



## **Can Romney's speech overcome his image?**

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Let's see if I've got this straight. Both the Obama campaign and the mainstream media hammer away incessantly on the GOP platform and on Romney's wealth, and then a new Pew Research Center poll shows that more Americans are more interested in the GOP platform and in Romney's wealth than in his convention speech.

That's what advertising is for, to influence perceptions, and when it comes to politics the mainstream media are in the advertising business. They only pretend to be in the news business.

Obama cannot run on his record, so he's run a campaign of the lowest kind: destroy your opponent. But what's the media's excuse for not calling him on it - indeed, for aiding and abetting this scurrilous effort? Does the future of the nation turn on whether Romney is rich, or whether he releases still more tax returns, or on what's in a platform that will soon be forgotten? Then why is it a constant media refrain? The question answers itself.