

## CHAPTER 5

### PUBLIC APPEARANCES

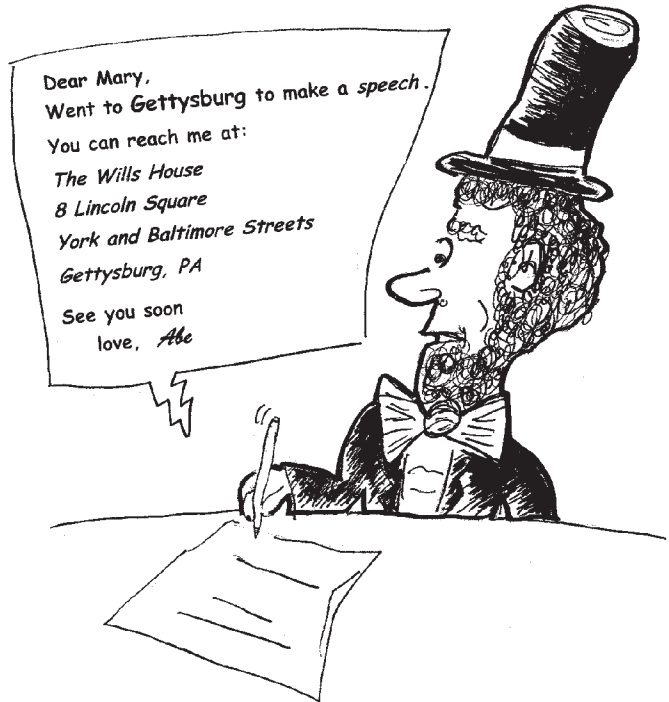
I know that you are anxious to get started, but hold on just a second. Before you march right out there in public to make a speech, you need to do a little homework. You have to have an understanding of exactly who your audience is. Just one little teensie weensie slip up in public could forever alienate an entire bloc of voters. For example, if you are addressing a group of officials from the *Avocado Growers of America* you wouldn't want to say, "I believe that guacamole dip is responsible for ninety percent of our country's juvenile delinquency." Actually, this is a rather poor example. If you made that statement to anybody, they would probably question whether or not you were operating with a full bag of tortilla chips. Nonetheless, I think that you can relate to where I am coming from. It is worth taking a few minutes out of your hectic schedule to inquire discreetly of your campaign manager, "Where the hell are we?" That way you can tailor your remarks specifically to the audience at hand, you can say all kinds of good stuff they have been longing to hear, and you can win over lots and lots of votes.

CLEARLY I MISHEARD THE QUESTION...  
I MISREMEMBERED THE INCIDENT.  
... AND I MISPOKE MY ANSWER.



Actually, your campaign manager should already have made certain that your speech writers have prepared the appropriate comments. If he hasn't you should fire him on the spot. I might even consider filling the vacancy, at least temporarily, if you can meet my \$10,000 per hour fee and are willing to give my loser brother-in-law a high level cabinet position so that my wife quits pestering me to let him become my partner. As a future president, your time is far too valuable to have to think up things to tell the voters. Contrary to popular belief, Presidents have never written their own lines. Even that myth about sincere Honest Abe Lincoln writing the Gettysburg Address on the back of an envelope on the train ride out to Pennsylvania has been discredited as complete fabrication by some highly respected historians (I mean, honestly, can you picture a president sitting on a train addressing envelopes?).

Even though you should never have to write a speech, it doesn't hurt to know a little bit about the ingredients of great oration. You have already completed step one: Identify your audience. So what's next? You need to string together a bunch of meaningless, rhetorical one liners that the audience can applaud during each pause (and there will of course be lots of pauses). If you are dealing with a group of left-wing, dove, bleeding heart liberal Commie bastards (also known as moderate Democrats) a good number of the attendees may be into that whole "no nukes" kind of thing. In that case why not try dropping a line like this: *I will never bring this nation into an all out, full blown, nuclear war which will wipe out all life on earth as we know it, ... as long as there acceptable, slightly less drastic alternatives.*



