

RESPONSIBILITY, RHETORIC, REFORM... ELECTION 2008

Political commercials focus on the wrong issues

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The election season is hitting its high point, with that fateful day in November looming. Decisions will be made that will affect everyone for the rest of their lives. Puts it into perspective, doesn't it? Meanwhile, candidates are doing their best to reach out to people and convince them that they are the correct person for the job.

With political hopefuls running for, or trying to stay in office, some candidates will try anything to conquer their opponents. Hence, political commercials meant to discredit the person they are running against wouldn't be a problem if the commercials were about who stands for what issues. The problem is that this is exactly what they are not doing. With the exception of a legitimate commercial involving real issues such as Obama's ad supporting tax cuts for the middle class, many of the political commercials are nothing more than smears, direct attacks, and nothing else.

A commercial that comes to mind is a Jeff Merkley / Gordon Smith ad that ran about a month ago. Both candidates criticized each other about how they spent

their money on the time they spent

is Obama running against Palin? They need to be running an ad

both are running for Vice-President.

Many McCain commercials still focus on the topic that Obama doesn't have enough experience, or that he is not up to "the challenge." I think it's pretty clear that when candidates have made it this far in the race, a majority of the American people feel they are experienced enough to hold office. If experience is what they're concerned about, think about who McCain chose for Vice-President. Stick to the issues, McCain campaign.

If this election is going to remain civilized, we need to cut the nonsense and start focusing on what really matters. Luckily, there have been some commercials airing lately that are doing just that. However, it's not enough to make a huge impact. All these candidates need to focus on where they stand on the issues, and not make low-blow attacks against their opponents. If we can accomplish these goals, maybe we can run an exceptional campaign for the next month or so, and end up with the right person in office.



comparing Palin to Joe Biden.

After all,

outside of their job. This has nothing to do with the issues. What these politicians are trying to do with these commercials is take the easy way out. They don't talk about on the issues, instead they air information that is nobody's business.

It's not just the commercials that are trying to discredit politicians through muckraking that bothers me, it's also that sometimes these commercials make no sense. I recently watched a commercial in which the McCain campaign was comparing the amount of experience Sarah Palin has to the amount of experience Barack Obama has. Does anyone else see the problems with this commercial? Since when

THE TRUTH ABOUT THE CANDIDATES



Economy

McCain: Repeal tax on imported sugar-based ethanol, increasing competition, and lowering prices of gasoline at the pump. John McCain will roll back corn-based ethanol mandates, which are contributing to the rising cost of food.

Obama: Provide a 50 million dollar boost to "keep Americans from losing their jobs." Providing a tax cut for 150 million middle-class Americans. Provide 5 million "green jobs," based from producing and providing alternative energy sources.

McCain: Leave troops in Iraq until the country implements a safe effective security force. Wants to ensure that all Al Qaeda forces are defeated.

Obama: Remove troops from Iraq slowly, withdrawing all of them by 2010. Provide 200 billion in humanitarian aid to Iraq and its neighboring countries.



Iraq

McCain: Against, wants to overturn Roe vs. Wade. Give the decision to individual states.

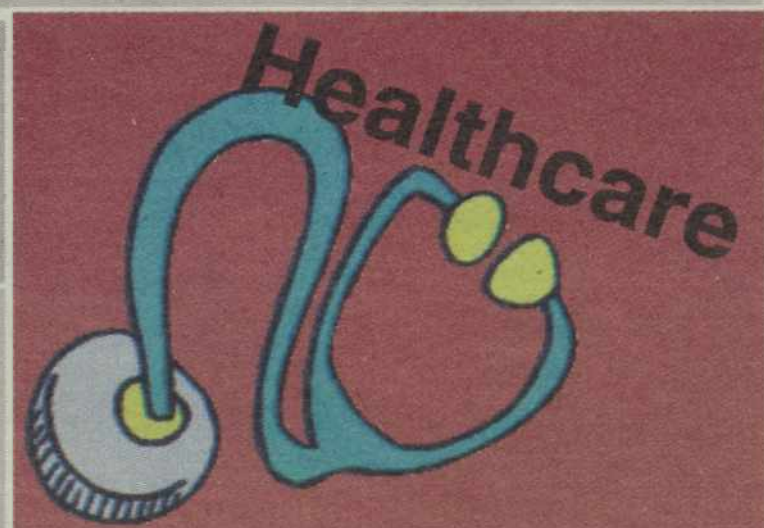
Obama: Pro, based on Roe vs. Wade and in support of women's right to choose.



Women's rights

McCain: Work with each state to create state-wide insurance plans. Introduce more generic medications, import medications from other countries. Create one care and cost requirements bill that all major health care companies must adhere to.

Obama: Lower medication costs by shipping them in from other countries (safely) and saving the average American \$2,500. Promote use of generic medications and require hospitals to collect and report health care cost and quality data.



Healthcare

McCain: Reward high-performing schools, provide incentives for all schools to improve. Give options to children and parents who are stuck in low-performing schools.

Obama: Reform No Child Left Behind Act. Create a "zero to five" plan, which would start following progress and providing aid to children and their families. Make math and science a priority, and close low-performing charter schools.



Education

STUDENT SURVEY

Students reveal their pick for president

