

This writing has **absolutely nothing to do with politics** or my opinions about the current administration. I am very apolitical and don't like any politicians...and I think that the two primary parties are both wrong. Anyway, I DO have a problem with what I (my opinion) view as a degradation of the Office of the President of the United States- Michelle Obama's rap video. I also take issue, in the same vein, with Obama's open association with Jay-Z. I believe that the Office of POTUS should remain aloof from known popular culture former drug dealers and rappers that glorify the street and thug lifestyle. This has nothing to do with Jay-Z as a person or artist; it simply concerns a separation that I believe is important to maintaining the national, and international, status of the POTUS.

I have thought about this a lot and it wouldn't matter if it were Nancy Reagan making the rap video or if it were Bush associating with Eminem (imagine that after Eminem's song 'Mosh'). This moves me on to think how technology has influenced the POTUS.

FDR had the Fireside Chats as radio was the only mass communication device available at that time. The first televised Presidential debate, on television, on September 26th, 1960, was between Nixon and JFK. Those who *listened* (mix in media accessibility) said that Nixon won. Those who *watched* said that JFK won. Why? Nixon had a severe flu and JFK looked younger and more energetic.

I think that this is when the powers that be realized the powerful medium, of mixed media delivery vehicles, and the following Presidents would have to consider message vehicle delivery based upon the forms of media available.

Reagan was famous for his speeches to the American people. He would, in essence, go motivate the American people and persuade them to adopt his position as to put pressure on their elected officials. He couldn't have done this using radio because Reagan's effectiveness, as the 'great communicator', was based on his visual and verbal presence. Jumping forward- George W. Bush appeared on Dr. Dobson's weekly radio address to his followers- and this was to motivate the evangelical base.

Obama obviously knows the power of media, yet it appears that he harnesses it to 'associate' with the common person and not to push a political agenda. The reasoning behind this, by my measure, is to create a 'common man and woman' team that sells its political agenda on 'liking' Michelle and Barak, **not** their policies i.e. if you like the President, then you will follow his agenda. This is not stupidity, yet calculated. Studies, for years, have shown that people do not 'buy' an expensive product- such as a timeshare or vehicle- yet they rather like the sales person and then purchase accordingly.

It is this strategy that causes concern for me. I understand why he is doing it and it makes perfect sense- as it would for any President, at this time, to do the same. This is a new strategy so there are no after-action reviews on previous attempts. A President must use the current media vehicles to endear the public- and we should be happy that we have Presidents who seek to endear the public because the opposite is characteristic of a tyranny. However, my opinion is that a President should remain above attempts to endear a personal quality of charisma on the populace because we are fickle and emotional; what we support is usually whatever talking head,

on our favorite bias news outlet, reports- these become our talking points. The office of POTUS survives until our country ends, so caution should be taken when leveraging media vehicles to pitch likeability and charisma...because it sets a precedent for future Presidents and widens the berth of socially-accepted discourse and behavior.