



Special Guests Publicity

Case Study

Book Author: Jonathan Cahn

Book Title: Altar of Pergamon

Publicity tie-ins: Hijacking headlines™

Client: Charisma Media

Opportunity: Hijacking headlines™ when our client's author, Jonathan Cahn had an incident when sitting next to a passenger who got abusive and gave antisemitic rants after seeing the book cover by the Jewish author, leading to man being duct-taped for an emergency landing.

Media Coverage: Proposal accepted by Greg Gutfeld/ Fox News Channel for

broadcast on 9/17/26. People Magazine, Inside Edition and hundreds of other news outlets carried the story.

TRANSCRIPT:

Tying book Announcer / cold open

Destination: hell.

Greg Gutfeld

A tirade at 30,000 feet left him taped to a seat. He doesn't remember going on such a bender. Tonight on Destination Hell, an update to the story of an out-of-control airplane passenger who had to be duct-taped to his seat. That's over there on the left. Earlier this month, the 67-year-old man allegedly went on an unhinged, racist, and homophobic tirade mid-flight—wait, that's wrong—ultimately forcing the crew to make an emergency landing. He was then arrested for assault and disorderly conduct. And this week in court, he dropped a wild explanation for his behavior.

Clip — commentator

A lot of times people will drink too much and then get on a plane. Sometimes they'll mix medications or other things. That's generally where these situations come from.

Clip — passenger (Layne Lundeen)

Yeah. I mean, I had two screwdrivers and I don't know what happened. I can remember right now looking at the guy next to me, and I can remember sitting there and talking to him, and I don't remember landing. I don't remember any of what happened.

Greg Gutfeld

Ah, the old "I don't remember anything that happened" excuse. Said the same thing the last time I was caught hunting humans for sport.

Panelist

It is *The Most Dangerous Game*, Kat.

Kat Timpf

You fly all the time. Screwdrivers. Two screwdrivers. What is he talking about?

Panelist

Yeah, that's nonsense.

Another panelist

No, he mixed.

Kat / panel

Yeah, he definitely took Xanax. Yes—and was maybe already a little racist somewhere inside.

Kat Timpf

Isn't it weird how when people flip out, that comes out? Do you think it's just a thing that you do... like an impulsive reaction?

Panelist

I have no idea, because—not to brag—but I've never done this.

Greg Gutfeld

Look at that. You had two drinks. Two drinks has you duct-taped to your seat. Two drinks.

Panelist

He looks happy, too. Look at his face. Look at his posing.

Greg Gutfeld

"This is the best day of my life."

No Xanax at all.

I mean, that's not much different from Frontier when you think about it.

Tyrus (or Joey)

Airlines... Joey. But here's the thing. It is kind of a form of mob justice. So they have to decide—the group has to decide—does this merit duct tape or not? Every time I see this, I don't care what the story is behind it, I'm a little bit proud. We just celebrated 25 years after 9/11, and we're not ever going to let that happen again. I really believe that as people. It's a Flight 93 mentality all the way down. We're not going to let anybody do that again.

With that being said—and listen, I am well aware of the fact I have prosthetic legs and I look like a 93-year-old man just trying to get up out of my seat on an airplane—but I can hobble around pretty well. And the one thing I do that is probably a pet peeve is every time I get on an airplane, I sit there and I look around and I go, “Wish I would... just one time. Give me one chance.”

Is that toxic masculinity? I don't know. Maybe. But in the back of my head, my little lizard marine brain is like, “Try it. See what happens. I will bite your kneecaps off.”

Greg Gutfeld

Promises, promises.

Brooke

Could this all be a viral ad for duct tape?

Panelist

Why isn't anyone asking why the steward had duct tape? Is that just something they regularly pack?

Greg Gutfeld

Yeah. To patch up the broken wing. “Bring out the duct tape. I got the duct tape.”

Brooke

And yeah, it's camaraderie. Everyone just knew what to do. The passengers all got up, they held him down, they put the duct tape. He posed for this selfie.

But as an attorney, what was so interesting is the leading question: “Didn't you have too much to drink? Didn't you take those pills?” Clearly they're trying to set the screwdriver defense, which is going to be a very interesting precedent. Two screwdrivers and you're excused from your behavior.

Greg Gutfeld

I'm glad you didn't relate this to some kind of anti-rust angle.

Don't you—he's a Jew hater. He clearly hates the Jews.

All right. Dave, you have a relatively checkered past. You used to drink and drug regularly.

You wrote a book about it.

Dave

Indeed. It's true.

Greg Gutfeld

Have you ever done anything close to this?

Dave

No. I mean, maybe as a prank. But if I didn't remember, it's 'cause I drank a fifth. Two screwdrivers? That's... Bill Cosby must have been the flight attendant.

Greg Gutfeld

Here's what bothers me the most about this. He's in first class. Is that what you have to do to get upgraded—start yelling the N-word? I'm just saying, start yelling racial slurs and they're going to give me more leg room. I'll do that tomorrow.

What I love though is he attacked a Black flight attendant, was yelling stuff at her, and they made an emergency landing in Baltimore. That's the best.

Panelist

Why did he say that he only had two screwdrivers? If it only takes you two screwdrivers to get to the N-word, that's so much worse.

Greg Gutfeld

I know. Say you had eight. Why be like, "I only had two drinks and I act like this"?

Panelist

I love the fact that there's a follow-up to the story, because you always see these things and you never really know what happened next. There are so many that keep coming up. I don't know if there's more of them or we're just filming more of them.

Greg Gutfeld

I'm just surprised it took him this long to talk. That tape must have been on his mouth a while.

Panelist

Well, imagine peeling that stuff off, huh? Well, maybe you don't have to imagine it.

Outro

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Context (not in the clip's dialogue): The passenger is Layne (Arthur) Lundeen, 67, of Tucson. American Airlines Flight 618 (Dallas–Newark) diverted to BWI on Sept. 3, 2026 after he allegedly went on a racist/homophobic tirade, including slurs at a flight attendant, and became violent. He was sitting in first class next to author/rabbi Jonathan Cahn. Other passengers restrained him with zip ties and duct tape. He was charged with second-degree assault and disorderly conduct and told the court he had two screwdrivers and remembered none of it.

End transcript

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