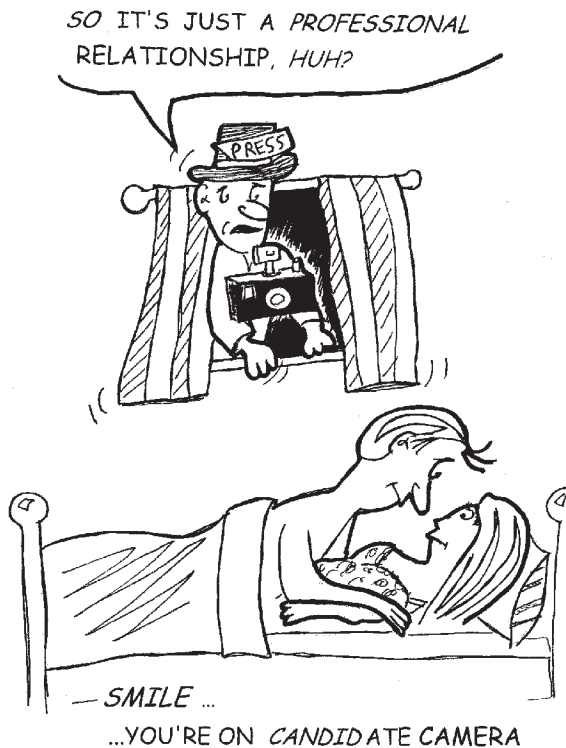
ACCORDING TO SOME HISTORIANS, THIS IS THE CLOSEST THAT LINCOLN CAME TO WRITING A GETTYSBURG ADDRESS.

If on the other hand you are going to be talking to a group of Neo-Nazi hawkish right wing conservatives (AKA middle of the road Republicans), it is likely that each member of this rather select group is opposed to both gun control and abortion. Why not try out a line like this: *"GUNS DON'T KILL PEOPLE, ABORTIONS DO!"* I realize that I perhaps have a rather vivid imagination, but I could have sworn that I am already hearing the standing ovation for that one. The great thing about that remark is that you never came out and personally said that you are either for or against gun control or abortion, so you haven't really severed any ties that you might have had with the left.

Which brings us to **CAMPAIGN PRINCIPLE #4:**

**NEVER EVER SAY ANYTHING THAT PINS YOU DOWN TO ONE PARTICULAR POSITION ON ANY ISSUE!!!**

In this day and age, everything you say in public (and probably even in private) is being recorded by somebody and sooner or later, every little snippet will be cut up and re-edited by your enemies to prove that your position on every issue is reprehensible. These little snippets will get replayed on TV ads, on Youtube videos and first thing tomorrow morning they will probably even appear on other digital platforms that haven't even been invented yet. So always be on your guard. Watch every single word that comes out of your mouth. If circumstances allow, don't even speak... just wave, smile and move on. *Eyes are more important than ears!*



Even in the most controlled situations, though, sooner or later, you will have to say something in public. Do not by any means feel obligated to keep your speech dry and serious. Americans want their leaders to be able to entertain them (how else could so many clowns ever have been elected to public office). So go ahead, infuse a little bit of humor into every speech you make. Let us return to the example of Lincoln's Gettysburg Address. That speech was loaded with jokes. No, I am not referring to the boring official text that we are forced to memorize in second grade (at least the evil Mrs. Bates made me memorize it three years in a row in second grade), but the actual original routine that the President did live "on location" for his Home Box Office special. He had that crowd in stitches before he even got up to that "Four score and seven years ago" bit.

You may be tempted to try and say something profound that will memorialize you forever. You possibly envision yourself much like Ronald Reagan or John F Kennedy standing defiantly in front of the Berlin Wall, raising your fist and saying, "*Mr. Gorbachev, tear down this wall!*" or "*I AM a jelly donut!*" Actually, I have had some linguistics experts carefully study the famous JFK Berlin speech and it turns out the whole jelly donut thing is really a misconception... Kennedy actually referred to himself as a Boston crème.. yet another clue for your conspiracy theorists!(... and the Walrus is Paul!)



