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## **THE POWER OF THE PEN**

By Steve Bakke  October 23, 2018



“Poll: 1 in 4 believed Kavanaugh” – so reads the headline for an AP news report in the October 20 News-Press.

Included in that report are these factual disclosures: 39% of respondents believe Kavanaugh was mostly honest; a separate 25% believe he was totally honest. Those total 64%.

Here’s another title/headline that could have been used: “Poll: almost two out of three believe Kavanaugh was substantially truthful.”

Same facts, from the same poll, result in two different headlines. One implies that only a small percentage give Kavanaugh any credibility. The other acknowledges that a significant percentage believes Kavanaugh was very credible.

Those are two very different interpretations. The power of the pen and the magic of “spin” is demonstrably immense. Are either, or both of those headlines actually lying? Which do you believe conveys the more complete information?

Consider the following: A large percentage of the U.S. voting public is progressive; opinions on this issue closely approximate party affiliation; and, Democrats and the media made a massive attempt at character assassination on Kavanaugh.

Considering those facts, I think it’s a wonder that a significant majority of people still believe Kavanaugh is totally or mostly honest.

Whence cometh “fake news.”