



JUST THE FACTS!

TITLE: "AS THE WINDMILL TURNS"

EPISODE #: 30

HOST

Welcome back to Just the Facts, the weekly vid-cast from FactCheck.org, I'm Emi Kolawole and this week is a lesson in creative video editing with ads on taxes, energy, and fake lobbyists.

VIDEO: MCCAIN AD "PAINFUL"

This ad from the McCain campaign is one of a series of ads that attacks Sen. Obama on his tax plan, but there's more fiction than fact here. Like this:

ANNOUNCER

Obama voted to raise taxes on people making just \$42,000.

HOST

What the ad is referring to is one provision in a big budget bill Obama supported in a mostly party-line vote. The provision would have called for a \$15 tax increase on single tax payers making \$42,000 a year.

GRAPHIC: SINGLE TAXPAYER v. TAXPAYER WITH CHILDREN

But the woman in the ad doesn't appear to be single, does she? If she's a single mother she could make as much as \$62,150 before being affected by the provision McCain is talking about. Make that \$90,000 in combined income if she's married. Now listen to this:

VIDEO: MCCAIN AD "PAINFUL"

ANNOUNCER

He promises more taxes on small business, seniors, your life savings, your family.

GRAPHIC: OBAMA TAX PLAN

All of those claims are reinforced by the images associated with them, and the whole package paints a bogus picture. Most small business owners would see a cut, so would most seniors, and as for “life savings,” taxes on capital gains and dividends would go up only for families making over \$250,000 a year.

HOST

This ad – one of many – is part of a pattern of deceit on the part of the McCain campaign when it comes to Obama’s record on taxes. And we don’t take the d-word lightly. This week we’ve seen a Spanish language radio ad, an English-language radio ad and a web video all repeating false claims about Obama’s position on taxes. So don’t be fooled, and for more details on all of these ads, be sure to check out our website at www.factcheck.org.

VIDEO: OBAMA AD “EMBRACE”

This next ad from the Obama campaign sacrifices the facts on the altar of ad aesthetics:

ANNOUNCER

The lobbyists, running his low road campaign.

GRAPHIC: MCCAIN & HIS “LOBBYISTS”

HOST

As much as Central Casting may want to get their hands on this bunch, none of these people is a lobbyist. And if you’re a follower of business news, you can probably spot former eBay CEO Meg Whitman in the background. She’s joined by two Secret Service agents, McCain press aide Brooke Buchanan and San Francisco Democrat Greg Wendt, a volunteer advisor who travels with McCain. Both Whitman and Wendt are McCain fundraisers, but not lobbyists.

VIDEO: MCCAIN AD “FAMILY”

This next ad, from the McCain campaign, uses the editing trick we’ve been seeing in all of the ads from both sides this week: the pairing of emotionally evocative pictures with less-than-accurate statements:

ANNOUNCER

Renewable energy to transform our economy...

HOST

But McCain’s energy plan, available on his website, provides no new federal funding for wind power or renewable energy sources.

GRAPHIC: MCCAIN ENERGY PLAN

HOST

Instead it promises to “rationalize the current patchwork of temporary tax credits” and speaks of “an even-handed system of tax credits that will remain in place until the market transforms.”

That’s pretty vague. So we asked Frank Maisano, a spokesman for energy companies and utilities including wind, to translate.

GRAPHIC: MAISANO QUOTE**HOST**

He said: “I don’t even know what that means. It means that they don't want to tell people what that means.”

McCain’s vague policy outline for renewable fuels is nowhere near as specific as his plans for nuclear energy. He promises 45 new nuclear plants, but you don’t see them in this ad. And that’s it for this episode of Just the Facts. For more on Obama and McCain’s energy plans, and the details surrounding their support of cap-and-trade be sure to check out our website at www.factcheck.org. I’m Emi Kolawole. Thanks for watching, and see you next week.