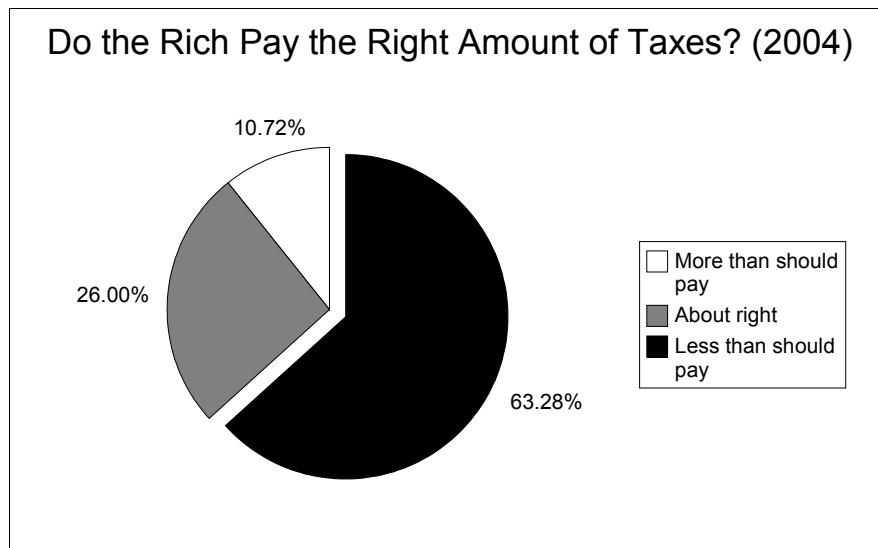


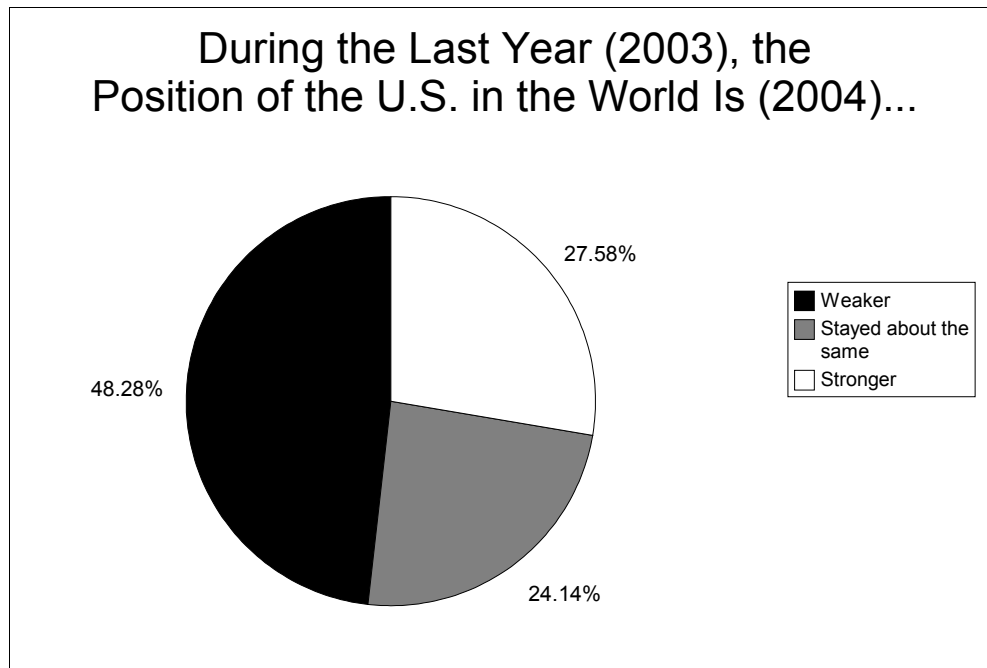
## Attitudes to Key Social, Political, and Economic Issues: Running for President in 2005

