



The Sarah Palin Show

At the end of August this year, many people were surprised when John McCain announced Sarah Palin, governor of Alaska, as his choice for vice-presidential candidate: they didn't know who she was. Sarah Palin was virtually unknown in national politics.

In the weeks that followed, governor Palin made quite a splash and seemed to be revitalizing Republican voters across the nation. "We're makin' a heck of a fuss" would be her way of putting it, in her folksy, eye-winking manner. Crowds at McCain rallies started shouting, "Sarah! Sarah!" and commentators were calling it the Obama-Palin race for president.

Now the reason for having a vice-president is to take over the office of president if necessary, and many people are still mystified by the choice of someone who seems so little qualified for such an eventuality. The question people in both the U.S. and Germany are asking is, Why Sarah?

For many conservative Americans, Sarah Palin embodies the *common man*, a person "just like me" who represents the essence of America and the dream that "you can make it if you really want to." She is the populist voice of an idealized, mythological small-town U.S.A. that her followers cherish.

In the Sarah Palin Show, the idea lives on that all you have to do is work hard, make your own money, know the difference between good and evil, and maintain the best society people have ever known. There are a few evil-doers out there, but we know who they are. Sarah knows, John knows. Vote for us, and God will show the way. It's that simple.

The spunky, hockey-mom governor knows how to deliver the message. But is it the right message? The one most Americans want to hear? When the elections on November 4th are over, we will know.

William Parks, M.A.
Heidelberg, Germany

Email: w.parks@pbtraining.de
Website: www.pbtraining.de