

Democracy Corps Transcripts

Name: Group 1
Location: Bala Cynwyd, PA
Group Specs: Women, 30-50, college graduates, household income over \$50K, undecided in Congressional vote, recruited from PA CD 7
Date: September 20, 2006
Time: 5:30 PM

MODERATOR- (INTRODUCTION).

My name is Alison. I like to garden. I work all the time. I live in [Coatsville] and I work in [Hudson].

My name is Betty. I work all the time. I have two semi grown daughters.

I'm Clarissa. I live in [Downingtown]. I used to work all the time, but I will be going to part time status and I'm really looking forward to that. I have two stepdaughters, three dogs and two chickens. But no eggs yet.

My name is Denise. I live in [Downingtown]. I have a fifteen-year-old son and a sixteen-year-old daughter. So driving at this point is driving me insane. I do work a bit. I'm cantor for the Catholic Church. I do everything to do with music for the church.

Hi, I'm Ellen. I live in [Downingtown]. I work part time. I have a fourteen-year-old daughter and a ten-year-old son. One of my part time jobs is mom's taxi service. I'm also a den leader for Cub Scouts. That's about it.

My name is Faith. I live in [Exton]. I actually live right across the street. I'm married. I have three stepchildren. The oldest is thirty-three. We have two weddings coming up next year. I used to be a financial planner, which is good with two weddings coming in the next year. I stopped working a year ago to take care of my parents. One has cancer and one has Alzheimer's.

I'm Gail. I live in [Exton]. I'm married. I have four children and teach third grade.

I'm Holly. I have fourteen-year-old twin boys that start high school. I work at West Bradford Elementary School as a Special Ed aide. The school is being redone so hopefully it's going to be done in time.

I'm Iris. I have two children; twenty-six and twenty-four. I work full time. I've been working full time all my life.

I don't work at all. I did. I'm in the third year recovering from a stroke. When I worked I was the Executive Director of an association for building contractors. My husband and I have three children and six grandchildren. We just visited most of them. They're in Washington State, on a little island called [Hattle] Island, and that's where I got an outbreak of Rosatia. Don't worry. I'm not contagious.

MODERATOR- I WANT TO START OUR CONVERSATION REALLY BROADLY AND I PROMISE I WILL NARROW IT DOWN, BUT THINKING ABOUT EVERYTHING THAT'S GOING ON WITH OUR COUNTRY THESE DAYS, DO YOU THINK THINGS ARE GOING IN THE RIGHT DIRECTION OR THE WRONG DIRECTION?

Wrong.

Wrong. I feel like we're just kind of moving. We're not going in any direction. There's movement but there's really nothing forward at all.

I think we're moving in a direction, I think it's just too (inaudible). But I see change. I think with the election last week and the introduction of an independent Democratic Party at the next election that things are becoming less partisan and more citizen friendly.

In terms of the direction of the country I think we're going in the wrong direction.

MODERATOR- WELL I'M DEFINITELY HEARING MORE WRONG. TELL ME WHAT THINGS ARE GOING IN THE WRONG DIRECTION?

I think we're focusing on the wrong issues. We're not focusing in house as much and we're not focusing on things we can be changing, things that can be dealt with. We're looking at too broad of a picture, too international of a picture.

That summed it up very well.

There are poor, starving and needy people right here in this country. But we go to other countries and spend billions. I know as a super power that's a necessity, but we really do need to focus a lot more on what's here in this country.

We have leaders that either don't know what's going on or choose to lie to us thinking we're not going to find out.

There were weapons of mass destruction and I think they knew it.

I also think they we're incredibly greedy and we need to do something about ourselves.

I ditto, ditto, ditto, ditto with everybody else.

I don't think we're going in the wrong direction I just think the whole system is broken.

MODERATOR- WHAT SYSTEM?

The whole way we respond to problems in the world. The way we disseminate information to ourselves. What we focus on as people or as a national priority. The way we assimilate new people into our own culture. I just think the whole system is so broken I don't even know where to start getting involved.

I feel like we've gotten over our heads with what's going on right now. But then from having traveled a lot, there is so much good about this country too. I think [it's good], the ideals that we're trying to promote in other countries, but there is no place like America as far as the freedom and the rights of the individual people. Everybody wants to be here because of that and I think that's really good. But we can't force everybody else to have the same things.

Especially not force them violently.

MODERATOR- WHAT OTHER ISSUES ARE YOU SPECIFICALLY CONCERNED ABOUT?

Energy, healthcare.

A wasteful society.

Horribly wasteful.

I laugh at those people out driving Hummers. The fact that everything is throw away. It's only become more so, instead of becoming.. Share the ride, recycle, I don't know.

It's really coming down to the children too. I see that in eight-year-olds. The things that they just assume are part of their life are grossly out of place in a child's life.

It permeates everything. We purchased refillable water extinguishers to find out that these huge metal containers are cheaper to throw away and buy new than to refill.

Almost everything is.

Whoever engineered that proposition...

All the profit made [commission].

I also think as a country we're more divided than in my fifty-eight years, as I've ever seen before. I think it's intentional and that's what bothers me. It's not a natural divide. People are just at each other. Conservative, liberal, whatever. Labeling each other. To throw something else in.. I think television has something to do with this too. Some programs on television are teaching us to be throw away people.

MODERATOR- ARE YOU TALKING ABOUT ENTERTAINMENT OR NEWS?

What news? BBC maybe. News is now (inaudible).

MODERATOR- DEB YOU MENTIONED HEALTHCARE. OBVIOUSLY THAT'S A BIG ISSUE FOR YOU.

It is. I just think the healthcare system is getting out of whack. I heard you guys talking earlier about your vet. It's cheaper to go to the vet and if I could have the option, I'd go to the vet. It's ridiculous. There's countries in this world that offer free healthcare. We're supposed to be this advanced nation and immigration is the best thing we can come up with when our healthcare system is just a disaster and it's putting people in the poorhouse? The costs for healthcare are just going nuts. It trickles down.

MODERATOR- HOW ABOUT THE REST OF YOU ON HEALTHCARE?

I totally agree. I have a son who has posttraumatic stress disorder. He has no health insurance, lives on his own, went to welfare, applied, makes ten dollars an hour, and they said he makes too much money. So his Zoloft is \$336 a month for one pill that he takes every day. I think it's an absolute disgrace. I think the welfare system is an absolute disgrace. Unless you have three kids from ten different, or ten kids from ten different men, you can't get welfare today.

Blue Cross and Blue Shield has a program where if you make less than \$12,000 a year...

He doesn't make less than \$12,000. But thank you. I've looked into everything. Healthcare is a disgrace. An absolute disgrace.

You can get Zanex for a dog. It's \$19.00.

You can't get it at the drugstore for \$19.00.

You have to go to Canada.

When I was young and my parents were doing this, health insurance was something that was sort of a guarantee. But now there's a reality to it. You're not really sure. They keep on changing the way things are and how much co-pays are going to be. It seems like you have to be rich or poor in order to get anything.

Medicine has changed too. They're much more of a practice in writing bills, writing statements. It all goes through the insurance company and it all costs so much more because they have to have the staff to support that and then there's insurance for all these lawsuits. That costs a ton. That's driven doctors out of Pennsylvania.

They'll decline you automatically. If you're really sick and you have a hard time fighting for yourself they can also decline you. If you don't have the energy to fight, you're going to pay out of your pocket.

Well then the whole system is broken. The whole system was designed for insurance to make profits, huge profits. Naturally they're not interested in providing adequate healthcare for most people. They're interested in their bottom line. It's not different than when we look at our schools for profit. They certainly go down. Other countries where I

have also traveled, other countries are not so greed based and as profit based as here. A lot are worse in other ways, but some countries take care of their homeless people. The untruth that we're fed on our supposed news.. It's ridiculous listening to the news. You have to actually go out and try to read to get real information. Starting with twenty-five years ago when we turned all the mentally ill people out on the street and said it was because of the respect for their civil rights. While they (inaudible) a homeless problem in one year, other civilized countries don't have homeless people sleep on grates in the streets. It's absurd.

MODERATOR- LET ME ASK YOU ONE THING THAT WE HAVEN'T TACKLED DIRECTLY WHICH IS THE SITUATION IN IRAQ. I DON'T WANT TO DEAL WITH AS MUCH ABOUT HOW WE GOT THERE, BUT GIVEN WHERE WE ARE NOW WHAT IS THE BEST COURSE FOR US FROM THIS POINT FORWARD? WHERE DO WE GO FROM HERE?

(Inaudible) for President Bush that's for darn sure.

We need to leave.

We needed to leave a long time ago.

But the problem is, is that when you leave there's that, well what's going to happen to us because we left? Are we going to be in a position..? Not that I'm in a position for being there because I've never been for being there, but my concern is that will we be strong enough here when the men come home? Will they protect this country? We're not dealing with rational, sane, human beings. We are dealing with crazy people. We go, "Will that inspire the crazy people to be crazier?"

What do you mean by..? Our crazy people?

No their crazy people.

(Multiple people speaking at once).

At least now they're focusing over there. My concern is that if we leave there..

They need to secure our country is what they need to do, but we need to get out of there.

Don't you have the feeling.. I've had this feeling pretty much since September 11th, of waiting for the other shoe to drop. When I wake up in the morning and I turn on the TV, I'm always reassured that I hear regular nonsense. I just feel like there's something else bad right around the corner.