Ever since the voting age was lowered to eighteen, there has been a trend of politicians going out to the college and university campuses of America in an attempt to appeal to the youth vote. It is not unusual for these candidates to hire rock bands or rap stars to perform at their rallies and to try and throw hip lingo into their speeches. One thing to keep in mind before hitting the college circuit is that college students are, politically speaking, anyway, a very hard bunch to pin down. Many of them are young idealists (translation: spoiled, rich, trust fund, liberal arts majors who have never had to do an honest day's work in their miserable, worthless lives and have no concept of what the real world is all about). The others are only interested in getting that valuable business or engineering degree and selling their souls to Wall Street or designing weapons of mass destruction for corrupt government contractors.

In speaking to college students, it is probably best just to steer clear of political issues altogether and instead focus on the one subject that they are in universal agreement on: "*the virtues of our two party system.*" **ONE PARTY TONIGHT, and ANOTHER ALL DAY TOMORROW!!!**



What do you do when you haven't even the foggiest notion what the make up of your audience is? Not to worry. Just say things that will play well with everybody. Say that you intend to lower taxes, stimulate the economy, balance the budget, increase GDP (whatever that is), and eliminate the trade deficit. Go for their hearts, not for their heads. If some heckler should put you on the spot and ask you how you intend to accomplish any of this, just say, "My economic advisors are working out the details of my *New Economic Roadmap for America*, even as we speak. Your economic advisers will probably suffers strokes when they learn that you have said this, but hey, if they can't handle the pressure, tell them you will replace them with someone who can (for some reason, people stubbornly refuse to quit the most miserable of jobs when you say that to them).

No matter who you are addressing or what your speech is about, every speech *must* end with the same stock closing phrase signaling to your dozing audience that it is time to wake up and clap enthusiastically because the speech is finally over. Ironically, it was a phrase first deployed by Richard Nixon in his famed "***I am not a crook***" speech while attempting to work damage control during the heat of the Watergate controversy. It makes blatant use of the "*God card.*" Although it was *never* used by Ford or Carter (the most publically religious president in U.S. history) it was resurrected in Ronald Reagan's first nomination acceptance speech and has become mandatory verbiage by all serious candidates ever since. Come on, sports fans, you know the line I'm looking for. It was plagiarized from a classic Irving Berlin tune. Let's say it together: "*May God bless you and may God bless the United States of America!*"

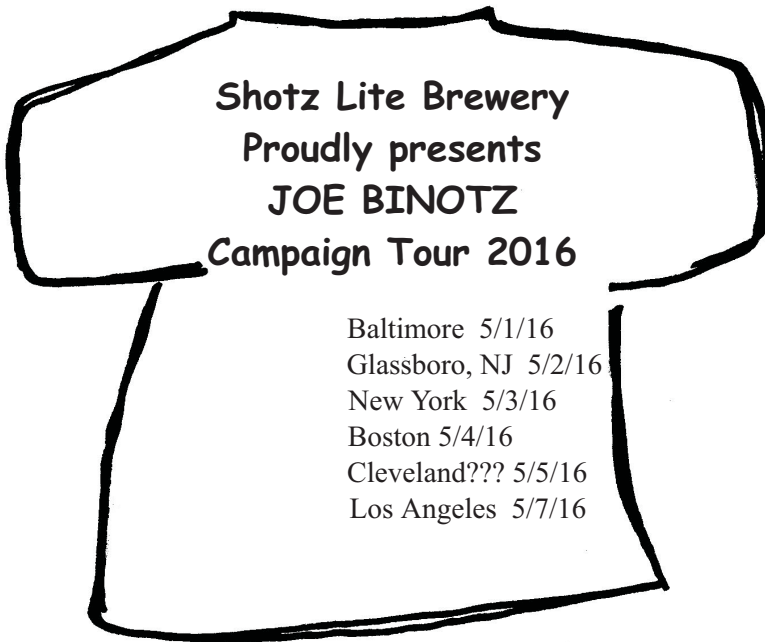
Regardless of your religious affiliation, the voters wanted to be reassured that you are a God fearing person. Although the phrase has become so over used by candidates that it has been rendered virtually meaningless, failure to say it sends the wrong signals. So please, no matter what your feelings on this topic are, do not buck the trend.

