



October 18, 2004
Donald B. Crawford, President

THE STAND
ELECTION 2004
CBC ENDORSEMENT OF GEORGE W. BUSH

We the Crawford Broadcasting Company proudly and enthusiastically endorse George W. Bush for re-election as President of the United States. Bush is the right man for the right job at the right time.

Now come the debates between the candidates, President and Vice-President, for whatever they are worth. Television, that deceitful and demanding medium, takes over. Television compresses candidates and issues into several hours. SOUND BITES RULE! What should require enormous dialogue, considerable research and discussion, spews forth in seconds from the candidates. Everything is shortened and we the people are short-changed.

Television requires us to evaluate the persona of the candidate. We look at how he looks. We look at the appearance of the candidate, the demeanor, the clothes, the overall impression, masculine or not. We examine personality, sense of humor. We evaluate rhetoric, grammar, the ability to speak preplanned and spontaneously. We analyze the debate, who answers faster, sharper, and who has a better grasp of the issues. We are particularly sensitive to repartee, whether the candidate is flustered, reactive or proactive, self confident, strong in character and self confidence.

All good things, but all put together, are nowhere nearly as important as a rich and deep intellectual grasp of the issues and the courage to state honest, clear and detailed positions. It matters not a whit who wins these silly debates. There really should be no winner. But polls, with nothing better to do, attempt to stir up the populists or create an edge for a favorite candidate by determining a winner. For the most part, in such a debate, both candidates are losers for weaknesses abound every bit as much as strengths.

Those irrelevant debates aside, we the Crawford Broadcasting Company think George W. Bush is the clear winner as candidate. Mr. Bush is a man of character. That character is reflected professionally, publicly and personally. He is without reproach, unlike his sullied predecessor. He is a man of integrity and a man of faith. He believes in God even as the vast majority of Americans do. That faith and belief, and the values that emanate therefrom, are critical ingredients in the making of the President 2004.

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George W. Bush is a man of resolve. He acts decisively, and follows through. No matter the disagreement, Bush stands tall and behind his decisions. He takes responsibility for the decisions made by his administration and him. He ducks nothing, no matter how confrontational.

Mr. Bush is strong. His strengths are obvious to the dismay of his critics. The strength of a leader, consistent and without compromise, is a characteristic indispensable with regard to the next president. The man who leads America for the next four years must be strong! Bush is.

The President is non-compromising. If it is right, it is done. Interestingly, Mr. Bush will attempt to reach consensus and persuade. He is firm rather than dogmatic. He persuades but does not pontificate. But in the end, he will do what he believes is right.

Mr. Bush is trustworthy. He is honest. He is a man of principle and conviction. He is straight, to the point and clear in his thinking however powerful his rhetoric. His positions are clear, and he does not waffle. He seems to have little appreciation for that which is politically correct nor does he waffle in the wind or cater to those with loud demands.

George W. Bush is personable, possessed of a sense of humor, approachable and likable. He is open, evidencing warmth and love for all mankind. He is one good human being.

And, in our view, he is the man, the right man to lead America for the next four years. We urge you to vote for George W. Bush and all who politically believe as he does. We think that is the right thing for America. We the Crawford Broadcasting Company proudly endorse and recommend George W. Bush for re-election in November 2004 as the next President of the United States of America.

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