We were so tense, then everything was so protective. Then it kind of gets a little lax and then something else will happen.

I think we have to give ourselves a long hard look. I don't necessarily mean ourselves because I hear some people in here that aren't the "our" that we're talking about. What would cause people to hate us so much? What kind of ugly American picture.. I've traveled all over the world. I lived in Sweden and Denmark for awhile. They do take

wonderful care of every individual. Copenhagen has one homeless guy because he doesn't want a home. I met him. When this happened my daughters were in college. I called them and told them what was going on and they said, "We thought something like this would happen." Not disrespecting the people who died. They referred to the World Trade Center as The Great [Phallic] Symbol. It's sort of like, "We can build it bigger and better than anybody else." But what's the point? Can't we.. We're all human beings. Can't we actually get on the same page? They think we're crazy. I have friends who are Iraqi. They think we're crazy. They want peace. They don't want Saddam. The whole thing is crazy. It's like we've divided (inaudible) ourselves by parties. (Inaudible) by religion and oil and whatever.

I agree also that we should leave, but I think they can't leave before things are settled as far as getting the Iraqi army in charge. They have to make sure the insurgents see, whatever that is.. They're fighting within their own country. I think religious.. The [Shiites] and the [Sunees]. I don't really follow it that much. That's my understanding. I want them to leave. I didn't want war in the beginning because I think the United States keeps getting itself into trouble going into other countries, thinking that it's going to save.. I agree that Saddam Hussein should have been.. I believe in the death penalty so I'm all for that for what he's done. They can't leave too soon but things are still very unsettled there.

I think they can't leave now because the whole Civil War will cave in. It'll go back to where it was.

Right. They're fighting amongst themselves. As far as terrorists go, they're in every other country too. We're not preventing anything by being there. I think it's just.. I don't know too many other countries that have helped out. I know the French did and some other countries didn't that are supposedly.. I don't know if they're super power or what. We seem to get ourselves into all these situations. The next thing you know, there's a lot of other problems in the Middle East. If we go in and start helping out elsewhere, it's a big sacrifice for all of the men and women that join the Army or Navy or Marines. I give them a lot of credit. I wouldn't want my children to join. I would be totally against it.

MODERATOR- WHAT ARE THE IMPLICATIONS OF THE BROADER VIOLENCE THAT'S BREAKING OUT IN THE MIDDLE EAST IN TERMS OF THE ISRAELI'S, LEBANON, PALESTINIANS?

It's chaos. What are they fighting for?

Religion.

I know it's religion, but..

I think we don't ever get the true information. We get little sound bites, little pieces of it. I get so angry when I hear the interviewers that do not ask the question, or they ask the question and they accept a non-answer. I think both Israel and the Lebanese are proxy powers that will be used. I think Israel has been terribly used and has been for forty years, used as a weapon. I think we could have solved the issue a long time ago if we really wanted to solve it. I think we're in Iraq for profit. We have healthcare for profit and we have war for profit. Probably if we spent half as much money in Iraq on the Iraqi

people, the profits [Hal Burton] is raking in, I think we would probably be better thought of.

I think we have to ask, "Do we really think we can stop war in that area?" There's been war in that area since the beginning of [the middle] of time. They've been fighting over this religious thing..

Set up by westerners to start war. I don't know why (inaudible) hate us more than they hate the British. The British promised that land to the Muslims and then turned around and gave it to the Jews. Had they, right then, they should have taken up arms against the British, not against the Jews. They were promised that land. I don't blame them for being angry. They're angry.

MODERATOR- LET ME ASK ONE OTHER THING THAT WE HAVEN'T TOUCHED ON DIRECTLY. WE TALKED ABOUT HEALTHCARE. HOW ABOUT THE NEW PRESCRIPTION DRUG PROGRAM WITH MEDICARE?

Oh, God.

My aunt lives with me. She's a senior citizen and she said it took almost three months to finally get it straightened out. By the time she did, she was so frustrated she was ready to just throw in the towel. But once she did, it was worthwhile. They even send her her refills without even having them called in unless she's at the end of a prescription. They come automatically.

I have a different take on it. We also have an elderly aunt that lives in [Coutsville]. She lives in the house she was born in. She gets \$7,000 a year. \$4,000 of that goes to pay her principal taxes. She has to live on \$3,000 a year. She has the new prescription with Medicare and it went through fine. There was not a problem and I was anticipating all kinds of problems. There wasn't a problem. But now she has a co-pay. She never had a co-pay. Aside from the fact that more than half of her income has to pay her principal taxes, now she's paying \$7200 a month on her prescription plans. When I called I talked to the federal, I talked to the state, I talked to the county and they said it's their position that people should contribute for their prescriptions. That's all well and good, but if you're living on \$3,000 a year, is that the best you can do? Isn't somebody looking to help these people? She's not alone. She's not the only senior citizen that's living on a below fixed income. Now I am paying her prescription drugs and I am buying her groceries just because I can and because I want to. But I just don't think that whoever it was that decided we needed to do this, really looked at the big picture, that not everybody can afford to pay for their prescriptions. We need to have something in place to take care of those people. Not the people with six other kids with six hundred different fathers. It's truly the people that are in need.

MODERATOR- OKAY.

I'd like to know why we didn't negotiate the discounts; group discounts, massive discounts. People on Medicare are paying full price? The government's paying full price? That's ridiculous. In any other situation, when you buy a massive amount of something you get a large discount.

We can't buy massive. You can only get ninety days.

What I meant was if the government itself..

Why would they want to negotiate with themselves?

It was negotiated with the pharmaceutical companies.

But why would the government want to negotiate..

Oh, I get it. I'm sorry. I'm a little slow today.

MODERATOR- WE'RE GOING TO DO SOMETHING A LITTLE DIFFERENT NOW. I'M GOING TO THROW OUT THE NAMES OF SOME PEOPLE, ORGANIZATIONS AND DO A WORD ASSOCIATION. JUST TELL ME THE FIRST THING THAT COMES TO MIND. THE FIRST ONE KNOWS; BILL CLINTON.

Sex.

Very intelligent.

The best president we've had other than Kennedy.

Good for the country.

Well respected.

Adulterer.

It doesn't make him a bad guy though.

The other words were taken.

MODERATOR- HOW ABOUT CONGRESS?

Not a representative.

I think of the building.

Decision makers.

It's supposed to be a way to get things done, through your representatives and further up. It never seems that easy when you have a problem. Trying to get through. Some form of communication.

I disagree. You have to get a (inaudible) in office. One of the first things when you have a union problem is you write to your Congressman. They get things done.

If you work for a government office.

You're a big association though. You're a union. You're a lot of voices in a union. I'm talking about the individual for a smaller group.

MODERATOR- HOW ABOUT RICK SANTORO?

Photo op.

I think of how he charged his school district with his kids' education when they were in Washington.

No birth control.

What was he thinking?

I don't think he's progressive enough to represent Pennsylvania.

MODERATOR- ANYTHING IN PARTICULAR THAT MAKES YOU FEEL THAT WAY?

Almost everything. I think Mr. Santoro thinks we elected him to employ his feelings, religious morals and opinions and we didn't. We elected him to represent us.

To speak for the people.

[He didn't do too much] conservative for the people of Pennsylvania and I think I'm conservative.

I'm worried about the amount of power he seems to be getting. I don't think that he's smart enough for it.

Thank you.

He sent an email out to all of his constituents at the time of the port problem when it opened. It wasn't qualified. He didn't explain things. He just inflamed the situation. I find that unintelligent.

I don't know what station I was listening to, but Santoro had an ad against Casey that I thought was real trashy. He did everything to demean Casey. I don't know that much about Casey, but it was [bobbing] Casey and just.. It just carried for this whole "we can't work together" kind of attitude. I don't like that. I think they all do that though during the electoral period. I think the whole thing stinks when they do it.

I do too. I agree, but I think it's just not him. I'm not sticking up for him, but I believe they all do that.

You have no idea what to believe. You can get two fliers in the mail. They're both demeaning. They're like, this one says this and this one says this. You have no clue which one is right unless you actually go and look at research and things like that. They can say things in a certain way which are very negative, but it's only the partial truth, or it might only be a little bit of what the subject matter is.

Sometimes it's not at all the truth.

Right.

It's very difficult to sort it out.

MODERATOR- HOW ABOUT BOB CASEY? WHAT DO YOU THINK OF WHEN YOU THINK OF HIM?

His dad.

MODERATOR- DO YOU KNOW MUCH ABOUT HIM AT THIS POINT?

No.

I think they said he was pro-life on Santoro's ad, for some reason. I don't know why they would say that.

MODERATOR- HOW ABOUT JIM GERLACH?

I don't know that much about him.

I don't either. There's the TV ads basically, but..

I have been contacted by Jim Gerlach a lot now that it's time for elections. I didn't hear a word from him before the last five months. He has a web site now that's new and informative. The old one was dead and boring. Santoro, if you don't mind my going back, didn't [lead headway in the public contact, by e-mail or flyer] until about five months ago. This angers me.

I think he's really fanning the [flames] about the immigration issue. He talks about both sides.. He goes down to [Cannon] Square and tells them not to worry; the mushroom workers aren't going to have any problems. 75% are undocumented. I think he's playing the game.