Lately, it has become increasingly important for candidates to appear on late night comedy shows to show off their "human" side and to appeal to younger voters. The trend had its early history with young senator Jack Kennedy appearing on Jack Parr's *Tonight Show*. Later, Richard Nixon, of all people, appeared on *Rowan and Martin's Laugh-In* and delivered the signature phrase, "*Sock it to me.*" The ultimate triumph of the human touch was Bill Clinton, belting out some saxophone licks on the Arsenio Hall Show. If there is a scandal brewing around a candidate, the late night circuit is definitely the place to be; it gives the candidate the opportunity to 'fess up to America, while approaching the topic in a totally light hearted manner that is not to be taken seriously.

Your public appearances serve a two-fold purpose. They serve as a forum for you to gain support for your cause. But just as importantly, they are a major way of raising money. In the early months of the campaign, the latter aspect is probably the most vital. You don't want to become too closely associated with any one set of political ideologies too early, because voters are fickle and it is difficult to predict where they will stand come election time. Besides, it is always easier to *buy* popular support once you have gotten the financial support.

At the heart of the controversy surrounding fund raising has been the emergence of Political Action Committees, commonly referred to as "PAC's." PAC's are a great campaign tool, so be sure to make maximum use of them. You can use them to go negative against your biggest opponents early without specifically linking your own name to the attack. Your opponent may try to take the high ground and avoid going negative, but that tactic is seldom effective. Then when he finally does try to turn the tables on you, you "cry foul" and profess to be the victim.

More recently, in the wake of the notorious Citizens United case, we have seen the emergence of *PAC's on performance enhancing drugs*, better known as ***SUPER PAC's***. In a precedent setting decision, the Supreme Court ruled that ***Corporations are people too***, and that *buying* elections with unlimited political contributions is just another form of constitutionally protected freedom of speech. Some activists are getting their shorts all twisted up over this issue, but I don't see what the big deal is. When rock bands first started getting beer distributors to sponsor their concert tours, the initial reaction from many fans and critics was that these groups had "sold out" to commercialism. Today, however, it is just widely accepted that this is the only way to finance these costly musical extravaganzas. I predict that it is only a matter of time before we similarly accept corporate sponsorship of presidential campaigns. Rather than trying to take futile action to prevent the inevitable wave of the future, I think we should embrace this development as the ultimate triumph of the capitalist system. In a sense, it would just be a way of bringing out into the light the reality of what has been going on in the darkness all along. Besides, perhaps fewer politicians will feel a need to engage in unscrupulous activities if they are able to make a few million dollars off the sale of T-shirts bearing the vestige of their smiling face on the front and read on the back as follows:



For the time being, however, the best available means of raising cash continues to be *the fund raising dinner*. A successful fund raiser should require a minimum donation of one thousand dollars per plate (to get food on top of it can be extra). I know, your first question is probably, "Who in their right mind would pay one thousand dollars just to go to a fund raising dinner?" Well get this through your thick skull, now that you are a presidential candidate, the last thing in the world that you should be concerned about is people being in their right mind. Besides, when people hear of an exorbitant fee being charged for a dinner, they think that means that only the rich and powerful will be in attendance. To make others think that they too are rich and famous they will happily shell out the big bucks for your lousy catered buffet that should only cost you about ten dollars per head to host. Don't feel guilty though. They deserve it. Besides it takes megabucks to launch even the most unsuccessful of campaigns. There are commercials to be produced, literature to be published and mailed, websites to be designed, salaries and travel expenses to be paid, and of course slush fund coffers to be filled. According to the Center for Responsive Politics, \$6 Billion was spent on the 2012 presidential elections. This number is only going to grow. There is no doubt about it, Presidential Campaigning is far and away the nation's biggest growth industry. It is probably just a matter of time, though, before the Chinese attempt to get a share of this lucrative American Pie for themselves, and let's be honest with ourselves, the Chinese can probably crank out presidents for one quarter of the cost or less.

Now that you have reached the point where you are hosting exclusive fund raising dinners, you can classify yourself as “a serious contender.” Things are just starting to get exciting. Keep on reading; the next chapters of this book start getting down to the real nuts and bolts of waging a successful campaigning.

SO THEN THE *BARTENDER* SAYS TO THE *CONFEDERATE*, I WASN'T TALKING TO YOU, I WAS TALKING TO THE *DUCK!*...ANYWAY, I GUESS IT WAS ABOUT *FOUR SCORE AND SEVEN YEARS AGO*...

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ALWAYS START WITH A JOKE