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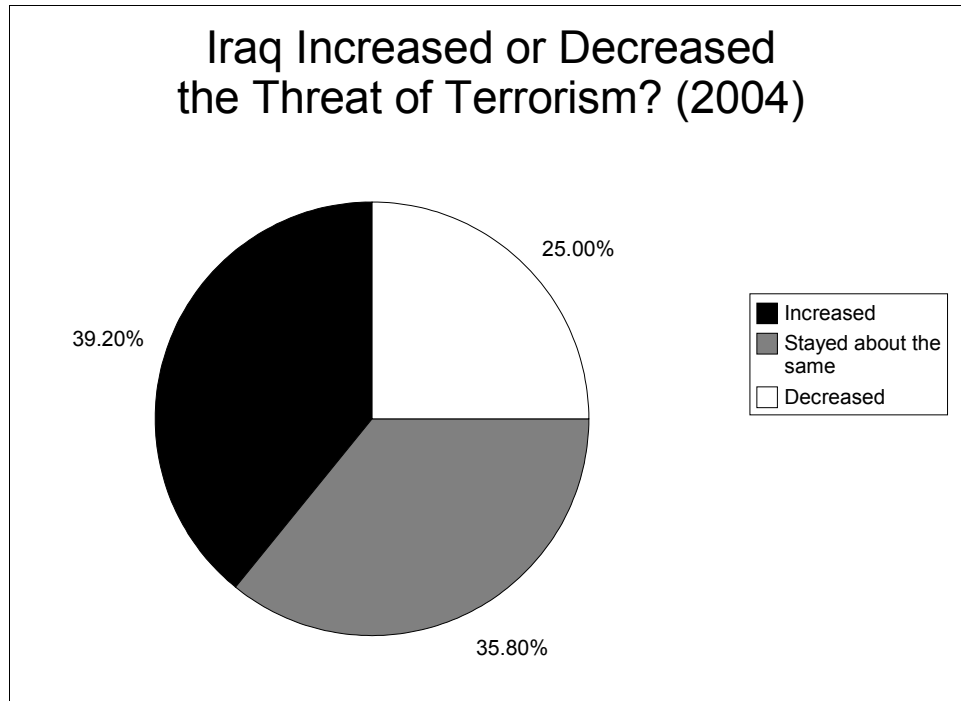
### 1. Policy Items



The first policy item is taxes. We have a deficit that is exploding exponentially, bankrupt social programs, and struggling schools. We also have a rich elite that are increasing their earnings disproportionately to that of their employees and corporations plagued by scandal. These factors have undoubtedly influenced the view illustrated in the graph above, that the rich do not pay enough in taxes. With only a quarter of the population feeling that the tax on the rich is fair, an overwhelming 63 percent feel that they do not pay enough. Compare that with just 11% that feel they do pay enough. This is a clear mandate for tax policy reform. Increasing taxes would allow the government to provide more services, buy currency to cushion weak exchange rates and mitigate recession, and contribute to international causes. Other data indicate that people are generally satisfied with Bush's tax cuts; this data, however, indicates the cuts on the rich were unwanted.

