



MEDIA TEAM

Format:	Web :30
Title:	Tampered
Date:	7/22/12

<u>VISUAL</u>	<u>AUDIO</u>	<u>BACKUP</u>
Video of Romney's Ad	Narrator: Seen this ad?	
Romney Attack Ad	Romney Ad: "If you've got a business, you didn't build that."	Romney Launched An Attack Ad Against Obama Including A Truncated Version Of The President's Remarks On Small Businesses. "A Web video from former Massachusetts governor Mitt Romney's campaign was a preview of what his next attack ad might look like, using the president's comment that 'If you've got a business, you didn't build that.' We didn't have to wait long. 'These Hands' is now a 30-second ad going after President Obama for telling small business owners to remember the government and community that helped them get where they are. Like the Web video, Romney's ad truncates Obama's words to make them more damaging." [Washington Post, 7/20/12]
"Mitt Romney's Misleading Attack Ad" (Washington Post, 7/19/12)	Wait a minute. Romney deliberately altered the meaning of the President's words.	The Washington Post's Ezra Klein Wrote A Story Titled "Mitt Romney's Misleading Attack Ad" Stating, "In Romney's Ad, 'That' Refers To 'Building A Business.' In Obama's Remarks, 'That' Refers To The Roads And Bridges." [Washington Post, WonkBlog, 7/19/12]
"...infrastructure and education..." "... not that individuals don't build their businesses..."	Actually he was talking about building "...infrastructure and education... not that individuals don't build their businesses..."	Washington Post: "Romney's Ad Truncates Obama's Words To Make Them More Damaging." [Washington Post, 7/20/12] Washington Post: Obama Spoke About "Infrastructure And Education" And "Not That Individuals Don't Build Their Own Businesses." "Obama spoke in between about the infrastructure and education that help, making it more clear that he was saying individuals didn't build that system, not that individuals don't build their own businesses." [Washington Post, 7/20/12] <u>PRESIDENT OBAMA CALLED FOR INVESTMENT IN EDUCATION, INFRASTRUCTURE, AND TECHNOLOGY</u> In Remarks At Roanoke, President Obama Called For Investments In Education, Infrastructure, And Technology. "So you know how important that is to growing an economy. Let's take some of that money and rebuild our roads and our bridges and our rail systems, and let's build wireless networks into rural communities so everybody can tap into world markets. Let's put construction workers back to work doing what they do best and that is rebuilding America. That's why I'm running for a second term as

		<p>President of the United States. That's the choice you face. I'm running to make sure that our kids are getting the best education in the world. When I came into office, we passed a tuition tax credit that has saved millions of families thousands of dollars, and now I want to extend it. But I don't want to stop there. We just won a fight thanks to some of the folks who are here, including students from VT that -- we just won a fight to make sure that student loan interest rates would not double." [Remarks by the President in Roanoke, 7/13/12]</p>
<p>"Misleading Romney Ad Draws Criticism For Distorting Obama's Words" (Slate News Channel, 11/22/11)</p>	<p>Romney's been caught doing this before.</p>	<p>Slate Headline: "Misleading Romney Ad Draws Criticism for Distorting Obama's Words." In a post headlined, "Misleading Romney Ad Draws Criticism for Distorting Obama's Words," Slate reported: "Mitt Romney is drawing fire over the first commercial of his 2012 presidential campaign, in which he quotes President Obama out of context. The ad uses a sound bite from Obama's 2008 campaign: 'If we keep talking about the economy, we're going to lose.' The only problem with this apparently damning clip: Obama was quoting his Republican opponent John McCain at the time. In response, Romney adviser Eric Fehrnstrom claims the misleading quote was used intentionally to 'show that President Obama is doing exactly what he criticized McCain of doing four years ago.'" [Slate.com, 11/22/11]</p>
<p>"Mitt Romney pulls a blatant fast one with the first TV ad of his presidential campaign". (Ad Age, 11/22/11)</p>	<p>Another attack ad was called a "blatant fast one" for manipulating video of the President.</p>	<p>Ad Age: "Mitt Romney Pulls A Blatant Fast One With The First TV Ad Of His Presidential Campaign." "Mitt Romney pulls a blatant fast one with the first TV ad of his presidential campaign ... Romney's 60-second spot, running on WMUR in New Hampshire, includes a 2008 clip of then-candidate Barack Obama saying, "If we keep talking about the economy, we're going to lose." The message Romney wants New Hampshire-ites to get: Obama's trying to distract us from what matters. Only problem? Obama was quoting John McCain. The clip was taken from the closing days of the 2008 campaign, when McCain was flailing and his advisers wanted to change the subject from the economic panic that was dragging their candidate down. Here's what Obama actually said: "Senator McCain's campaign actually said, and I quote, 'If we keep talking about the economy, we're going to lose.'" So Romney's ad is a pretty clear distortion." [Ad Age, 11/22/11]</p>
<p>www.barackobama.com/build</p>	<p>See the whole tape and decide for yourself.</p>	