for each other. He started collecting facts (I call them evidence) that coincided with his best friend's conclusions.

In other words, he caught a suggestion and started having serious doubts about his marriage. If it weren't for that visit with this other couple that thought may never have entreated his mind.

How many bullied victims in an ego self esteem crisis are suggested upon with every airing by the news media? The same thing happened with airline hijackings for decades. That stopped with the TSA, but can we put the TSA in every high school? Every church? Every movie theatre? Every street where people can be mowed down with a vehicle? Every outdoor event, like in Las Vegas? President Trump thinks maybe they should be in places of worship.

At some point, society has to start taking care of itself. And the WHY always turns out to be the same!!! Threatened ego from being bullied, ignored, or dissed which if you read my book, My Dog Got Run Over By a Rainbow, is a self esteem crisis. Or a threat to their religious, financial, or social status as in hate crimes—nonetheless, a self esteem crisis.

And they look for the warning signs: Statements on face book or previous anti social behaviour, or the killing and torture of turtles as a

child.

Result: today, some of the bullied, white, black, green supremacists, and “not by choice virgins” fight back (inappropriate stress response) with machine guns in schools, movie houses, places of worship, killer vehicles, and so on rather than recognize that they are in a self esteem crisis and victims of their own self put-downs or ignorant outdated beliefs.

And what’s also disturbing is that after these heinous acts, they are praised by many of their peers. In my mind, this says that our young society is in a self esteem crisis.

And, the news and social media feeds the fodder with their irresponsible suggestive handling of the event to even more who are in self esteem crisis for one-upmanship.

What’s being done about it? Answer: Anti bully programs which are great, but if they foster building self esteem the old way which my book explains in detail, they will be short lived and fail.

And what about the “not by choice virgins.” They have only been recently identified as a force. How do we get them to know that it’s not “stuck up” girls that’s the problem, but their own social inadequacies? Answer: Education. Maybe better to have a social studies class focus on techniques of social interaction integrating techniques that work to deal with disappointments and learn from them.

I remember having a social studies class in high school. But, for the life of me, 60 years later, I can’t remember what we studied.

A democrat friend of mine suggested, in jest, that a noted politician, whom I won’t mention by name, give a class in how to successfully grab private parts of stuck up girls. Maybe, it’s good for a sick laugh, but it’s not a good idea—especially in light of the “Me Too Movement.”

But, certainly, a social interactive course could be implemented without any gross behavior to produce results and build self esteem in the process.

And more recently, we have the nut in Annapolis at the Capital Gazette by another idiot in a self esteem crisis since high school or maybe even elementary school—a social misfit following the template laid out by so many others before him and again popularized by the media.

And what about the white, black, green (lol) supremacists, bigots, and prejudiced ignorant people? They are not the children of the modern news media—they have been here since the beginning of history, just as self esteem has been a forever issue. However, the media pouring over their accomplishments only adds fuel to the fire of hatred.

Let's be serious. There are four parts to these massacres:

- ▶ A self esteem crisis of the perpetrator
- ▶ The innocent victims
- ▶ The instrument of mass violence—a weapon--usually guns
- ▶ The news and social media (news media common to DB Cooper)

Remove any one of the above, and you eliminate the massacres. In fact, if it weren't for the news media, the self esteem crisis of the perpetrator would be just another non event as it is for millions of teens.

Notice, the perpetrators are getting smarter. They are getting captured instead of killed so they can relish in their accomplishments that the news media, which feeds the social media, rushes to embellish and they can live to see their own Wikipedia page.

Thirty some years ago in a local high school down the street from where I live, there was a rash of suicides for several years--this is not a non sequitur. And after each suicide, at the funeral, eulogies were given about how great a loss was experienced from the passing of the

wonderful individual with so much potential, and the suicides continued and continued for many more years. Finally someone got smart and stopped the eulogies and guess what? Answer: the suicides stopped.