He supports military but he does want them to be pulled out, I think.

He supports senior citizens (inaudible) TV shows and ads.

MODERATOR- HOW ABOUT ROSE MURPHY?

I heard that she badmouths Jim Gerlach. She says her views are the opposite of his.

She showed up at the past Fourth of July parade. She went person to person introducing herself and handing out a brochure. I thought that was nice.

I've been to events and met her several different places. She seemed very intelligent and well educated with what I thought would interest me. She could talk about a lot of different subjects. I didn't hear her bad mouth anybody.

For some reason, and I can't specifically say what it was, but it seems to me that I have a memory of her being a [mudslinger]. That's in my head. I don't know why but I don't like her because of that. I can't think of what the situation was, but it seems to me it was with the past election.

Could it be that somebody accused her of being a mudslinger?

No. There was an ad or something that I found very offensive.

MODERATOR- YOU THINK THAT WAS FROM THE PREVIOUS ELECTION?

Yes. Again, I haven't been watching TV so..

That's pretty negative don't you think?

MODERATOR- I WANT TO TALK ABOUT ONE OTHER PERSON, BUT I WANT TO ASK YOU TO WRITE SOME THINGS DOWN FIRST. I WANT TO TALK ABOUT PRESIDENT BUSH. RIGHT NOW I JUST WANT TO LOOK AT HANDOUTS ONE AND TWO. ON HANDOUT ONE, WRITE DOWN ALL THE GOOD THINGS THAT COME TO MIND WHEN YOU THINK OF PRESIDENT BUSH. ON HANDOUT TWO WRITE DOWN THE NOT SO GOOD THINGS.

I like his wife.

He's physically fit. Ready for sobriety. Knows how to enjoy himself. Doesn't take himself too seriously. He's easy to read and he's consistent.

He should have strong political connections. He should be well tied into a group of people there to support him. I don't know whether that's the case, but he should be.

He believes in the death penalty.

He'll be leaving office soon.

That's what I wrote! Thank you very much!

That's all I put too. How many more years!?

I liked his father who was his role model. Also his stance on those moral issues agrees with my own. Also it's his second term so he's experienced. He knows the way stuff works in the White House day to day.

I think he's well managed.

He has good people; the staff that he's chosen for the most part. There have been some ins and outs here and there. Especially recently, but I think he surrounded himself with really good people who know what they're doing.

MODERATOR- LET'S GO TO HANDOUT TWO, THE NOT SO GO THINGS.

He's not smart enough.

I think it's a shame that he's perceived all around the globe as being a dummy. Actually he is quite smart. There was an article not long ago. It was done on comparative IQs. I

don't remember the numbers tonight, but his IQ is much higher than a person he ran against in the last election.

Al Gore.

Yes, and that surprised me.

(Multiple people speaking at once).

His downside is his integrity, his ability to make a decision, his ability to grasp complexities.

Nonverbally believable.

Also verbally.

He can't express himself properly. That makes us think that he doesn't have a very high IQ.

The debates at the last presidential election were very telling. He speaks around a subject a lot of times. I know all politicians do it. He has a way of just not answering the question, or answering part of it and ignoring other parts of it.

Mine is that he made large cuts in the military before we went into the conflict in the Middle East. We're a naval family so that's difficult.

I had that his roots are [ornal] and witty. Also that he lead us into Iraq and now there's massive confusion, fear and doubt and just a lot of things going on in this country now without any real clear leadership or clear end, goal or plan in sight.

He doesn't [exert] confidence and fear.

He has a bad reputation all around the world. Being a President is fearful.

His judgment is in doubt. Yelling, "Yo Blair!" to Prime Minister Blair. It was caught on tape. He was massaging the Chancellor's back on tape. I didn't think the German's liked to be touched. What would obsess him to do that to another leader? His judgment is just poor.

He's just a good old boy.

(Inaudible) startled. He put his hands on her shoulder and she..

Oh, it was a woman.

It looked like she was the only woman there.

It was Clinton wearing a Bush mask.

MODERATOR- WHAT WERE YOU GOING TO SAY, BRENDA?

He's kind of overconfident and naive when it came to thinking he could stop terrorism. He just thought he was going in with a little battle and be done. He didn't realize it would stir things up and make it worse. He's kind of stubborn in a way. A politician that holds truth and facts from us.

I do recall him saying it was going to be a long, long battle.

But don't you think that the war was over ages ago?

Yes.

I think that politicians often treat us like the recipient of the sound bite and we're going to believe it. Like you would treat a young child.

I think years ago they got away with that because we didn't have the.. we just said, okay that's what they said. Now there's too much information; good, bad, indifferently or wrong. But there's too much information and they're assuming that we're still going to accept what they say. There are just too many people that are questioning you.

I'm really concerned that he doesn't respect the checks and balances of this country. 750 or 800 overrules. I don't agree with the laws [that he's going to go the other way]. I think that's really scary.

MODERATOR- AS YOU GUYS KNOW LESS THAN THREE MONTHS NOW, THERE WILL BE AN ELECTION IN THIS STATE FOR GOVERNOR, SENATOR, CONGRESS A LOT OF LOCAL OFFICES. ARE YOU MORE OR LESS MOTIVATED TO VOTE THIS YEAR THAN IN PREVIOUS ELECTIONS?

(Multiple people speaking at once).

MODERATOR- NOT NECESSARILY WHETHER YOU'RE GOING TO, BUT JUST IN TERMS OF THE MOTIVATION/ENGAGEMENT. ARE YOU THINKING ABOUT THE ELECTION?

(Multiple people speaking at once).

I haven't wanted anyone since I turned eighteen and was able to vote. I voted for Alfred E. Newman. I think I had felt it was [futile] every year since 1956, but I still vote because I think it's an obligation.

(Inaudible) looks just like him.

He did. We need to vote him in.

I have to say this is the first election that I really, consciously thought to myself that I need to read up and make a decision on who I'm going to vote for. I was raised in a family where you just pulled the Republican lever and that's how you voted. Since the last election, I realized that I can't vote that way anymore. This election is an important election for me.

I think that's been that way recently for me. You can't believe what you're seeing on TV. It used to be like one newspaper would stand behind a candidate. This is what they represented and the policemen or whatever. People don't stand behind candidates as much as they used to. Or, some say yes they're with them and others say no they're not. The advertisements like I said before with the negativity, it's so hard to believe what's true. If you don't research it, you're really lost.

Unless you have experience with that person.

Part of the research.. How do you know what's true? That whole concept of town meetings from years ago where you can sit down and one on one somebody... They just don't do that anymore. (Inaudible). If you asked her a hard question, would she answer?

We did. We asked her quite a few questions. She stood there and wouldn't talk with us. I hate to say that because I've been a Republican too. I've had the same feeling.. I was raised in a family where you pulled the Republican lever for particular reasons and policy. While I was a working person it made sense to me. But I'm not a working person anymore and it makes a big difference. I'm rethinking.

I almost feel that if you can't get to that person directly and kind of one on one them, you're kind of getting selective information when you try to do research. You need to read you conservative papers and your moderate papers and your local papers and...

Look what they're voting on. Look at their voting records.

That's on file.

Look at how many times they didn't show up for something. They just didn't want to be identified. That's the only way I can do it.

I think lately there have been so many elections and they've been so close. That makes.. I am feeling like.. I've always voted but I want to be much more intelligent about voting now. It's kind of overwhelming just like you've all been saying. It's so hard to sort out the true facts, but I feel like I need to do that because I want to be a good citizen. I want to have a good government. I can't just vote anymore the way somebody says to or Republican or Democratic or something. It takes a lot more work. Each vote counts because of what we've seen lately. They have been very, very close.

It seems to get more and more futile. When I vote I don't think exclusively of the person I'm voting for, but the organization behind them. I think it's always very difficult to vote. No matter how much I like a Republican, it's difficult to vote for them because I think of the forces behind them. I've come to think that the Democratic organization is just as poor, just as corrupt, just as ridiculous. It's hard to pick a person now for me, not because I don't like any of the people, but I don't really want their club in charge in either clubs.

MODERATOR- FOR YOU PERSONALLY...

(end of side)

MODERATOR- WHAT ARE THE ISSUES THAT ARE GOING TO MATTER MOST TO YOU, OR THE THINGS THAT YOU'RE GOING TO DO THAT RESEARCH ON OR REALLY TRY TO BASE YOUR DECISION ON?

Healthcare is on that we've already talked about. I think that's really important.

MODERATOR- WHAT ARE YOU GOING TO DO? WHAT ARE YOU LOOKING FOR?

I don't know. New ideas. Something. Clinton was going to do that years and years and years ago and it never quite came to (inaudible). What can they do that is reasonable? We need some kind of a healthcare program for this country.

Especially as everyone at this table gets older along with however many more millions of us there are. It is a big issue. How is this country is going to take care of us as we all live to be 105?

People aren't getting inheritances anymore because the parents live. (Multiple people speaking at once).

Money is definitely an issue. Why do we have a minimum wage of \$5.55? It's obscene.

It wasn't attached to the same bill that cut the inheritance taxes for the (inaudible). It failed.

But states can do it differently. I think Pennsylvania is going to raise the minimum wage. Money just gets into so many places because it's certainly part of education. We're really going to have to think about how we're going to handle education in the next couple of years. The next century.

