

PRESS KIT · FOR IMMEDIATE RELEASE

Mind Viruses

America's Irrational Obsessions

John Leake · Skyhorse Publishing · On sale July 21, 2026

Press page, trailers and downloadable assets: mindvirusesjohnleake.com/press

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1. FACT SHEET

Title	Mind Viruses: America's Irrational Obsessions
Author	John Leake
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Cover design	David Ter-Avanesyan
Structure	Preface · Prologue · 24 chapters · Notes · Index

Review copies: available in hardcover and digital. Email either publicist with a mailing address and preferred format.

2. THE BOOK IN ONE PARAGRAPH

America's decline from Cold War victor to "a house divided against itself" is not the result of external threats, but of irrational beliefs that spread like contagions — sickening "We the People" while enriching the interests that profit from fear and division. *Mind Viruses* traces twenty-five years of manufactured crises, from the War on Terror to the COVID-19 vaccines, and shows that each one followed the same three moves. In 1957 the Swiss psychologist Carl Jung warned of "psychic epidemics." In 1984 the KGB defector Yuri Bezmenov warned of "ideological subversion" — changing the perception of reality so thoroughly that, despite an abundance of information, no one can reach sensible conclusions in defense of themselves, their families, or their country. John Leake documents what both men saw coming.

3. THE FORMULA — THE BOOK'S CENTRAL ARGUMENT

Every crisis in the book runs the same three moves, in order:

1. **Manufacture the threat.** Propagate fear of a purported danger to public health or safety.
2. **Anoint the mission.** Present a solution whose implementation is cast as a sacred, unquestionable mission.
3. **Name the enemy.** Scapegoat anyone who doubts, questions, or opposes the mission.

This is the spine of any interview. Once a host has these three, every example in the book slots into them.

4. SUGGESTED INTERVIEW QUESTIONS

The two subjects most outlets will want are COVID-19 and gender medicine. They are grouped first and given the most room below. A host who only has time for one block should take Block A or Block B — each stands alone as a complete segment.

One framing question opens the interview. Everything after it is optional.

Opening question — ask this first

1. You call these "mind viruses." What makes an irrational idea a *contagion* rather than just a bad idea? And you argue every crisis since 2001 has run the same three moves — manufacture the threat, anoint the mission, name the enemy. Walk us through that pattern.

BLOCK A — COVID-19, the vaccines, and Fauci

The core of the book: chapters 16 through 19. Four chapters, and the ones Dr. McCullough singles out in his endorsement.

2. You call the COVID-19 vaccine "case zero." Why that one, out of everything in the book?
3. What actually happened to the doctors and scientists who asked questions early? Not the argument — the professional consequences.
4. Anthony Fauci said on national television that criticism of him was criticism of science itself. If that is true, what criticism could ever be legitimate? Is there any test that could have shown him wrong?
5. Chapter 17 is called "The Amazing Prescience of Anthony Fauci, Stéphane Bancel, and Bill Gates." What do you mean by *prescience* there — and what's the documentary

basis for it?

6. Chapter 18 is "There's No Business Like Pandemic Business." Follow the money for us. Who was paid, how much, and what was promised in return?
7. The vaccine was sold as the thing that would end the pandemic. When it did not prevent infection, why did the official position not change?

BLOCK B — Gender medicine and children

Chapter 21. The other subject Dr. McCullough highlights, and the one with the strongest official record now behind it.

8. You put pediatric gender medicine in the same book as the pandemic. What is structurally the same about them?
9. England commissioned the Cass Review; Sweden and Finland ran their own evaluations. What did they actually find, and how does that compare with what American families were told at the time?
10. Who was warning about this early, and what happened to them?
11. If the evidence was this thin, how did it become standard care so fast — and what does that tell us about how medical consensus gets manufactured?

Context and close — optional

12. A Swiss psychologist in 1957 and a KGB defector in 1984 both described this phenomenon before it happened. What did Carl Jung and Yuri Bezmenov see coming that the rest of us missed?
13. Chapter 15 is about debilitating young people with fear of climate change. What is that fear doing to kids?
14. Chapter 22 is about the death of Charlie Kirk. Why did that belong in this book?
15. If someone finishes your book and asks "what do I actually do about this" — what is the answer? How does a person inoculate their own mind?

5. SEGMENT ANGLES

Five ways to book John. **The first two are the strongest for most outlets** — they are the subjects his audience already has questions about, and where Dr. McCullough's endorsement carries the most weight.

