

Date: Wed, 10 Mar 1999 15:50:49 -0500 (EST)
Subject: Fwd: The New Hoagland? (fwd)
From: Francisco Lopez <d005734c@dc.seflin.org>

Note from the UFO Editor: Mr. Firmage, who is currently in the list, will have full opportunity to defend, refute, assert, comment, clarify his positions.

From: Brad Sparks <RB47Expert@AOL.COM>
Via: CURRENT-ENCOUNTERS@LISTSERV.AOL.COM

APPARENTLY FIRMAGE HAS BEEN ATTACKING RICHARD HOAGLAND:

From: Ananda Sirisena <ananda@compares.freemove.co.uk>
Subject: Re: The New Hoagland?

There is a major feature in the latest issue of UFO magazine (UK version) about Firmage and his book. This is what UFO mag says in an article titled "Majestic 12 - closer to the Truth?":

"The documents themselves were made available to the public at large via the Internet on 25 November 1998, courtesy of Mr. Joseph P. Firmage, editor and co-author of "The Truth" - a new book which features the documents.

Mr. Firmage, founder and chairman of the International Space Sciences Organization and a prominent technology executive in Silicon Valley, CA sponsored the two-year authentication effort. The information contained in these documents is astounding," said Firmage, who forwarded clear copies of the document to major US news media organisations during the week of 30 November 1998."

(bah I was going to drop in on Joseph and see him next time I was in CA..... we should engage him in vigorous debate so sales of THE CASE goes up <grin>).

Ananda

-----Original Message-----

From: Hoomai@aol.com <Hoomai@aol.com>
To: Ixax@aol.com <Ixax@aol.com>; spsr@SONOMA.EDU <spsr@SONOMA.EDU>; mcdaniel@SONOMA.EDU <mcdaniel@SONOMA.EDU>; Hoomai@aol.com <Hoomai@aol.com>
Date: 26 February 1999 06:56
Subject: Re: The New Hoagland?

In a message dated 2/25/99 4:30:01 PM, Ixax writes:

Hi Monica,

John tells me that someone took out an add in USA today attacking Hoagland and our book. Do you or Steve have a copy of this?

If so please send to me.

Thanks

Horace

Hi Horace,

Not quite so simple as that. There's a new, young gun in the UFO firmament. His name is Firmage. He's 28, messianic, Mormon (which I mention only because some of his message seems to have religious overtones) and a multi-millionaire who made his money in an internet company.

His pitch apparently is this:

Hoagland's a liar and needs to be replaced and Firmage seems to humbly be offering his services. To drive his efforts, he's been circulating a 200 question challenge to Hoagland, which spends a fair amount of time debunking Cydonia. In doing that he apparently is also taking on The Case for the ace indirectly in some of his radio and online appearances, since we've reduced the best evidence for Cydonia.

With his money, he's able to get major circulation on the net and his letters re out all over. He's been on Art Bell and a bunch of the other shows.

Here are my takes on him:

First, he's producing nothing new. Most of the information he offers comes from other sources on the net and he just repackages it. For instance, the big ad in last Friday's USA Today was the reiteration of

long list of quotes which have been circulating on the net which quote many very prominent generals and presidents about the pro-UFO opinions. There is no negativity in this ad toward Cydonia or Hoagland. However, I understand that his web site has a fair amount of trash talk on it.

His true motives seem fairly apparent. For instance he slams Hoagland's lunar anomaly research and then says he has REAL evidence of lunar artifacts.

Three points.

1. Stay away from the guy or his representatives! He's got too much money >>get into a contest of will with. With his strategy and messianic tendencies he's probably going to burn out in the public's eyes pretty quickly. So the farther away we stay, the less we'll get burned.
2. I'm very suspicious that all this is actually a grab for the X-Files and Star Trek demographic for his web business. This is a huge market and everyone who signs on to his web site has to give their email address. (Fake email addresses seem appropriate for the curious here.) The site also immediately conducts a market survey about your interests.

3. As far as his effect on us. Last week The Case for the Face went up for two days to 9,220th on Amazon after languishing at about 80,000th for several weeks. Since that time it has been around 60,000, so the adage about no bad publicity seems to be holding in this case.

I think by this time we've all seen the ravages of a 28-year-old wunderkind

one form or another, so I'd recommend a liberal use of your eleven-foot tick. (For those you wouldn't touch with...)

BTW, we've got a new PR piece for The Case for the Face coming out in mid March, so we should get some new action there.

Am still negotiating on a new release of a revised edition of Case and hope to have clearer information this next week.

Best to all,

Steve Corrick