I think that's important. The numerous kids are growing and there's not as many kids behind.. What are you going to do with that going forward? I think there's just.. I want to hear someone be real and talk about real issues like money, social security, our investments and what we're doing with all of this, how are we saving and what are we doing with healthcare? What are we doing for energy going forward? Why isn't anyone talking solar energy?

Energy is frightening now especially with the recent storms that we've had in this area. A friend of mine has serious problem regularly now. She said she just replaced some major, major pieces with secondary things because it's a fix-it until they get through this issue of these storms and the high heat. The people are using the air conditioning. It's definitely a serious problem.

I'll probably vote more on local issues. I'm more nervous about what's going to happen with education. We have to get out from under this ridiculous No Child Left Behind routine. Someone needs to talk to us about reality because if we don't, No Child Left Behind in my opinion, is just designed to flip education over to a profit-making sector also. The more schools that can't make it, the more schools that get turned over to Edison. We have to be very, very careful that we don't end up with our schools in the same place that our healthcare is.

Locally, stop building shopping centers damn it.

MODERATOR- SPECIFICALLY FOR CONGRESS.

Who has the best plan for getting us out of the Middle East with some sense of good and accomplishment while feeling we did something there that was positive?

MODERATOR- WHAT ARE YOU HEARING SO FAR IN THIS ELECTION? WE'RE FOCUSING SPECIFICALLY ON THE ELECTION FOR SENATE. WHAT ARE YOU HEARING FROM THE CANDIDATES SO FAR?

I'm hearing the Republicans praying for your vote.

I read an article that talked about, suggested that Edwin Dell supported Santoro when he should be backing [Casey]. Then the next day Dell jumped up and said, "I'm solidly behind Casey." He worked very closely with Santoro. I guess they toured a lot of places. I like many people I'm sure, my opinion is helped to be formed by people who I look up to. In other words if I like what you do, and I like how you feel and you say you like somebody else I might look at that person again. I thought it was pretty.. I certainly read the article because I do like Edwin Dell. I like him and he's charismatic. He jumps in pools. He leads by grabbing people and having him do things. I think that makes a big difference when you can actually meet somebody and have a connection and have a conversation, which is why Lois Murphy makes such a huge impression. She was there.

I'd like to say she didn't but she made a big impression.

MODERATOR- OKAY. WHAT ELSE ARE YOU HEARING FROM CANDIDATES? WHAT ARE THEY TALKING ABOUT? WHAT'S THE CASE THEY'RE MAKING FOR WHY YOU SHOULD VOTE FOR THEM?

I got something in the mail from Gerlach yesterday. It tried to make it appear like he was behind all of these issues. When you read the little blurb that he said, it was totally lukewarm and [coward]. It didn't mean anything. It was just trying to grab our eye so that you wouldn't read anything else like a sound bite or something. I was like, what the heck is the matter with this guy? Does he really think we're that stupid?

I may sound cynical, but I get those things and I throw them away. I never read them. I think, you didn't write this. It's the staff that writes them. It's like bi-curious.. You're the best.

This is me in the bathroom reading a pile of mail.

MODERATOR- IS ANYBODY ELSE HEARING ANYTHING FROM THE CANDIDATES?

I think they're being pretty, the one's I've heard are being pretty negative. They're not really saying too much about what they will do as opposed to slamming somebody else and I really don't like that.

One commercial is the only commercial I've seen recently.

MODERATOR- WHAT'S HE TALKING ABOUT?

I don't like him, so I don't listen. In one ear and out the other.

I don't listen to him either. I met him under really awful circumstances. He brought his team; they were all dressed in black. They were all very handsome men and women, to a college campus and private school, near [Harrington] College when I was working with some underprivileged kids. He asked the college if they could arrange some face time for a photo op. I don't think he's ever seen a black kid before that or after. He had some pictures taken and he promised a grant.. Actually he promised a portion of the grant from the college to go the program that was servicing the kids. They never saw a dime of it. While it was happening I thought the kids were being used.

MODERATOR- IF YOU'RE NOT HEARING THAT MUCH FROM THE INDIVIDUAL CANDIDATES, WHAT ARE YOU HEARING ON THE NATIONAL LEVEL? WHAT IS THE CASE THE REPUBLICANS ARE MAKING FOR WHY YOU SHOULD VOTE REPUBLICAN THIS YEAR?

Because you'll be really.. It's really frightening not to.

They're trying to put some fear into you.

If you don't vote Republican, the Democrats are going to instantly pull everyone out of Iraq. There'll be a horrible blood bath. There'll be an amazing increase in terrorism, both here and in Israel. The world will just be a far worse place than we've ever seen it before.

I feel that the Republicans or President Bush is against progress because he won't vote for stem cell research. That's what I recently became aware of.

It's this [dichotomy] where he can't actually separate which part of life he values. He wants to be pro-life and he wants to not have stem cells, but he's perfectly willing to send boys over to a place where a portion of them aren't meant to come back.

In my heart of hearts I don't believe he really is pro-life. I remember when Regan ran and I didn't want to vote for him because at that time I was pro-choice. Then my dad said, "Don't be silly. They're republican's honey. They will never be anything but pro-choice." But they want that great Central American conservative religious vote. That's what it's all about since Ronald Regan. It hasn't really changed. Today, we talk about stem cell research. As it's been proposed, I think there are some moral issues there that are hard to deal with. The Republican party has long been pro-life but all of a sudden it's claming up on that issue, isn't it?

MODERATOR- OTHER THINGS YOU'RE HEARING AS A CASE TO VOTE REPUBLICAN?

If you're not for Iraq you're absolutely against your own children, your own soldiers. That's not how a lot of people feel, but that's how it's portrayed.

MODERATOR- HOW ABOUT THE CASE TO VOTE DEMOCRATIC? WHY ARE DEMOCRATS SAYING YOU SHOULD VOTE FOR THEM?

They'll make us more money.

They're anything but Republican.

Everything is going to change. Everything is going to get funded.

That doesn't make individuals rich. That just makes organizations run easier.

The Republicans say the richer..

Now I think they're all saying the rich aren't going to get rich. In reality..

With the Republicans it's going to trickle down a little bit, but the Democrats are going to make the rich people pay for everything so we have more money.

Neither one is positive.

There's no such thing as trickle down. It's always been evaporate up.

MODERATOR- THERE'S A CONCEPT OF CHANGE. ANY SPECIFIC CHANGE?
ANY SPECIFIC ISSUES THAT ARE SAYING THINGS ARE GOING TO CHANGE?

They seem to be looking very hard for a woman or a minority to put up that will run on that issue. I think that's very appealing to a lot of people.

Actually, one thing that I've heard from a lot of Democrats in conversation is wait until (inaudible) gets a little bit older. A lot of people want to vote for him.

MOERATOR- HOW AOBUT IN THESE ELECTIONS FOR CONGRESS THIS YEAR?
WHY SHOULD YOU VOTE DEMOCRAT IN 2006?

Because it's not Republican.

Exactly.

I've never voted that way. I've never been a reactionary voter. In that conversation about.. In voting this year, it's going to be harder for me to do the research than it was when I was younger. When I was 18, good grief I went to campaigns and I.. I lived and Delaware, I can't remember his name it's gone from head, but he's been there forever. He kind of looks like James Taylor. The older I get the more removed I feel from being able to actually touch those things. So right now I have to say a lot of it is white noise that just sort of goes past me until I have to force myself to sit down and make this decision. I have to say that at the last presidential election, I almost didn't vote. That's how hard it was for me to make a decision. It was really hard. That was a rock and a hard place for me. I didn't like any of them and I never felt that way before.

I think that's how a lot of people felt. It was like, which was the worst?

MODERATOR- THE LESSER OF THE TWO EVILS.

Right.

(Multiple people speaking at once).

MODERATOR- AS YOU KNOW REPUBLICANS HAVE CONTROL OF THE WHITE HOUSE. THEY HAVE CONTROL OF THE HOUSE, THEY HAVE CONTROL OF THE SENATE. DO YOU THINK THAT THINGS WILL CHANGE IN WASHINGTON IF DEMOCRATS TAKE BACK CONTROL OF THE HOUSE AND/OR THE SENATE?

You would hope it would.

Yes. I don't think Democrats and Republicans are the same animals.

Didn't things work best when we had a Democratic house and a Republican in office? What was Regan's house? I think that was mostly Democrat. I think that's how it's usually worked, it seems anyway. Regan was great.

MODERATOR- ANY OTHER WAYS YOU THINK THINGS WOULD ACTUALLY CHANGE IN WASHINGTON? ANY SPECIFIC CHANGE YOU WOULD EXPECT TO SEE IF DEMOCRATS HAD CONTROL OF THE HOUSE AND/OR SENATE?

I think it forces the President to be more visionary. He has to be able to put things forth that are going to get passed. The Democrats are going to start with..

Somewhere in the recess of mind I seem to connect the Democratic Party with being a little bit more environmentally conscious. It would be nice to have somebody start to think about what this planet will look like in another hundred years.

Or ten.

Or even after they fix that pipeline.