- **COVID-19 accountability: where the money went and who was silenced.** Chapters 16–19. The countermeasure economy, the treatment of dissenting physicians, and what was promised that did not hold. *Strongest single booking.*
 - **Pediatric gender medicine and the official reversals.** Chapter 21, against the Cass Review and the policy changes in England, Sweden and Finland — the rare case where the institutions that got it wrong have since said so in writing.
 - **"Every crisis runs the same play."** The three-move formula demonstrated from 2001 to today. Good for a broad first booking, or when a host wants the thesis rather than a single controversy.
 - **What climate fear is doing to young people.** Chapter 15 — the mental-health cost of raising a generation on catastrophe.
 - **The long view: witch hunts to Russiagate.** Chapters 2 and 11. Leake the historian on why scapegoating is the oldest move in the book.
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6. AUTHOR BIOGRAPHIES

50 words

John Leake is a *New York Times* bestselling author who studied history and philosophy with Sir Roger Scruton. He was the primary author, with Dr. Peter McCullough, of *The Courage to Face COVID-19* and *Vaccines: Mythology, Ideology, and Reality*. He is vice president of the McCullough Foundation and lives in Dallas.

100 words

John Leake is a nonfiction author with a lifelong interest in medical history, psychology and criminology. He studied history and philosophy with Sir Roger Scruton and wrote his master's thesis on Edmund Burke's *Reflections on the Revolution in France*. His first book, *Entering Hades*, was a *New York Times* "Editors' Choice" and the inspiration for *The Infernal Comedy*, starring John Malkovich. Since 2021 he has worked closely with Dr. Peter McCullough, and was the primary author of their *New York Times* bestseller *Vaccines: Mythology, Ideology, and Reality* and of *The Courage to Face COVID-19*. He is vice president of the McCullough Foundation.

250 words

John Leake is a nonfiction author with a lifelong interest in medical history, psychology and criminology. He studied history and philosophy with Sir Roger Scruton and wrote his master's thesis on Edmund Burke's *Reflections on the Revolution in France* —

a training in how revolutions persuade people, which runs underneath everything he has written since.

His first book, *Entering Hades*, was a *New York Times* "Editors' Choice" and became the inspiration for *The Infernal Comedy*, the stage work starring John Malkovich. He went on to write about criminal investigation and historical injustice before the pandemic redirected his work.

Since 2021 he has worked closely with the cardiologist and epidemiologist Dr. Peter McCullough. He was the primary author of their *New York Times* bestseller *Vaccines: Mythology, Ideology, and Reality* and of *The Courage to Face COVID-19*, an early account of the treatment of doctors who dissented from official pandemic policy. He writes a daily investigative report for the Focal Points newsletter and serves as vice president of the McCullough Foundation.

Mind Viruses: America's Irrational Obsessions is the synthesis of that work. It steps back from any single controversy to ask why the same pattern keeps recurring — and who is served each time it does. Leake reports it as a historian rather than a partisan, building the case from declassified records, official reviews and public statements made on the record at the time.

He lives in Dallas, Texas.

7. ADVANCE PRAISE

"This is an invaluable book for anyone who has ever wondered why, in recent years, we've constantly lurched from one 'crisis' to the next, and how all of these 'crises' are related. With vivid and gripping detail, Mind Viruses reveals how the American republic has been divided by a contagion of irrational ideas and fervently held false beliefs. As a medical doctor, I found the chapters on the COVID-19 vaccines and transgender medicine especially illustrative of how science can be hijacked by special interests promoting deranged thought. A must-read for all concerned citizens who wish to restore sanity to our public forum."

— **Peter A. McCullough, MD, MPH**, cardiologist and epidemiologist

"Mind Viruses is a compelling diagnosis of what has weakened the West, and what we need to do to get our social and political health back. While our medical profession constantly proclaims the need to vaccinate our bodies against infectious diseases, 'We the People,' and especially our children, are left defenseless against the mental contagions that have proliferated in recent years. Mind Viruses reveals with anatomical precision how we are constantly being manipulated, and how to protect our minds from the contrived social scourges and cultural plagues of our era. A compelling read that brings to mind the old African proverb, 'If there is no enemy within, the enemy outside can do us no harm.'"

— **Ryan N. Cole, MD**, pathologist

"A potent antidote to the next contagion."

— **The MAHA Report**

Short pull-quotes for lower thirds and graphics:

- "An invaluable book... a must-read for all concerned citizens." — Peter A. McCullough, MD, MPH
- "Reveals with anatomical precision how we are constantly being manipulated." — Ryan N. Cole, MD
- "A potent antidote to the next contagion." — The MAHA Report

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9. VIDEO

Official trailer	2:52	vimeo.com/1215806229
Extended trailer	5:36	vimeo.com/1211359503

Both also stream at mindvirusesjohnleake.com/press. For broadcast-ready 1080p files, email either publicist — please use those rather than screen-capturing the web player.

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