

# MOVEON.ORG POLITICAL ACTION

FOR IMMEDIATE RELEASE: Wednesday, January 4, 2006

**\*\*\* Ad Online Thursday - Starts Airing Nationwide Monday \*\*\***

## **Alito's "Extreme Makeover" Targeted In *West-Wing* Take-Off Ad**

**NATIONWIDE CAMPAIGN INCLUDES PETITION  
DELIVERY & LETTER-WRITING TO SENATORS**

***"He's no moderate. But he plays one on TV."***

MoveOn.org Political Action will begin airing a TV ad on Monday nationwide highlighting Samuel Alito's attempts to hide his extreme views. The ad is a take-off on the popular television show *West Wing*. (*See script below*)

"MoveOn members are fired up and ready to speak out against this nomination. We need someone we can trust on the Supreme Court, not Judge Alito who hides his extreme views on issues like privacy, workers rights and civil rights," said Ben Brandzel, Advocacy Director of MoveOn.org Political Action.

The ad is part of a larger campaign to oppose Alito's confirmation by the Senate. The ad buy is \$150,000 and will begin airing nationwide on CNN Monday, January 9<sup>th</sup>.

The ad will also run in Rhode Island targeting Senator Lincoln Chafee and in Dayton, Ohio targeting Senator Michael DeWine. Both Senators are facing tough re-election battles.

### ***Activities include:***

- **Nationwide Television Ad: begins running Jan 9<sup>th</sup>**

A television ad will run nationally and in targeted states citing Alito's most extreme rulings.

- **Letter-Writing to Senators: Wed, Jan 4<sup>th</sup>**

Thousands of MoveOn members will write letters to their Senators that begin, "57 groups have their reasons to oppose Alito. Here are my reasons..."

- **Petition Delivery to Sen. Specter's Office: Thurs, Jan 5<sup>th</sup>**

Coalition partners including People for the American Way, the Leadership Council on Civil Rights and Alliance for Justice will deliver a petition with thousands of signatures to Sen. Arlen Specter's Philadelphia office, opposing Alito's confirmation.

- **Petition deliveries to Senators' local offices: mid-January**

MoveOn members will deliver petitions to their Senators' local offices calling on them to oppose Alito's confirmation.

*The script follows.*

**MoveOn.org Political Action**  
**TV :30**

**"He Plays One On TV"**

#### VIDEO

OPEN ON A BACKSTAGE DRESSING ROOM. A MAN IS SITTING IN A DIRECTOR'S CHAIR GETTING MADE UP, HAVING HIS HAIR COMBED. THOUGH WE DON'T EVER SEE HIS FACE, THE BACK OF HIS CHAIR SAYS: "ALITO."

A HIGH-POWERED FEMALE AIDE ENTERS AND SPEAKS TO HIM AS THE MAKE-UP ARTIST CONTINUES DOING HIS MAKE-UP.

#### AUDIO

WOMAN AIDE (FAST-TALKING): Looking good. Now let's just tackle a few problem areas:

Yes, you wrote on a job application that a woman has no constitutional right to an abortion. But your excuse is brilliant: You only did it to get the job.

You broke your promise not to rule on cases involving that company you invested with. Stick to your answer: computer glitch.

Oh, and the group you belonged to that wanted to restrict African American admissions to your college. You've been saying, "I don't recall." Love it.

#### VIDEO

THE AIDE EXITS. ABOVE THE CHAIR WITH ALITO'S NAME ON IT, WE SEE SUPERED OVER THE MIRROR: "SAMUEL ALITO. HE'S NO MODERATE."

#### AUDIO

ANNOUNCER (VO): Samuel Alito is no moderate. But he plays one on TV.

## VIDEO

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## AUDIO

ANNOUNCER (VO): MoveOn.org Political Action is responsible for the content of this advertisement.

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