

REPUBLICAN AD EXHORTS PEOPLE TO BREAKUP WITH OBAMA: SAY HE HAS DISAPPOINTED THE AMERICAN PEOPLE



'Breaking up Is Hard to Do,' is one of the greatest songs of all time and Neil Sedaka in his mellifluous voice spoke of the consequences of disenchantment with someone you once loved. A new ad called "The Breakup," rather clever may we add, released by the Republicans, hopes to do just that. The ad shows a woman sitting across the table with a cutout of the President ending her fascination for the President. The setting is a quiet restaurant corner, with romantic piano music in the background and the lady, a good-looking brunette, talking to the smiling cutout of the President. "Listen, this just isn't working. It's been four years, you've changed. Your spending is out of control. You're constantly on the golf course, and you're always out with celebrities. You think I didn't see you with Sarah Jessica Parker and George Clooney?" "You're just not the person I thought you were. I think we should just be friends," she says, nonchalantly flinging her napkin on to the table and stomping out. This ad is the Republicans attempt to show that the Obama of four years ago is not the Obama we know today and that he has changed and the change is not so good and that his four years at the helm has left America worse off than before. They are also trying to play on the president's personal affability and friendliness, which polls time after time show, is higher than Romney's. The Latina in the ad is GOP staffer Bettina Inclan who holds an important position as the Republican National Committee Director of Hispanic Outreach. However, her choice for the role was questioned because she never could be an Obama supporter having worked for the Republicans much before 2008. An RNC official said, "It's a lighthearted ad to show how millions of Americans feel about President Obama — he's not the person we thought he was and it's time to break up with him. But let's be clear, it is an ad." The ad ends showing a link to a new Republican website BreakUpWithObama.com, asking viewers to send in their own reasons for their disenchantment and why they want to break up with the President. The ad is also based on the assumption that many Obama voters are attached to him for purely emotional and symbolic reasons. They find him a good human being and someone deserving of their love and that he inherited an America that was in dire straits and it would not be fair to let him down. This ad is a brainy way of telling them, look you don't have to feel guilty or responsible. He is the one who made tall claims and set himself targets that he did not have it in him to achieve – he let you down. . "It's not me. It's you," as the brunette says. When Bill Clinton said during his convention speech, "No president, not me, not any of my predecessors, no one could have fully repaired all the damage that he found in just four years," it was virtual acceptance that a lot remained to be done.