

OPINION

OUR VIEW

Money should follow requirement

We're surprised a state law requiring some people to obtain a certificate to trap does not include funding to offer and promote the training needed to obtain the certificate.

Unlike the required, state-sponsored snowmobile and all-terrain safety courses and hunter education courses, the Minnesota trapper certification class carries with it no state funding.

The Minnesota Legislature more than a dozen years ago enacted the law requiring all people born after Dec. 31, 1989, who have not been issued a trapping license in a previous year to obtain a trapper education certificate before they're eligible for a trapping license.

Instead, the Legislature called upon the Minnesota Trappers Association to organize, offer and make people aware of the class needed to obtain the certificate.

The class to obtain the certificate is offered through Community Education, located at Falls High School, but that organization has no money to promote the class.

That means volunteer members of the trappers association have created

posters to place in areas where people congregate to get the word out.

Association member and certified Minnesota Trapper Education Instructor Lloyd Steen said the law may seem trivial to some people. But for someone who trapped as a youngster who didn't need a license, passes the age of 13 and doesn't get a license, and then as an adult is rejected for a trapping license, it's a big deal.

There's also a fairness issue here. DNR required, sanctioned and sponsored education classes for snowmobiles, ATVs and hunting have money available to make people aware of the classes. Why is trapping treated differently than those education classes?

Trapping has played and continues to play a role in Borderland lifestyles. In early years, trapping helped to open the nation to settlement, and now, many people see the activity as a family tradition and fall recreation.

It makes sense for us to teach people how to trap legally and humanely. Our state ought to help fund education courses that result in certifications it requires its citizens to obtain for a specific activity.

STAR TRIBUNE CagleCartoons.com



Anniversary of the TV ad that changed politics

Happy anniversary, Daisy girl! What would our politics be like today if she hadn't burst upon the scene 50 years ago — a freckled tyke blown up in a nuclear blast, the star of America's first gut-punch TV ad?

Maybe our politics would be cleaner, but who knows. If the "Daisy ad" hadn't smeared Barry Goldwater as a warmongering madman, the odds are that some other attack would've opened the floodgates. Back in the Mad Men era, savvy politicians already knew that Madison Avenue was brilliantly adept at getting inside our heads, at exploiting our hopes and fears, and it just so happened that Lyndon Johnson got there first.

On the night of Sept. 7, 1964, NBC aired an old film, David and Bathsheba. There were frequent breaks for commercials, one of which was so unique that, metaphorically speaking, it blew people away.

Sixty seconds in length, it featured three-year-old Monique Corzilius of Pine Beach, New Jersey. Monique was an advertising veteran, having popped up in magazine ads for 1960s staples like Hostess and Velveeta. But this time, the cutting-edge Doyle Dane Bernbach ad firm, working for the LBJ White House, enlisted her (with her parents' OK, for a



Dick POLMAN

fee of \$100) to put the zap on LBJ's 1964 opponent.

Goldwater, the hawkish conservative who had snagged the GOP presidential nomination, was already known for saying crazy stuff off the cuff. He had joked publicly about lobbing a nuke into "the men's room" at the Kremlin and suggested that American military leaders should have the option of using "tactical" nukes in Vietnam.

Enter Monique, forever to be known as Daisy girl. She was coached to pluck some daisy petals, and to count to 10 as she did so. Then came the stentorian voiceover, counting down to a nuclear launch. As LBJ's voice (quoting W. H. Auden) intoned, "These are the stakes — to make a world in which all of God's children can live, or to go into the dark. We must either love each other. Or we must die."

Then came the deep-timbered voice of sports announcer Chris

Schenkel: "Vote for President Johnson on Nov. 3. The stakes are too high for you to stay home."

The ad never mentioned Goldwater. It didn't have to. It merely tapped into existing fears. As one of the key ad men, Tony Schwartz, told me many years later, "We used imagery that connected with what the public was already sensing...We're packaging the voter. We're tying him up and delivering him to the ballot box."

And the paid ad only ran once. LBJ's team didn't have to pay another dime. The Goldwater people were furious, and their vocal complaints drove the news cycle for days on end; to cover the story, the networks were compelled to air the ad over and over — "free media," in today's parlance. Many commentators felt that the ad had "crossed the line," and many political strategists were shocked, because they'd come to believe that going negative would inevitably hurt the candidate who did it.

How quaint this all sounds today. Daisy plowed the ground for 1968, when Richard Nixon ran ads that sought to link Democratic opponent Hubert Humphrey to inner-city rioting; and for 1988, when George Bush's allies ran ads suggesting that Michael Dukakis was soft on black rapists.

Today we barely blink when negative ads roll by, even when they're grounded in lies.

As for Monique, now 53 and living in Arizona, she's a bit weirded out by her place in history, and how she (unwittingly) lowered the bar for campaign discourse. She tells a reporter, "It's frustrating, and they say this ad helped contribute to that a lot. Oh, my gosh, I hate that. Not that I did it personally, but the ad that I was in contributed to it. So that's kind of disappointing."

And as for Barry Goldwater, I talked to him about the Daisy ad in 1988, nearly a quarter century after it aired. He was still ticked off — but at one point he said, "I did think the ad was pretty damn clever."

Indeed it was, in a bludgeoning sort of way. Attack ads are often quite artistically clever, and they often work. Such were the lessons of 1964, which is why, alas, we've been plagued by Daisy's ilk ever since.

Polman is the national political columnist at NewsWorks/WHYY in Philadelphia (newsworks.org/polman) and a "Writer in Residence" at the University of Philadelphia. Polman's columns are distributed exclusively by Cagle Cartoons newspaper syndicate.

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WHAT OTHERS SAY

Sticker shock with Obamacare

In large measure, President Barack Obama's health care law was sold to Americans based on his contention government can handle certain tasks more economically than the private sector.

Last week a government inspector general reported at least one-third of the government contracts used to administer Obamacare are

vastly over budget.

The HealthCare.gov website _ a record-setting fiasco of inefficiency and complete breakdowns _ has become a massive sponge soaking up taxpayers' money. Inspector general's investigators looked into 60 contracts linked to construction and operation of the website.

Twenty of those contracts were projected to cost a total of about \$345 million. With

the contracts still not completed, overruns total about \$283 million.

Of course, Americans by the millions already are learning claims of savings through Obamacare were gigantic falsehoods. Led to believe their out-of-pocket spending would be limited, many are finding health care through the system can cost them enormous sums. Virtually nothing about

Obamacare is as the president and his cronies in Congress promised. Vast cost overruns in contracts to handle the system should come as no surprise, then.

If government initiatives in the past are any guide, sticker shock already being experienced is merely the tip of a very costly iceberg.

The Journal of New Ulm, Sept. 3

Candidate letter policy

The beginning of 2014 brought a new policy to The Journal. A charge of \$30 will be required to publish letters to the editor from candidates or about candidates. The letters must be 500 words or less and the fee must be paid prior to the letter being published. The name and city of the author will be published with the letter. Letters may be emailed to laurel@ifallsjournal.com. The Journal will publish a deadline for publication of paid election letters prior to the Aug. 12 primary and Nov. 4 general elections.