MODERATOR- I WANT TO SHIFT NOW FROM THE THEORETICAL TO THE ACTUAL. YOU GUYS MENTIONED THE ADVERTISING THAT'S ON TV. I'VE HEARD HOW MUCH YOU DISLIKED A LOT OF IT. BUT, THESE GUYS RAISE A LOT OF MONEY AND SPEND A LOT OF MONEY AND THIS IS WHERE THEY SPEND IT. WHAT I WANT TO DO IS LOOK AT SOME OF THE THINGS THAT ARE ON THE AIR NOW AND GET YOUR REACTION TO THEM. FLIP TO HANDOUT THREE. I'M GOING TO ASK YOU TO RATE EACH OF THESE ADS. OBVIOUSLY EACH AD IS MADE WITH A PURPOSE, CONVINCING YOU TO VOTE ONE WAY OR ANOTHER. IF ZERO IS WHERE YOU ARE RIGHT NOW, ON THESE TWO CANDIDATES, I WANT TO KNOW IF EACH AD PUSHED YOU A LITTLE BIT MORE TOWARDS SANTORO OR CASEY. IT DOESN'T MEAN YOU'RE GOING TO VOTE THAT WAY, IT JUST MEANS THAT THAT PARTICULAR AD, AND THE CASE THAT IT PRESENTED, IF YOU'RE SITTING IN YOUR LIVING ROOM WATCHING TV AND IT CAME ON, IT WOULD AT LEAST SAY MAYBE I NEED TO THINK ABOUT THIS. IF IT DOESN'T MOVE YOU AT ALL YOU STAY AT A ZERO.

Do you know what's interesting? This whole procedure is cynical. Why don't they just say what they really think and just let it fly?

Because they want to say what makes them win as opposed to saying what they really believe in and what's really important to people in this country. I'm not being cynical, but it's a cynical process.

MODERATOR- I UNDERSTAND WHAT YOU'RE SAYING.

Are you reporting anything to the Republican Party or the Democratic Party?

MODREATOR- NO. WE ARE NOT LINKED IN ANY WAY, SHAPE OR FORM TO EITHER POLITICAL PARTY. I CAN'T TELL YOU WHO DOES PAY FOR THIS. I CAN TELL YOU THAT IT'S NOT A POLITICAL PARTY. IT'S NOT A POLITICAL..

When you do this focus group, (inaudible) wanting you guys to get us in there.

MODERATOR- NO.

I'm surprised.

MODERATOR- IT IS PAID FOR, BUT IT'S NOT. THE CAMPAIGNS DO A LOT OF THAT KIND OF WORK.

Yes a ton.

That's why I thought one of them..

Advertising companies do all sorts of (inaudible).

MODERATOR- WHAT WE'RE GOING TO DO IS WE'RE GOING TO WATCH THESE ADS AND WE'RE GOING TO START WITH THE FIRST ONE. AGAIN, FIRST I'M GOING TO ASK YOU TO RATE ON THAT SCALE. THEN UNDERNEATH JUST WRITE A COUPLE WORDS OR PHRASES WHAT YOU TOOK AWAY FROM THAT AD. WHAT IMPRESSION IT MADE ON YOU. IF YOU'RE SITTING IN YOUR LIVING ROOM, WHAT WOULD YOU REMEMBER ABOUT THAT AD? I'M GOING TO GO AROUND THE TABLE REAL QUICK AND JUST GET A SENSE OF WHERE YOU WERE.

I put that it put me more toward Casey. I put he's a regular guy who likes people.

MODERATOR- I'M SORRY, I JUST WANT TO GO AROUND AND GET WHAT EVERYBODY FELT AND THEN TALK ABOUT IT. SO YOU LEANED MORE TOWARD CASEY.

More Casey.

MODERATOR- WITH WHAT NUMBER?

I put a four.

One towards Casey.

Two.

Three toward Casey.

Two toward Casey.

Five.

Two.

One toward Casey.

MODERATOR- OKAY SO IT AT LEAST PUSHED EVERYBODY A LITTLE BIT FOR CASEY. TELL ME WHAT YOU TOOK AWAY FROM IT NOW.

He's a regular guy.

He sounded like you'd want to believe him.

It was a gentile ad. He didn't bash the other guy. I appreciate that.

They're terrific ideas. I think they're ideas that everybody wants. They're wonderful things for our country.

I think everybody wants that, but my problem was how do you get there?

That was a very, very, nice, generic ad. But it does make you want to..?

He does have a way of speaking in a soft way that sounded like he cared. Whether he did or not..

(Multiple people speaking at once).

I think it was really a lot of [folks in little seams], which is nice. The only real substantial thing I think he said was about the tax cuts to corporations outside of America. That's the only thing I remember he said.

The only thing I remember is that they walk (inaudible). I could hardly hear what he was talking about.

Didn't he say tax cuts for the rich, too?

Yes.

(Multiple people speaking at once).

Which is just silly because that will all come back anyway.

I didn't get a sense of these are my ideas, this is how you find out my plan. This is, here I am, go here to get the answers to how I'm going to do this.

MODERATOR- SO YOU'D LIKE TO LEARN MORE. GO TO A WEBSITE..

Yes. Call me. Here's my cell phone number.

That's a good idea, having some kind of tag where you can go for more information on how he feels about those issues. More in depth information.

We don't want to know how he feels.

Well, more in depth information.

MODERATOR- THERE'S ONLY SO MUCH YOU CAN ACCOMPLISH IN THIRTY SECONDS. HE'S NOT GOING TO BE ABLE TO LAY OUT ANY DETAIL. OKAY. ANYTHING ELSE ABOUT THAT AD THAT STOOD OUT TO YOU?

It definitely was aimed more at possibly a woman or a family type. It appealed to us. We saw little kids, we saw people who lived in small towns who.. It appealed to us and it appealed to me in that way as opposed to seeing him stand up there and talk behind a podium. I probably wouldn't have bothered to look at the images.

It was not focused toward the cosmopolitan.

So, I'll remember his face a little more because he doesn't really have a very memorable face.

He doesn't.

He's very low key.

We saw a group of working men, but nothing was [sitting or anything].

MODERATOR- OKAY. LET'S WATCH THE NEXT ONE. THIS ONE WILL BE FROM SANTORO. FLIP TO HANDOUT FOR IN YOUR PACKETS. GIVE THAT A RATING AND THEN TELL ME WHAT YOU TOOK AWAY FROM IT.

One.

One towards Casey.

Zero.

Zero.

One toward Santoro.

Zero.

Two toward Santoro.

Zero.

Zero.

MODERATOR- HALF OF YOU NO DIFFERENCE, THE REST OF YOU SPLIT IN TERMS OF WHICH WAY IT PUSHED YOU. OVERALL TELL ME WHAT YOU TOOK AWAY FROM THIS AD.

It was frightening not to vote for Republicans. He did provide a little bit more specific information about a plan.

He did something. I don't know if that's true, but we saw a [building] up there, so I guess there is a plan.

But I want to know where it is, don't you? Where is it and where.. There has to be two sides.

It's good for the environment. It pushes a button that's good for the..

(Multiple people speaking at once).

I think he was just trying to.. Use scare tactics, burning the American flag and he used (inaudible) which I think is.. The Christians versus the Muslims. I don't know what it is, but it makes me sick.

That's exactly what I thought. That last line, we don't have to be dependent on THEM.

He's pointing his finger at them and that..

Any of us could be the THEM in this world.

But why should there be an US and a THEM?

Exactly.

The people on the street burning the flag are not the THEM. They're not the ones who hold the (inaudible).

I didn't like the fact that he had to start out patting himself on the back either. I'd rather that become self-evident somehow than the man standing up telling you how good he is because of what he did. Again, I don't know if that plan is good for our environment or not. I don't even know if it's good for our economy.

How do we know he didn't just cast a vote and do nothing else? Who knows.

(Multiple people speaking at once). That's something that's been in the minds of people in this state since the 70's. It's not new.

(Multiple people speaking at once).

I think it was just the fact, in terms of the ad in general, I didn't like the shock value. It was violent, it was aggressive and I could just watch that on channel ten. He did give a cause and an effect. He said here's a problem. Here's what I've done to fix it. That's what I want to hear. Now all I have to go is go and check his voting record and see what

that is about and make the decision if it's good or bad. With Casey, I'd have to go look to find out what it was. In terms of the ad, the ad was effective. I didn't like the opening...

MODERATOR- YOU WOULD HAVE DONE IT MORE EFFECTIVE WITHOUT THE OPEN AND THE CLOSE.

Yes. If he could have just done the middle and said..

Talked about what he was doing.

Yes, here's what I'm doing. I understand you have thirty seconds, you have to toot your own horn because nobody's tooting it for you.

How about putting up a web site that has your voting record on it. That's what I'd like with both of them. Say, "Check my web site for my voting record."

Or, "Here's how to go to the congressional web site to check the voting record."

MODERATOR- FLIP TO HANDOUT FIVE AND WE'LL DO THE NEXT ONE. THIS TIME WE'RE GOING TO SHIFT FROM SANTORO AND CASEY TO LOIS MURPHY AND JIM GERLACH. SAME SCALE AGAIN. THIS WILL BE AN AD FROM GERLACH.

There's no party.

MODERATOR- GAIL YOU'RE A TWO TOWARD MURPHY?

Yes.

No difference.

Three toward Gerlach.

One toward Gerlach.

No difference.

Zero.

Four for Gerlach.

Zero.

Three for Gerlach.

MODERATOR- TELL ME WHAT YOU TOOK AWAY FROM THAT ONE.

