

President elect Obama used alternate forms of advertising

Obama placed commercials on Internet and video games

PAIGE BOLEK
News Writer

President elect Barack Obama has made a lot of firsts in this presidential campaign. He is the first African American to make it past the primaries and be a major party nominee, and will be the first African American president. He is also the first presidential candidate to advertise in video games and other means of networking. So, what is next for Obama?

Obama was keen on Internet fund raising for his campaign. He made it convenient for anyone who wanted to donate money to help his campaign. It was as easy as billing your credit card monthly for as little as \$20. His total amount he fund raised over the Internet was \$600 million.

With this money, he used most of it on advertising. Candidates spent record amounts of money on advertising this election and most of the spending was by Obama, who alone spent more money on this election than George Bush and John Kerry combined in the 2004 election.

A 30-minute commercial Obama used to advertise live on Wed. Oct. 29 before the World Series, raised some controversy. He used it as a chance to present himself as presidential material

and “close the deal”, but not everyone saw him in that light.

This commercial “closed the deal” that Obama broke the promise he made during the Democratic primary on not using public funds. Both candidates were given \$84 million to spend on their campaign by the government and some fundraising. Obama by-passed this and used the \$600 million he fundraised alone; four times the amount he was given.

Besides the 30-minute commercial on prime time television, Obama has also used social networks to tap into younger ages. He has taken advantage of YouTube, MySpace and Facebook, which are checked multiple times a day, so ads bought by Obama would be seen many times.

“All of Obama’s advertising hasn’t really affected me,” said senior Tiffanne Clark.

The most obscure mode of advertising has been seen through video games, which Obama is the first candidate to use as advertising. He has advertised in 18 different video games including Guitar Hero and Madden NFL ‘09 just weeks before the election.

“I think him using video games is not a good idea for his campaign because they only appeal to younger kids and not the majority of voters,” said senior Ashley Park.

Mr. Van Allen tried for County Board

ADAM NICHOLS
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Mrs. Amanda Van Allen’s classroom is where students go to learn how the government affected history. It seemed that her husband, David Van Allen, wanted to be a part of history by being a part of the McLean County Board.

He said that he has always had a passion for politics, and would like to try his hand at it himself.

“I was surprised when he first told me that he wanted to run for an office,” said Mrs. Van Allen.

It was no surprise to walk into one of the BHS social studies teacher’s rooms, and see a “Vote David Van Allen-McLean County Board District 8” poster.

Ms. Natalie Miller, a BHS psychology/sociology teacher, had one of these posters hung up on the wall of her classroom.

“It’s a way for me to show my support for a friend and candidate,” said Ms. Miller. “It

also shows my students that I’m involved and care about the community, just like David Van Allen is.”

“Many people think that if you hold a public office then you don’t have a regular job. That is far from the truth,” said Mrs. Van Allen.

Mr. Van Allen ran for County Board while maintaining his job as a financial director at a local church. On top of this, he is also a father and husband.

“If you can vote, then vote. That is really all that [Mr. Van Allen] wants. He wants people to be able to influence the decisions made in their own town,” said Mrs. Van Allen. “If people want their voices to be heard, and to be represented by an upstanding citizen, then they should vote for the person they think will do all of those things for them.”

Mr. Van Allen lost the position to incumbent Paul R. Segobiano on Nov. 4, 2008 with only 40.48% of the vote.

Obama begins to build a new administration

HILARY DIRKS
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There has been relatively little news in the past two weeks since the election on what the President elect Barack Obama is up to. Even so, reporters know that Obama is looking for an administration and is using Abraham Lincoln as a role model.

According to the book *Team of Rivals*, by Doris Goodwin, Abraham Lincoln chose his rivals from the past election to all be in his cabinet. Remarkably, it worked.

Obama, who spoke of this book and the ideas behind it several times, is now looking to build an administration that might not necessarily agree with him, but will get the job done.

“I think it is a good idea [to make a diverse administration],” said senior Crystal Tracy. “It is good to have a variety so all views are represented.”

The only official appointment as of Nov. 16 is fellow Democratic Illinois Congressman Rahm Emanuel, who sat in the House of Representatives, and also was a political aide for the Clinton White house. He, like Obama, grew up in Chicago, Ill. His personality is said to be strikingly different to Obama’s which should make things interesting as the new Chief of Staff who helps coordinate activities and communication among various departments of the administration.

Obama is not just relying on Democrats to supply the empty positions of his new administration, just like Lincoln, he is looking at both parties for possible appointees. Some of the Republican names being circulated are Sen. Chuck Hagel from Nebraska who was very critical of the handling of the Iraq war, and Sen. Dick Lugar from Indiana who worked with Obama, while he was senator, on a program to destroy weapons of mass destruction in the Soviet Union. The positions that these two senators might fill has not been specified.

Obama is also reaching out to Sen. John McCain, the Republican nominee for President, though this seems more like a peace agreement between the two and a hope for cooperation in the future than Obama looking to fill an administration position.

Having a bipartisan administration might not even be the most shocking addition to Obama’s team, Hillary Clinton, Obama’s former rival for the Democratic ticket for presidency, is being considered for the Secretary of State position.

“I think that we are already seeing [Obama] make a change,” said senior Julian Glover. “He is doing what he said he would do. Politicians get into trouble because they don’t know how to compromise, and what Obama is doing is speaking volumes.”



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