Can we learn from this and apply it to the massacres? But, asking the media to go dark on a school massacre or any kind of massacre is like asking a lion give up meat for lent. But, maybe they could figure out how to handle them more effectively than they now do. First of all, stop trying to figure out the WHY. So what: poor parenting, bullying, bigotry, and so on are nothing new to the last couple of decades.

The WHY is simple: As explained before, the perpetrator (sometimes a kid) had a self esteem crisis and accepted the suggestiveness the news and social media provide as a way to fame—profit from his antisocial misery. Instead, call it what it is: a self esteem crisis and leave it at that. Ignore the perpetrator and embellish on the victims—they are the heroes for suffering with stupid gun law politics and the ignorant news media that knows nothing about how to report these events.

Gun laws: I'm all in favor of getting guns out of the hands of anyone under the age of 21 unless with an adult. And, except for anti government sects who think the country is going to be taken over by a military state, who needs these machine guns? And now that Trump has "drained the swamp," they don't even need them.

Fact is that even if you outlawed guns today from being sold, it would take decades to make a dent. Plus, you can make your own guns with a 3 D printer or some kit from E-Bay. Even so, don't think I'm soft on guns—they are for stupid ignorant people who don't know how to think or communicate.

Unless, you want them for target practice, skeet shooting, hunting rats and so on. I don't think the animal activist will get upset if we shoot rats. But we ought get the politics out of guns and stop money from the NRA lining the coffers of politicians.

Thus, of the four ingredients in the massacre's that we can realistically do anything about today is the news media which in turn feeds the social media.

Here's a sample headline: Another Kid, Had A Self Esteem Crisis and Took It Out on His Class Mates Who Suffered for His Ignorance and Stupidity. Nothing more—no pictures of him or anything about him—focus on the class mates. This is responsible reporting. We already know and stated the “WHY!” Why be redundant time and time again? Just like we don't ask over and over why a rapist rapes.

Words are powerful—they are like scalpels. Hypnotists craft them all the time. One of the most noted hypnotists ever, was the late Milton Erickson MD. He was a master at waking hypnosis.

Fact is that most hypnotists lack the skill or art of waking hypnosis so they rely on having the subject relax, close their eyes and get them into an altered state of consciousness (trance) and then craft and give the suggestions.

Milton was different—no trance. A famous example: This married woman didn't enjoy sex with her husband. She had an old old belief that men took advantage of women and controlled them by having sex with them and even though she loved her husband, this perception ruled her sexual life. After she explained all of this to Milton, Milton looked her in the eyes, and said, “You stupid woman.”

*Her jaw dropped and eyes opened in surprise. When this happens, the hypnotist completely bypasses the conscious mind which can evaluate and reject suggestion creating the trance. Milton had an open path to reprogram her mind and he said something like this, “You have all the power and control in the world and don't know it. This statement creates curiosity. You take that hard penis and make it into a soft nothing.”*

That was the end of her problem as she now perceived her situation as

being the one in control. And, the word, “stupid,” was the key that opened a direct link to the subconscious mind.

Future perpetrators will do everything they can to avoid being called stupid, dumb, ignorant, asinine, or an idiot—they've had a lot of it from other kids in school and don't want any more from anyone else.

And, of course, it's important to work this into the reporting. After all, was it a smart or stupid thing that was done? It's smart if you're a future copy cat, but the reality is that it's a stupid dumb ignorant way of dealing with a self esteem crisis. So call it what it is—a Stupid dumb ignorant, asinine ego or bigot problem.

Look at it another way, calling their act stupid, dumb and ignorant cuts to the chase of bullying. As previously noted, the perpetrators are often bullied and called stupid, dumb or ignorant. It's the last thing for which they will want to be remembered or known. While they may not consciously recognize this, as a potential copy-cat, it will register on their subconscious just as it was the passage Milton Erickson used to go direct to the subconscious with the lady who felt taken advantage of by her husband during coitus. Again, this is not the prize for which the copy cats want to be known or remembered.