It's a non-issue, in my mind. It's not the best they can come up with.

I don't agree with that necessarily. I thought it was.. It's just not what I think. It was non-specific information. I'm going to vote for the law that can work. I thought it was a good [basis].

He distances himself from the President, which is unusual. It always surprises me when somebody distances themselves from the President.

Of all the issues that he could have separated himself from he chose immigration. I'm not sure that he's going to get any support from that. If we don't live in Hazelton or Riverside, I don't think Chester County people are that concerned about immigration.

It was nice to hear at least there was one issue that he focused on, instead of just general nonsensical things.

He was saying his opinion very strongly and that's really good. At least we know what he thinks about.

He doesn't follow behind Bush just because he's Republican.

Right.

There wasn't a party affiliation at all in the advertisement. It didn't say, "Paid for by the..." It didn't say anything at all.

It disappointed me that he didn't have the guts to acknowledge his Republicanism.

I don't know if it's that or if he stands behind what issues effective him. Whether or not, regardless of party.

Well then maybe he's not a Republican.

So say so.

What's the Brooks County issue? Does Brooks County have a reputation for keeping [a lie]?

(Multiple people speaking at once).

MODERATOR- (INAUDIBLE). (MULTIPLE PEOPLE SPEAKING AT ONCE).

Like those word images. He did more than one thing with the production. Whether they were good or bad.

MODERATOR- CAROL WHAT DID YOU THINK OF THAT AD?

I thought it was sort of blah. I think that we have things that are more important than those issues. Trying to (inaudible) when we have so many other things going on.

That was my feeling.

I do think it's an issue. We're going to have to deal with it. Individual communities are going to have to figure out how they're going to educate all of these non speaking, English speaking people, how they're going to house them and they're going to get them...

It's becoming a huge, economic issue.

It's a very spotty, huge issue. It's not a huge issue for [Sexton].

Because somebody brought up the mushroom workers (multiple people speaking at once).

Chester County has been dealing with that for decades.

This is really bad, but when you go by.. I live in Victoria Crossing which is right here in West Bradford. If you go by any of the trucks up there with the landscapers, they're all Hispanics. It sounds like a very narrow-minded view, but it's true.

Some of them are citizens. Some of them are documented and some of them aren't.

Right. And you don't know.

MODERATOR- OKAY. LET'S GO TO HANDOUT SIX. THIS WILL AGAIN BE MURPHY/GERLACH.

Louis.

One toward Gerlach.

Zero.

Three toward Gerlach.

I have a zero.

One toward Murphy.

Zero.

Five toward Gerlach. The other way, completely.

MODERATOR- DEBRA?

I put one towards Murphy.

Zero.

Four Gerlach.

He got my votes too.

Three Gerlach.

MODERATOR- OKAY SO THAT ONE CLEARLY DID NOT ACCOMPLISH ITS PURPOSE. FIRST OF ALL THOSE OF YOU WHO WENT TOWARD GERLACH, WHICH WAS HALF OF YOU, TELL ME WHY.

Mudslinging.

It didn't say anything about her. It was a "Just vote for me" ad.

She didn't even talk.

She had the man talk for her.

I wanted to go.. Especially [just opposed] to get the other one that I just saw, makes me want to go find out a little bit more about why I wouldn't want to vote for Gerlach.

She shot herself in the foot. Gerlach stands up and says, "When I agree with Bush, I agree with Bush. When I don't agree with Bush I don't agree with Bush." Then she comes in and says, "Okay here's all the times he's agreed with Bush." Yes, but he's also disagreed with Bush. She shot herself in the foot. She went against him. This election I am not having anything to do with people that are going against the other candidate. No more mean guys playing..

(Multiple people speaking at once).

I wouldn't mind it if she herself had said he says this is his record, but here are some things I disagree with. I would have said differently. The voice over is sensationalistic. She didn't say anything. Aren't you smarter than that? She's not showing. Personally, I met her too and she's not showing the person that I met, which is really..

Sometimes they'll do the negative ads with the actual candidate doing the voice over ad then they'll show them in person saying, "I disagree with that. This is what I would like to do for Pennsylvania. This is what I would like to do for our country." It gives you a little bit of insight, but when they are negative like that you get no insight into the candidate that's being advertised.

Other than obviously they don't have much to say about themselves.

Right. That's exactly it.

Why don't we just get rid of all the money and have twelve debates and you actually have to stick to the point?

Don't talk to me about debates. I studied Regan's debate advisors. Don't talk to me about debates.

MODERATOR- ANY OTHER REACTIONS TO THAT AD?

It didn't say what she would stand for.

MODERATOR- WHAT WERE THE SPECIFIC ISSUES? DID ANYBODY HEAR THE SPECIFIC ISSUES WHERE SHE WAS TRYING TO TIE GERLACH TO BUSH AND SAY THAT THEY WERE GOING IN THE WRONG DIRECTION?

The special interests.

[CAPTA]. Big oil. Tax breaks to big oil.

MODERATOR- BUT THAT DOESN'T SEEM TO HAVE MADE A DIFFERENCE FOR MOST OF YOU.

No.

It was the way it was done.

It didn't say she would have done anything different.

[In somebody's] bad ad, it wouldn't mean that you wouldn't vote for them, even if you agreed with what the person was saying.

MODERATOR- THIS ISN'T A VOTE. THIS IS YOUR REACTION TO THIS AD.

(Multiple people speaking at once).

I think she being in commercials will have a lot of swaying for people's decisions. After that I wouldn't vote for her. That's my opinion.

MODERATOR- FLIP TO HAND OUT SEVEN. NOW I NEED YOU TO USE YOUR IMAGINATION. AS YOU KNOW THE CANDIDATES AREN'T THE ONLY ONES PUTTING UP ADS. THERE'S ALSO DEMOCRATIC GROUPS, REPUBLICAN GROUPS AND DIFFERENT SPECIAL INTEREST GROUPS. THEY PUT THEM ALL UP IN ONE PLACE AND THEN SUDDENLY YOU SEE THE SAME ADS APPEARING IN DIFFERENT DISTRICTS ALL OVER THE COUNTRY. DIFFERENT FACES ARE PLUGGED IN, WITH DIFFERENT INFORMATION, BUT IT'S BASICALLY THE SAME AD. I HAVE SOME OF THOSE ADS THAT ARE SHOWING IN OTHER PLACES AROUND THE COUNTRY THAT ARE LIKELY TO APPEAR IN A SIMILAR FORMAT AROUND HERE. I'M GOING TO ASK YOU TO TAKE A LOOK AT THOSE AND RATE THEM. I STILL WANT TO KEEP IT IN THE CONTEXT OF GERLACH AND MURPHY. FOR THE NEXT TWO ADS, WHEN WE'RE TALKING ABOUT CHRIS [CHACHOLA] YOU'RE THINKING JIM GERLACH. AND WHEN WE'RE TALKING ABOUT JOE DONNELLY, YOU'RE THINKING LOIS MURPHY.

Because they look so much alike.

MODERATOR- THEY DON'T BUT THEY'RE GOING TO MAKE A LOT OF THE SAME ARGUMENTS IN THE ADS. I WANT YOU TO VIEW THESE IN THE CONTEXT OF GERLACH/MURPHY. WHEN THEY'RE TALKING ABOUT CHRIS CHACOLA YOU'RE THINKING ABOUT GERLACH AND WHEN THEY'RE TALKING JOE DONNELLY, YOU'RE THINKING LOIS MURPHY. CHACOLA IS THE REPUBLICAN INCUMBENT. DONNELLY IS THE DEMOCRATIC CHALLENGER. JUST AS GERLACH IS THE

REPUBLICAN INCUMBENT AND MURPHY IS THE DEMOCRATIC. HERE WE GO
(MODERATOR PLAYS AD).

He pushed me three points away from him.

MODERATOR- OKAY SO THREE TOWARD MURPHY.

Right.

Two to Murphy.

One to Gerlach.

Two to Murphy.

One to Murphy.

Five to Murphy.

MODERATOR- DEBRA?

I'm confused.

MODERATOR- THEY'RE ALL REACTING TO THE NEGATIVE.

Chris is the guy who did the ad.

MODERATOR- CHACOLA DID THE AD.

But wasn't it Lois because you said Donnelly? If you said Donnelly it's for Lois.

It was against Donnelly.

Why don't you have a normal ad up there?

I'm totally confused. I thought if you said it's Donnelly speaking it's for Lois.

Donnelly wasn't speaking. It was talking bad about Donnelly.

Oh.

MODERATOR- THEY WERE TRASHING DONNELLY.

I thought you said with the incumbent.

MODERATOR- NO.

Well it didn't change my opinion one way or the other.

MODERATOR- SO YOU'RE A ZERO?

Yes.

One toward Gerlach.

Three for Gerlach.

Two.

MODERATOR- WE'RE A LITTLE SPLIT. CHACOLA THE REPUBLICAN INCUMBENT IS SAYING JOE DONNELLY THE DEMOCRATIC CHALLENGER IS CLEARLY FOR HIGHER TAXES. HE LAYS OUT ALL THE DIFFERENT TAXES THAT HE SAYS HE SUPPORTS. WHAT'S YOUR REACTION TO THAT AD?

There was no condition on the other point. It was just here's all the bad things they found. I've done nothing.

(Multiple people speaking at once).

