



**Steve Tobia, Publisher**

## Should Arcadia File A Lawsuit Against Westfield?

**P**ropaganda is defined as: "deceptive or distorted information that is systematically spread; information or publicity put out by an organization or government to spread and promote a policy, idea, doctrine or cause."

Throughout the world, propaganda campaigns have been launched against certain groups of people that have led to human rights abuses, and in some cases, death. Primarily conducted to control the wealth and power within a region, propaganda campaigns have led to some of the most horrendous atrocities in modern history. Without going into great detail about Nazi Germany, the Jewish community was the target of a propaganda campaign launched by the Third Reich. The ills of Germany were placed squarely on the shoulders of Jews and the end result was the imprisonment and slaughter of millions of innocent Jews.

Now, if you and your family were survivors of the Holocaust, and had witnessed first hand the smear tactics of a well orchestrated propaganda campaign that destroyed a nation and a group of people, you would probably have a heightened sensitivity to propaganda campaigns, right?

In my opinion, I cannot understand or comprehend why the 174th richest man in the world, who is a Holocaust survivor himself and now controls the majority of malls throughout the world, would condone well orchestrated propaganda campaigns against competitors and local communities like the one being waged in Arcadia by his company, Westfield.

Mr. Lowy and his two sons, who run the North American operations for Westfield, should have a more elevated sense of corporate values and ethics, and should not condone viscous personal attacks or a deceptive lobbying campaign. What are these men thinking, and to whom do they believe they are accountable to when they seek to destroy others? Maybe Mr. Lowy doesn't know what his sons and management associates here in America are doing. At this point, I will give him the benefit of the doubt.

It is time, however, to hold Mr. Lowy personally accountable for what his company, sons and management are doing, and not permit him to hide behind his Australian shield. In my opinion, the leaders of Arcadia need to communicate directly to him — not his sons or mid-level management teams — and ask him to stop the misleading and divisive propaganda campaigns being launched in Arcadia. If he chooses to continue, then he must be held accountable in the American courts for his actions. Launching systematic and deceitful practices designed to thwart competition, spreading false and misleading advertising, hiding behind a community "shell" to orchestrate propaganda, and a host of other potential violations of United States laws and regulations must be examined. The possibility of taking legal action must be explored.

Arcadia has been divided because a foreign multi-billionaire and his sons want to maintain and control their monopoly at any cost. Maybe in foreign countries this type of conduct is acceptable. Here in America, it should never be tolerated.

Ultimately, Mr. Lowy and his sons need to connect to their own roots and recount the impact of what a well orchestrated propaganda campaign against their own people did in Germany. Propaganda and deceit are the same strategies used to eliminate those who you view as a threat. I would hope this life lesson can be remembered as Mr. Lowy evaluates his own company's actions in Arcadia.

### IN YOUR OPINION

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