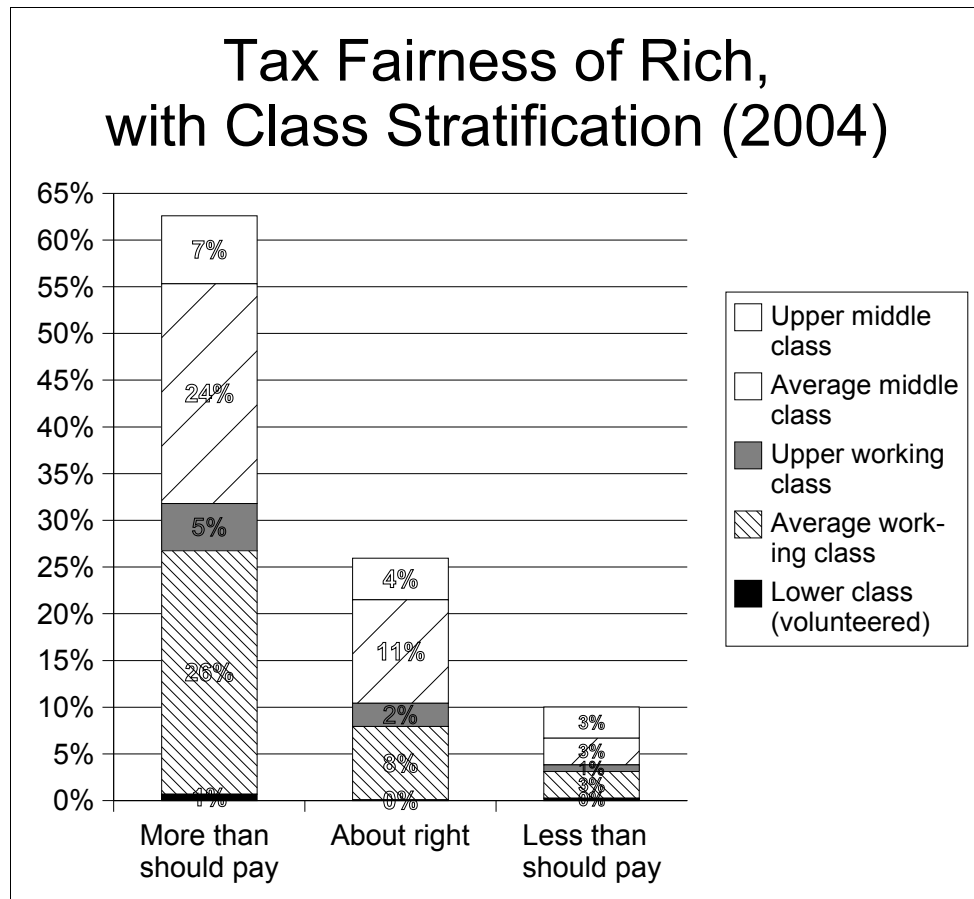


The sense of nationalism has always been a formidable force in politics, especially within the populous. It is a complex feeling with multiple influences. Among these influences are economic success, scientific, technological, and artistic achievements, as well as international activity. All of these are comparative with other nations. One facet of that is illustrated in the graph above, the direction people feel the strength of the international position of the U.S. has gone during 2003. Nearly half the population, 48%, felt that the position of the U.S. in the world was weakened over the previous year. Almost a quarter felt it stayed the same, while only about 28% felt the position was stronger. This indicates an acute awareness of the world's disdain for America, brought about by reckless military action, deflation of various international treaties (e.g. nuclear disarmament, the International Criminal Court, and the Kyoto protocol, and of course the United Nations), and the threat of trade wars. As much as the population considers the rest of the world a credible power, the population is weary and wary of this nation's increased vulnerability.



One of the primary reasons Bush pushed for war with Iraq was the alleged link between Hussein and al Qaeda. Since then, any such link has been discounted significantly. Simultaneously, the U.S. military presence in Iraq has instigated a protracted guerrilla war against Iraqi insurgents, as well as enraged terrorist groups. Rather than reduce the perceived threat of terrorism, the war in Iraq has increased it. An astonishing three out of four people believe that the threat of terrorism has remained the same or increased due to the Iraq conflict. It remains to be asked what justification existed for war? And how could the war and its aftermath be handled in a less aggravating manner? Ultimately, Bush is accountable. What he accomplished with the war in Iraq is a twisted legacy tainted by government fiscal irresponsibility, flagrant corporate cronyism, and growing international antagonism.

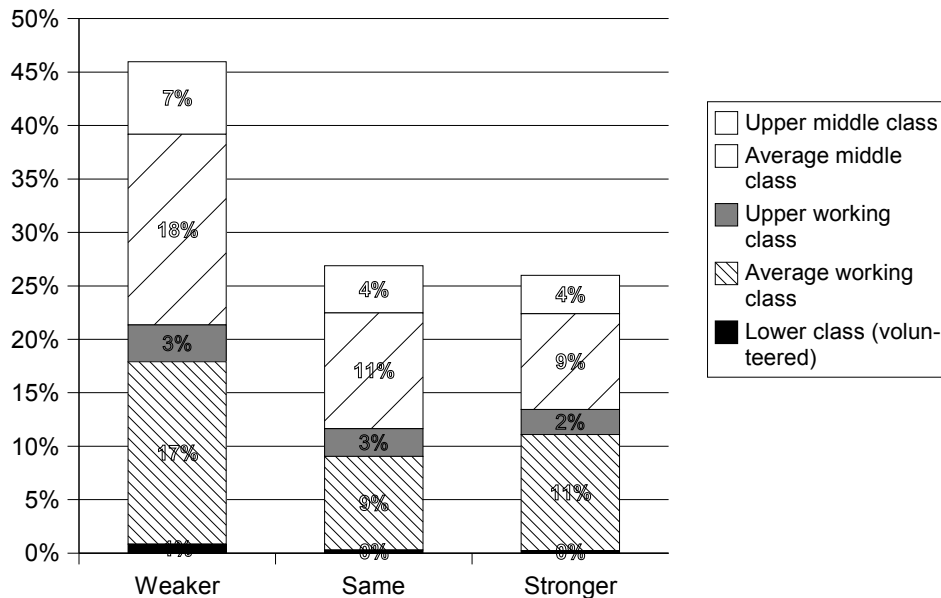
## **2. Demographic View of Policy Items**



