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Donald B. Crawford, President

THE STAND **ELECTIONS 2004**

This fateful year is upon us, and now we the people are barraged with all the stuff politicians wish to ram down our throats, in advertising, interviews, debates, townhouse meetings, direct mail, telephone calls, speeches galore and in any other way a creative consultant can imagine. Studies indicate that more money than ever will be spent promoting candidates and issues than ever before. I wonder how much good it does, don't you? After all, surveys reveal that virtually 80% of the electorate know their minds about issues and have already decided for which candidate they will vote. At best, 15-20% of the electorate, we the people, can be persuaded to vote one way or the other.

Nonetheless, the advertising assaults begin. Out of the close, into the open come anyone and everyone who feels he or she can make a difference in persuasion, or at least publicly vent their opinions and beliefs. Witness billionaire, George Soros, who has indicated he will spend \$75 million, at least, to do everything possible to defeat George Bush in his reelection campaign. \$75 million hard earned dollars financing a vendetta against George W. Bush! That I suppose is the American way, but what a waste of money. Think then in terms of the millions upon millions of dollars which Republicans and Republican supporters will spend to champion the reelection of George W. Bush. All of that money to persuade 15-20% of the entire American voting public. And of course, there will be the independents including Ralph Nader, the Green Party, the Libertarians and so many others that nobody ever heard of, all of which parties will get some votes, and even in some states affect the outcome by taking votes from one of the major candidates. It is so very interesting to see the American political process at work.

Divisions go deep and there is so much antipathy, outright hatred in some cases which polarizes parties, politicians and people. So far, there really is no debate, no serious discussion of the issues, but only the traditional polemics which characterize the election process, and with which politicians are comfortable. The Democrats of course are united in their resistance to and antipathy for George W. Bush. One would think, listening to those nine Democrat candidates for president that President Bush were the anti-Christ itself. In more than three years in office, so they would have you believe, Bush has done absolutely nothing good for America. Of course, we have not heard from Mr. Bush himself so one never knows the extent to which the dialogue decibel level will increase. It seems in this day and age, when people take a political stand, it is not just with passion, but with a vengeance.

Witness one Laurie David, wife of HBO star, Larry David. She is one who despises George W. Bush and the Republicans. She has mounted her soapbox and she has begun to chastise, admonish, lecture, almost threaten her Hollywood friends regarding their duty to do anything possible to remove George W. Bush from the White House. She has told them (threatened them?) that they must be more exuberant than ever in their enthusiasm for the task at hand. You might be surprised at the type and kind of person who is threatened, and would even be of such little personal character and fortified to pay attention to her drivel.

Those admonished include, among others, Michael Douglas, Michael Moore, Meryl Streep, Harvey Weinstein, Jan Wenner and Viacom executive, Tom Freston, again, among many others. All these individuals with considerable notoriety, and others, have been summoned by Ms. David to a special strategy session in New York City to be held February 4, 2004, designed to do anything and everything possible to see to the defeat of George W. Bush, and every possible Republican along with him.

Listen to what Mrs. Laurie David had to say:

“The punishment for people who don’t show up is that you’re never allowed to complain again about anything this administration is doing.”

That, this learned politico, told the New York Daily News.

Oh, by the way, former President, William Jefferson Clinton, and his former aid, Harold Ickes, will be there to do their thing, whatever that is. Ickes, among others, is trying to raise \$140 million for anti-Bush media ads. \$140 million! Can you just imagine how much good that money would do in the fight to conquer AIDS, or to once and for all find a cure for cancer. \$140 million of mad money, hate money, solely for the purpose of defeating George W. Bush.

Then there is actress, Gwyneth Paltrow, the fashionable actress who married a current rock star who positively hates America and has said: “We’re all going to die when George Bush has his way.” Paltrow, once a patriotic American, was quoted as saying:

“I love America, and I completely stand behind America.”

That of course was before Ms. Paltrow married her anti-American rock star husband and stopped thinking for herself. Several months after her patriotic statement, Paltrow, married of course, said:

“I think Bush is such an embarrassment to America. He doesn’t take the rest of the world at all into consideration.”

What a profound, brilliant, insightful statement from an actress with as much character and savvy as a chameleon. Why, I wonder, does anyone take any actress or actor seriously? Simply because of notoriety, or soapbox, or public acclaim and adulation, as an actor of course and not as an intellect, we are forced to endure their boorish comments and statements. Paltrow, I suggest, knows little or nothing about the issues, the real issues which affect our world and consequently the decision-making of intelligent, thoughtful and insightful men like George W. Bush. Nonetheless, Paltrow and others like her consider it their duty to lecture us common folk not only in regards to what she believes but what we should believe. Paltrow has taken up residence outside of America, to get away from Bush and all like him, along with others like Madonna and Johnny Depp, and it is well for America that she and they do. We were promised by Barbra Streisand and Alec Baldwin, among others, that they would leave America once and for all if George W. Bush was elected. Yet, how disappointed so many of us were when they reneged on their promise (actors have the right to do that I suppose) and remained in America. Actually, I for one think it well that Paltrow and her ilk blabber as they do, because it persuades me to think that much more seriously about supporting and voting for George W. Bush. I suspect millions of Americans feel the same way.

America has perhaps the best informed and educated electorate it has ever had. So many voters not only know for whom they will vote, but much more importantly, WHY. It is a colossal waste of money for people like David, Douglas, Streisand, Streep, Madonna, and of course Paltrow to advertise, strategize, proselytize to try to persuade Americans to vote a certain way simply because they are so requested by ACTORS. Personally, I have never met nor have I ever heard any argumentation from any actor which has been seriously intelligent with respect to the issues, much less persuasive. If an actor passionately supports a politician or an issue, I am inclined the other way. One can only hope and pray that in this critical and vital year 2004, with the critical elections to be held and the unbelievable issues to be decided, reason will prevail and more importantly, there will be open, informed dialogue with regard to the issues,

quality information related thereto, and candidates for election who will honestly, sincerely and truthfully bare their souls and identify their true positions with regard to the critical issues at hand. America is besieged at every turn. They are critical days for this great Republic and we the people can not afford to make a mistake. How we will vote, for whomever we vote, for whatever issues we champion, we must know the truth and the facts. We must vote aggressively and confidently in those who will lead us into this most uncertain future. I suggest that whenever you hear an actor or actress pontificate, you hear them out with a smile, and immediately turn to an individual source with quality information and facts. Those are two things you will never find in or get from Hollywood!