What about Chris? What does he support? We have no idea if he supports taxes.

No, not necessarily. He doesn't say that.

(Multiple people speaking at once).

He talked about hiring the taxes. It sounds like he wants to hire them.

Anybody who wants to hire taxes is not somebody I want to vote for. It never occurred to me that he might actually want to hire taxes. That would be really..

We have a trillion dollar deficit. Eventually we're going to have to pay somehow.

On the positive side, we all know what that ad was about though. He had sources and I liked how in the upper right hand side he had the little where he got the information from. It's something that we can go back and check. I feel like it was well done as far as it could be checked up on and seen too. It's a little bit nicer than the other ad.

That's a nationally run ad so they're just going to plug in people's names. Now it's making the generalization that it's not the individual it's the party.

Which is the truth, isn't it?

It's portraying to the individual.

MODERATOR- THEY'D ONLY RUN IT IF IT WAS CONSISTENT IN TERMS OF THE RECORD AND ALL THAT KIND OF STUFF.

I thought it was really slimy.

(end of side)

I didn't think it was mudslinging if that's what she's for and she's just telling you. He's just looking for people who are opposed to higher taxes. If she's not opposed to higher taxes.. Let's face it. In the position that you took they're going to have to raise taxes. You look at that ad and you don't have a problem with it. Of course they're going to raise the taxes.

I don't want to pay more taxes, but we're \$26 trillion dollars in debt. We're going to pay more taxes. It's just that the people who aren't the wealthiest are going to pay..

Let's just hope the other person will..

It was a pretty powerful ending statement though. Joe Donnelly is for higher taxes. Are you!? Right away I'm going to say, "No."

That's like asking if you've hit your wife lately. "When did you stop hitting your wife? Are you still hitting your wife? No. Oh, because I used to." There's no good answer to it.

MODERATOR- LET'S GO TO HANDOUT NUMBER EIGHT. THIS WILL BE YOUR RESPONSE TO THAT ONE, JOE DONNELLY AND CHRIS [JACOLA].

Yikes!

Yikes!

So that was Lois talking, right?

MODERATOR- LOIS NEVER SPOKE. IT WAS A DEMOCRATIC CONGRESSIONAL CAMPAIGN COMMITTEE.

But she didn't...

MODERATOR- EVERYTHING IT SAID ABOUT [JACOLA] YOU TRANSLATE TO GERLACH.

But she did not endorse that ad. That was just the Democratic Committee that did it, not the individual candidate.

I put four toward [Murphy].

Mudslinging worked.

I'm undecided.

Three towards Murphy.

Two towards Murphy.

One towards Murphy.

Now I'm just getting tired. There's no difference. I'm going numb. Just make them stop.

MODERATOR- SUE?

Three towards Lois. I feel like I know him.

Four toward Murphy.

No difference.

If she had done this ad I might feel differently. Maybe two towards Murphy.

MODERATOR- THIS ONE WAS MUDSLINGING AS WE'VE HEARD IT SO FAR. IT DIDN'T SAY ANYTHING ABOUT HERSELF, BUT MOST OF YOU DID MOVE IN THE DIRECTION THAT IT WAS INTENDED TO MOVE YOU. SO TELL ME YOUR OVERALL REACTION TO IT.

First of all, who gave him \$43,000 for oil and gas? That's nothing. Seriously. When you think of how much money they raise.

(Multiple people speaking at once). But then when they started talking about how much money he voted for tax breaks, then I was like, "Whoa!"

What was the package that that was in? Then it was yes, \$300,000 in oil stocks. Well, if you own a mutual fund, yes. It wasn't addressed to intelligent people. It was addressed to people that don't..

It worked for me!

(Multiple people speaking at once)..voted down the priced gouging. I think that's really important today. People are really concerned about the price gouging. You see prices go up overnight four and five cents.

I don't mind paying more for gas, but when I find that they're making windfall...

More money in than they've ever made in the history of oil companies, that's totally not fair.

Right. And they voted that down not just once or twice, but three times. You have to kind of say, "Hmm. Why is that?"

When did you do that? This year or six years ago?

I don't know, but the notation at the bottom tells you where to find the information.

(Multiple people speaking at once) this year because we didn't have the same problem six years ago.

For me, I'm getting tired and I think I responded totally unintelligently and emotionally. I also what I have down here is that one of them had a really nice face. I can't even remember now if it was [Jacola] or.. It just really said that [Jacola's] a bad guy. That's what I got out of the ad.

I think they made a mistake by putting a face up there. You have face recognition but you really weren't sure who you were getting. Don't give the guy any face recognition, unless he's really good looking.

MODERATOR- ANY OTHER THOUGHTS ON THAT ONE? WHAT WAS IT IN PARTICULAR THAT JUMPED OUT TO YOU THAT SAID FOR YOU IT WAS PRICE GAUGING? WHAT ABOUT FOR THE REST OF YOU?

The billions of dollars in tax breaks.

And the seperation from me, the common man and him, the guy who's making money off of my misery.

It does cost me \$55 to put gas in the Town and Country. That's a problem for me. It was the immediacy of the issue. That's something that I deal with every week. [Death] taxes aren't really on my plate.

Especially if you live to be 105.

Then it becomes somebody else's problem.

It is a much more effective tool for today, in my mind, than immigration. Immigration doesn't effect me personally. It may tax wise, but it doesn't touch me as an issue.

MODERATOR- DID THE IMAGE OF THE WOMAN FILLING UP AT THE GAS STATION AND THE THING ROLLING OVER \$60..?

And the kid in the back..

It hits home. The kid in the back and just opposed to.. He got this much money for his campaign and he has this much money. It's obviously not a problem for him like it is to me. Not that I need my politicians to be poor. But I need them to be sensitive to the fact that this is an issue for me.

I would like to see them poor.

MODERATOR- ONE MORE AD. AGAIN, WE NEED TO DO THE EQUATION. THIS TIME JOHN HOSTETLER EQUALS JIM GERLACH.

That's true.

MODERATOR- ARE YOU FOR TOWARD MURPHY AGAIN?

Yes.

MODERATOR- ELLEN?

Five toward Murphy, what the heck.

Four toward Murphy.

The mudslinging is starting to work.

Two towards Murphy.

I have one towards Murphy.

Two towards Murphy.

Two towards Murphy.

Four towards Murphy.

Two towards Murphy.

No difference.

MODERATOR- AGAIN, IT MOVED MOST OF YOU. WHY?

It was a moving ad.

I hated the way it was done, but it was moving and it touched a heartstring.

(Multiple people speaking at once).

Do you think it was truthful?

I think it was too incredible to be truthful. There had to be something wrong with that.

It was true.

Of course it's \$1,500 for each serviceman. That equals a lot more money than the raise that Congress gave themselves.

Yes, but what does \$1,500 do for servicemen? That's \$2.00 a day?

\$1,500 could pay rents for a couple of months.

It used to be that when soldiers came home from Vietnam they got a bonus that they don't get when they come home from Iraq. It was like a.. It took care of expenses for a month or so when you came back.

(Inaudible) posttraumatic shock but they're changing the definition of it so you won't get cheated.

MODERATOR- OTHER REACTIONS TO THAT AD?

I put it was an attack ad done in a soft voice, but that appeals to me more. It wasn't like bam, in my face.

I think it adds to that confusion of issues. You don't have an idea of where whoever the person is running against stands. You just have this gut reaction of being against what

this man may or may not have done, tied to whatever else this was tied to. It's what you were talking about at the beginning. It's the not telling us how you're going to solve the problem, just blaming somebody else for the problem.

But on the other hand that wasn't an ad done by the opponent. It was done by the parties, so it was to vote for the other party rather than the other.. Obviously it would be that person, but that wasn't chose by the opposite candidate.

Yes, but isn't the possible responsible? Does the party have no say in helping the candidate to find his issues? I think they do.

MODERATOR- WE'RE GOING TO MOVE FROM THE TELEVISION ADS NOW BACK TO THINGS THAT HAVE BEEN APPEARING IN YOUR OWN LIVES IN YOUR MAILBOXES. YOU GUYS MENTIONED YOU HAVE BEEN GETTING SOME MAIL AS WELL. I WANT YOU TO TAKE A LOOK AT THIS, WHICH HAS BEEN GOING AROUND. THIS IS SOMETHING THAT'S BEEN USED IN THIS RACE AND MAY HAVE VERY WELL APPEARED IN YOUR MAILBOXES IN CHESTER COUNTY. WHAT'S YOUR REACTION TO THIS? AGAIN, THINKING ABOUT IT IN THE CONTEXT OF YOU'RE COMING BACK FROM THE MAILBOX. WOULD IT GRAB YOU? WOULD YOU READ IT?

There's too much to read.

It's really poorly done.

Oh, yes.

It's too much like work to read this.

What's this about entitlement?

Why do we deserve?

My mother has millions of dollars. Does she need a tax cut? No! Plus, I would throw this out because I would think it was one of those flyers with coupons or something in it.

(Multiple people speaking at once).. check would catch my attention, the Treasury check. The check did catch my attention. I like Treasury checks.

I don't get this one. I don't get who it's from. Who's on what side.

It says here that she said that she made it clear she would support higher taxes, so for anyone in the room that felt we should have higher taxes to pay for the deficit, then this should support what you want.

Does it say she supports higher taxes or she just doesn't..?