How is each response group in “Do the Rich Pay the Right Amount of Taxes?” comprised of in terms of subjective social class? This is illustrated above, in the stacked bar chart. This chart illustrates two-levels of detail: a broader, sample-wide level, and a response-bracket level. The sample wide level, which represents the proportion of the total population that provided a particular response, is illustrated by the height of each bar. The response-bracket level, which represents the class breakdown within each response, is illustrated by the different patterned sections within each bar. The unique advantage of this method is that proportions are kept across responses. In other words, we can compare the relative size of each group identified by both social class and feeling on the tax fairness of the rich. Many interesting things can be culled from this chart. More than a quarter of the respondents were working class and felt the rich needed to pay more, a sentiment shared by nearly another quarter of the population identified as

middle class. This demonstrates the broad-based, class-neutral consensus that the rich do not pay enough taxes. By comparing the white outline sections that represent the upper-middle class, we see that half of that demograph felt the rich needed to pay more. As expected, within the 10% of the population that felt they should pay less, more than half were middle or upper-middle class. With such strong public support, and so many underfunded programs, one can only wonder what motivated Bush to cut back the rich tax burden so steeply.

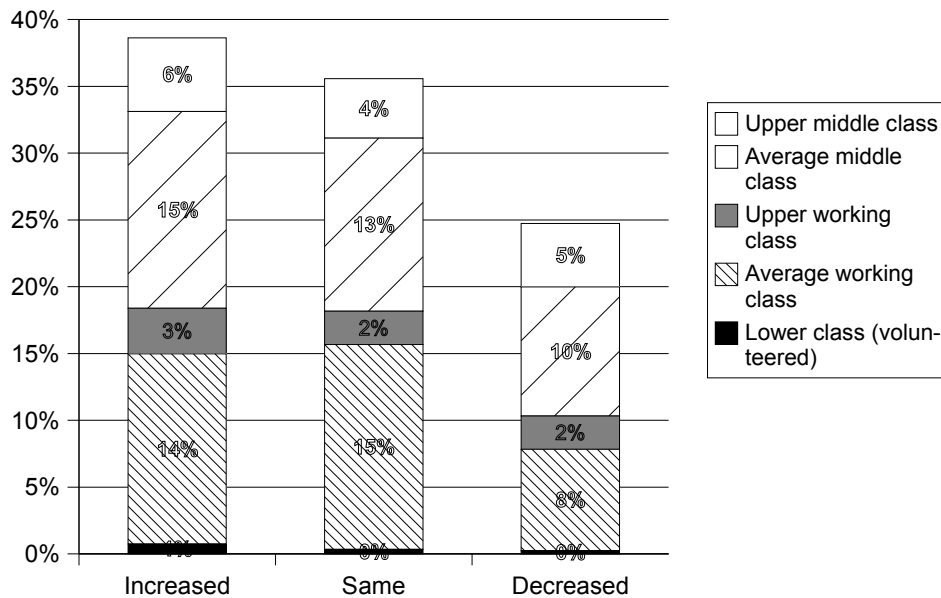
### U.S. Clout Since 2003, with Class Stratification (2004)



This graph is also a stacked bar chart. It illustrates the class stratification within the groups of same feelings regarding the U.S. position abroad. Again, the overall height of the bars suggest a strong overall disposition towards the view that the U.S. position abroad has weakened. The most interesting thing to note from the chart is within the working class, where we see the only occurrence of polarization amongst all classes. In the working class, the smallest group was of those that felt the position was the same. Nonetheless, the working class also follow the greater

trend towards the “weaker position” view. The proportions are generally the same for each class and each response, indicating no correlation between class and opinion on the strength of the U.S. position. This might be due to the fact that many of the events that altered the U.S. position were moralistic (e.g. prisoner mistreatment, diplomatic failure, war fallout) and had little to do with factors that define class (e.g. income, education, occupation).

### Post-Iraq Terrorism Threat, with Class Stratification (2004)



This is another bar graph dissecting the same-response groups of post-Iraq terrorism threat perception. Unlike the previous graph, this graph shows that there is a distinct centralization in the working class on this issue. This is indicated by the largest working-class bar appearing in the middle stack. The upper-middle class blocks could demonstrate polarization, but this may be with the margin of error. It certainly, however, shows the uniformity in distribution amongst the three categories for the upper-middle class.

### **3. Campaign Platform**

#### **a) Staff Document**

I am honored to welcome all of you to the Michael McGranahan for President campaign 2005! The next 12 months are going to be a difficult challenge, a unique challenge, and a noble challenge. This country needs a new leader. Not one with vague words on “moral character” (given he gets the words right to begin with). Not one who has ostentatiously made a farce of independence in fairly awarding government contracts. Not one who hampers investigations. Not one who doesn't read the newspaper. This country needs a new leader, who brings GENUINE VALUES! GENUINE REFORM!