Are they a winner or a loser? Ask the proverbial “WHY” and you make them winners in that they will have accomplished something—they will have gotten revenge and satisfied their sick egos. No, they are a loser and they chose the “loser's” way dealing with their hurt egos.

No one, absolutely no one, wants to be a loser. It's been engrained in us since we were old enough to know what the word meant--being a winner is the goal, not being a loser. “Losers never win and winners never lose.”

Losers are never winners except when they achieve notoriety and that's all copy cats want—notoriety. So call them Stupid Losers. That will plug up the ego from the back end.

But, most importantly, instead of the news media investing time creating headlines about WHY? They need to invest time in variations of the headline I created, or do they need me to do that for them?

I realize that often times, the initial details of one of these events are sketchy at best. The local police only know that “shots are fired” at some location. They do not know if there is one or more perpetrators, how many casualties and so on.

The news media is on this like a tick on flesh looking for a great juicy succulent blood with helicopters showing people fleeing from the scene while the reporter, runs his mouth to fill space with suppositions.

Now, this is understandable if the reporter were warning others so they would not go there and be in harms way. But the area is already blocked off and no one would be allowed in an active crime scene.

This early garbage reporting only fuels the egos of future copy cats. They are sitting on the couch playing video games and all of a sudden there's excitement in their dull boring depressed lives as they hear the news. Their adrenaline is immediately pumped through their bodies. And, they are thrilled and jealous wishing they were the one making the news—exactly what society does not want.

You and I, on the other hand, don't get thrills from this. We're different than they are. Our egos get threatened too, but our belief system would never allow that same murderous response, so we are more likely to be sick to the stomach as we think of the families that have been ripped apart.

The answer is to go dark and treat these events as classified until facts of the sex and number of perpetrators and the number of those who have died are known and then report them responsibly. The federal government is great at making things classified—will we ever know if

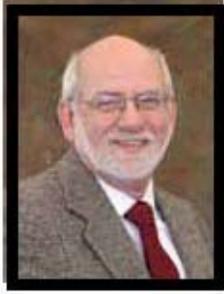
they have aliens at Roswell? But, again, asking local officials treat the event classified is probably like asking a mosquito not to bite you.

As long as we are willing to feed the monster we continue to look sane to ourselves while the world looks on in wonder and amazement (can you imagine this happening in Russia)...at an insane merry-go-round for both the perpetrator and the news media which has created the perpetrator's need of one-upsmanship instead of redirecting to the self esteem crisis.

So the ego, self esteem, and importance, is dependent upon successes. If that changes, e. g., the youngster is bullied, rejected by a prospective suitor; or for adults, say we lose our finances or wind up in a divorce we never expected, or fee threatened by a different religion, that sense of self worth becomes challenged and then all is a loss because we had built our worth on the sand and not on solid ground....the person within.

I can teach a class for all the potential perpetrators how to deal with their egos and avoid the self esteem crisis that fuels the retaliatory massacres, but that would take decades—not that it shouldn't be done anyway. Do you realize that if your ego can not be threatened, you cannot be bullied? Put another way, Terry Cole Whitaker wrote a book titled, What You Think of Me Is None of My Business. And, from a similar perspective, when others criticize you, they are only pointing out in you what they don't like about themselves.

However, I sincerely believe it could be more efficacious to educate the news media on how to report these events, that is if they can give up meat for lent. Obviously, President Trump would like this as he claims its fake news anyway.



Richard Kuhns, a best selling author, operated a stress management facility for twenty years with clients such as AT&T and IFF. He specialized in biofeedback and cognitive restructuring for self esteem issues. He is co-author of the Abundance Factor with Joe Vitale, and has recently released a book that debunks all the learned ways of building self esteem, *My Dog Got Run Over By a Rainbow*, available on Amazon and his site [www.SelfEsteemCure.com](http://www.SelfEsteemCure.com) and provides a path to develop true self esteem.