Oh, she's against higher taxes.. (multiple people speaking at once).

She will start her tenure in office by making sure the tax cuts are made (inaudible).

Well that's different.

Going against tax cuts is different from raising taxes.

Right.

This is slimy again.

MODERATOR- THIS IS TRYING TO MAKE A PRETTY SIMPLE POINT. LOIS MURPHY EQUALS HIGHER TAXES.

It doesn't seem simple to me.

Besides don't the young students who are just getting out of college [want] lower taxes too, or just seniors and families?

That's very confusing.

It is.

I liked the check. That's all I looked at. The Treasury check.

It's ineffective.

There's too much information on one piece of paper.

It's a waste of paper.

MODERATOR- OKAY. UNFORTUNATELY THESE WERE NOT ON THE INTERNET, SO I ONLY HAVE A COUPLE OF THEM. THESE WOULD BE A RESPONSE FROM LOIS MURPHY.

(Multiple people speaking at once).

This is not very effective.

This is better for me.

He does look like Mr. Potato Head.

MODERATOR- WHAT DO YOU THINK ABOUT THIS MAIL PIECE? IS IT EFFECTIVE?

It's clearer to me.

MODERATOR- WHAT DOES IT SAY TO YOU?

There's a clear issue here. If you're for oil and you have a big annuity somewhere and you want to continue this (inaudible) then you trust that you'll vote against it, then.. It's clear where each one of them stand.

She's obviously not involved with any of the lobbys for oil and gas.

It's just another bash. I can't give it any weight at all.

She gives a statement on what she..

The picture on the front, I think grabbed us all right away because I think we can identify with the gas. The woman pumping gas and then the \$3.00 a gallon.

(Multiple people speaking at once).

Then in the blue there's a personal message from her and she's standing right under the sign. It's like she's saying she's going to do something about it.

[It says] they should require auto makers to produce more efficient cars. Auto makers can produce more efficient cars, they're just not doing it. So, good luck with that, Lois.

Do you know what actually got me, was the picture of Lois on the inside. It's really bad. The picture of Girlack is worse.

She's a regular person.

Yes, but she looks like she's a bad person. Making facing at her behind the camera because (inaudible). But look at Gerlach.

I'm going to think of Mr. Potato Head now.

Is this handout number eleven?

MODERATOR- NO. WE'RE NOT RATING THESE. HERE'S ANOTHER ONE. A LITTLE DIFFERENT APPROACH ON THIS ONE. TELL ME WHAT YOU THINK OF THIS ONE.

I don't like this one.

I read too many things on the internet.

The day after the hurricane or Exxon..

(Multiple people speaking at once) and nobody else did that.

There was a gas station that was \$2.92.

You only have to go to [Lattice] to get \$2.85.

Wow!

You just go past that big Wal-Mart down on thirty and you can get gas for \$2.79.

Yes, but if I have to drive all the way out there..

(Multiple people speaking at once).

MODERATOR- OVERALL IMPRESSIONS OF THIS ONE?

It's better than the last one.

MODERATOR-WHY?

It's easier to read the pictures. I didn't read the words.

MODERATOR- BUT YOU GO THE IDEA JUST BY OPENING THE..?

I thought it was a nicer ad than the other one.

I like this one better too. The picture in the front is very telling.

It's much clearer.

MODERATOR- JUST IN TERMS OF WHAT IT SAYS, OR THE PICTURES, OR..?

I think it's not as complicated. This picture is pretty telling. She talks about herself here and what she wants to do.

And get Mr. Potato Head on the back. That picture actually really does effect me. Looking at him he looks like a fat..

(Inaudible) bad looking pictures..

I know and it worked.

If they couldn't get a good one they'd change your face anyway.

She's making the issue of big oil versus individual family. I think Gerlach cares about his family just as much as she does.

Did you see this?

I like the picture on the front.

MODERATOR- YOU LIKE THE PICTURE ON THE FRONT BETTER TOO, BETSY?

It grabs you right away.

MODERATOR- OBVIOUSLY ONE OF THE IDEAS IS TO GET YOU TO LOOK, FOR THIS TO BE THE ONE PIECE OF MAIL YOU DON'T THROW AWAY RIGHT AWAY, AND ACTUALLY LOOK AT.

I think the page front and back is much more effective than four pages. That's too much reading for me.

MODERATOR- OBVIOUSLY ONE OF THE BIG THINGS HERE IN TERMS OF REPUBLICANS AND HAVING DEMOCRATS IS TAXES. WE SAW IT IN THE TELEVISION ADS, WE'VE SEEN IT IN THE MAIL PIECES. TAXES IS A BIG THEME. THE LAST THING I'M GOING TO ASK YOU TO DO IS HANDOUT TEN. THIS IS ANOTHER ADVERTISEMENT. WE'RE JUST GOING TO READ IT AND RATE IT AS WE DID THE OTHER ADS. LET'S SEE WHAT YOU THINK OF THIS CASE THAT THE DEMOCRATS ARE ALSO MAKING OUT THERE. THE DEMOCRATS SAY AMERICANS ARE STRUGGLING TO KEEP UP WITH THE SKYROCKETING COSTS OF GAS, HEALTHCARE AND EDUCATION. PRESIDENT BUSH AND JIM GERLACH'S ECONOMIC POLICIES HAVE PRODUCED RECORD DEFICITS WHILE GIVING AWAY BILLIONS OF TAX CUTS TO THEIR CORPORATE BACKERS AND SHIFTING THE TAX BURDEN EVEN FURTHER ONTO THE MIDDLE CLASS. WE SHOULD REPEAL TAX GIVEAWAYS TO COMPANIES THAT SEND JOBS OVERSEAS AND MILLIONAIRES WHO DON'T NEED RELIEF, AND INSTEAD PASS FISCALLY RESPONSIBLE MIDDLE CLASS TAX CUTS. MAKE COLLEGE TUITION TAX DEDUCTIBLE, TAX CREDITS FOR FIRST TIME HOMEBUYERS, AND TAX BREAKS FOR CAREGIVING EXPENSES ON BEHALF OF AN AGING PARENT. SO, IF THAT WAS AN AD, TELL ME HOW YOU WOULD RATE THAT ONE AGAIN, ON THE SAME SCALE.

You want this to be Murphy and Gerlach again?

MODERATOR- YES. THIS IS MURPHY AND GERLACH.

I don't want to pay another \$56,000 a year in tuition.

Even in those cases a lot of times they're cutting it.

I voted two for Murphy.

Three for Murphy.

I went three towards Murphy.

Two towards Murphy.

Two Murphy.

MODERATOR- AND YOU WERE A ZERO. SO EVERYBODY WENT TOWARD MURPHY. FIVES AND FOURS FOR SOME OF THEM. WHY DID THIS ONE MOVE YOU SO MUCH?

There were things at the end that we call want really bad and not hearing much about.

This one spoke about a lot more issues than we had seen on the advertisements. That talked about the price of gas only.

It seemed true. We do have record deficits which seem to get (inaudible) everytime they talk about.. Oh, it's not that big a deal. Then there's a specific plan for repealing tax giveaways to companies and specific items that will effect our income level or our neighbors income level.

It's feasible. It's making statements that are feasible.

If only we can make them sign it in blood so that they have to do it.

They ought to change the medical care system to make the President and Congress have the same insurance as the average person.

It's not mudslinging, but they say things here that I think we all can kind of say hooray to.

I think because they lump Bush with Gerlach which kind of ... But it's a Republican issue. If they had used the word Republican instead of Bush and Gerlach it wouldn't even be mudslinging it would just be true.

In some ways this would be the response to the ad that whoever, Donnelly or whoever had talked about raising the taxes, this would be her plan for how taxes are going to change. They're not going to necessarily be raised.

The good guys can make some money.

And the bad guys can (inaudible) \$15,000 on umbrella stands.

MODERATOR- DOES IT SEEM FEASIBLE THAT THE LAST HALF OF THE DEPOSITED PROPOSAL FROM THE DEMOCRATIC ADMINISTRATION IS FEASIBLE?

As long as they didn't structure it as a totally negative ad. "Jim Gerlach's politics have done this and have done this." I think that it's done well the way that it turns out. As long as it's not too negative.

If they sent me just this, I would read that.

Right.

I don't need pictures, I don't need..

This is better than any of the stuff we've seen.

Yes.

I'm going to vote for anyone that did this even if it's that Cocoa Puffer guy.

MODERATOR- WE'RE GOING TO SKIP HANDOUTS ELEVEN AND TWELVE AND GO STRAIGHT TO HANDOUT THIRTEEN. WE'RE NOT GOING TO TALK ABOUT THIS, BUT BASED ON EVERYTHING THAT YOU BROUGHT IN HERE TONIGHT AND EVERYTHING THAT WE TALKED ABOUT WITH THE DIFFERENT ISSUES, IF WE FAST FORWARD THREE MONTHS TO NOVEMBER AND YOU WALKED INTO THE BOOTH AND YOU HAD TO CHOOSE TODAY, WHICH WAY DO YOU THINK YOU WOULD GO IN EACH OF THESE RACES? CIRCLE THE CANDIDATE. AFTER YOU CIRCLE IT TELL ME WHY. WHAT WOULD PUSH YOU IN THAT DIRECTION IF YOU HAD TO VOTE TODAY?