We're gonna wage a three-pronged war against our rival. From the media, we will be appearing on primarily centrist shows. We don't want to go too far to the left in the public, because our party base is already quite solid. Instead we want to work the center, and even venture towards the right. Remember, we are waging a principled campaign, with a focus on pragmatic issues. That means I will not obey my principles, but I will highlight those principles that are most likely to win support from the right. More on that later. The second prong will be grassroots activism. We'll hit community centers, schools, service groups, community fairs, and colleges. Colleges are a particularly important ground, as there is unsettling evidence of increased success in conservative penetration in that demograph. College students are educated and motivated, and can influence friends and family. Thirdly, we'll attack from the Internet. This will bolster our grassroots movement, while closely tying in the messages delivered through the public media. We'll host press releases, mailing lists and forums for grassroots organization, platform details, and of course the candidate blog. This time I will actually author it personally; we must counter the personable character of our opponent. GENUINE VALUES! GENUINE REFORM!

So what is our message going to be? At the heart, our message is that we are the party of honest, true morality. We take social and religious morals to heart. We must emphasize the moral nature of social welfare, of civil liberties, and of international cooperation. We must expose the immoral nature of upward wealth redistribution, of individual repression, and of war and bully tactics. We must eat, breathe, and sleep this mantra. GENUINE VALUES!

GENUINE REFORM!

We will emphasize in particular, the idea that people feel more threatened by terrorism after the Iraq debacle and ensuing quagmire. We will emphasize the national feeling of being less respected by other nations, and the effect that has on security and trade. We will emphasize the overwhelming concern that the rich are not taxed enough. We will not dance around this. Taxes must be raised to run the kind of government Americans deserve. But this new tax revenue will come exclusively from the rich.

My opponent will try to emphasize success against terrorism in general, or fiscal state now versus one year ago, how taxes were cut, or how the nation is more secure. We run an honest campaign, and we will admit his successes. But we will also explain how we could have done better, and prevented the concerns raised above. When he brings these issues up, we will be ready. We are ready today! Let's win this election! GENUINE VALUES! GENUINE REFORM!

#### **b) Public Speech**

[applause]

I welcome you here today, on this beautiful morning, to tell you about my love for this great nation. It was no more than 229 years ago that our founding fathers, General George Washington, Benjamin Franklin, John Adams, and many others, gathered together to declare for themselves the independence of America. It was an act of faith, that future generations would be



able to stand up to tyranny and be free to live and pursue happiness. [applause]

Today, we face these liberties are under attack by men in power that wish to divert the good will of this nation to their personal ends. For example, Halliburton and subsidiaries were awarded contracts worth astonishing amounts of money. Cheney has made it no secret that he has ties to this company. This is not the America our founding fathers dreamed of. Some might say that the urgency of Iraq war repair trumps fair contract proceedings. Perhaps. But we must first understand what the motives for war were. There was no significant link between al Qaeda and Hussein. There were no signs of weapons of mass destruction, much less signs that the United States was in imminent danger. And the gross lack of action in Darfur, Sudan, and minimal action in North Korea, Gaza Strip and West Bank, Indonesia, Nepal, and Africa overall, rule out humanitarianism as a cause for action. What we had in Iraq was a war engineered for private corporate benefit. Where is the “moral character” in this? This is not what our founding fathers had erected.

Ask yourself, has the Iraq war made you feel safer? Or perhaps, has it exacerbated the terrorist threat? Has our nation's international standing weakened or strengthened over the last four years? If you're like most American's, you'll agree with me: The threat of terrorism has grown, and our international standing has weakened. As president, I will reintroduce that great American spirit of genuine values, for genuine reform.

Just as important as issues abroad, are those at home. Our schools are in disrepair. Social security and medicare are on the brink of crisis. We are even falling behind in information infrastructure. We need to stop investing into the personal bank accounts of some people at the top of some corporations, and start investing in America. Make no mistake; this will require new sources of revenue. But I believe this can be done without touching the taxes of the average income earner. Only the very richest will see their taxes increases to levels they were at four

years ago. This is only fair.

For example, meet Mary Catherine Gallagher. She earns \$25,000 as a waitress. Her taxes will stay the same under my plan. However, under my plan, she will become able to fund her retirement as well as buy affordable health insurance for her two children. In addition, her children will be able to afford for college. There are over 200 million people like Mary, that will receive enormous benefits from my plan.

I ask for your support and your voice. Together we can restore meaning to the tarnished phrase “moral character,” with genuine values, for genuine reform! Thank you, and God bless America!