

A GOOD SALE

A Civic Poem by Jewel Rodgers

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Part One

In the 2020 Vice-Presidential Debate
The Vice Presidents, both hopeful and current
Speak briefly about things most Americans only halfway understand.

You are sitting on the other side of the screen when Mike Pence says,
“You are entitled to your own opinions,
but you are not entitled to your own facts.”

In response,
Kamala Harris says,
“That was a good line.”

And in the moment, you think to yourself,
“It was a good line.”
And only halfway do you acknowledge how lethal one line is amidst 90
minutes.

In the 21st century, we began to warn each other about the dangers of too
much screen-time.

Moments later we are consumed by screen time.
Most of which is used to implement marketing, promote sales, or host
meetings we only came to because the marketing was done well.

So, almost poetic that the 45th President of the United States is touted as “a
marketing genius”

But never a sales guru.

Because the real thing is always a lot different than the marketing.

Unfortunately, this is an age-old tactic you have forgotten.

The strategy of “divide and conquer” is almost as American as you are.
Fundamentally speaking, what more do you want that I do not already long
for?

Part Two

As tradition would have it
Rarely do we ask questions
prior to the first shot.

Today, one-liners become the “end all”
Because they are disguised as the “be all.”
And it is only later that you realize the “be all” sits beside you.
That the chatter fueling your fire is mostly your own voice.

If you listen long enough
I guarantee you find gaps,
no matter what side you are on.

There are gaps no matter what side you are on.
The marketing is likely to be so good,
That you become more passionate about how the facts sound
Than if the facts are actually sound.

But the sale will be honest.
The sale will do research beyond the ballot.
The sale will know people beyond the policy

So well that when presented with,
“I could never vote for X because Y.”
Z presents itself.

And asks you to remember that time
When you thought you could not breathe.
When you were presented with a responsibility you could not handle.
When you were expected to act immediately but you froze.

Or you were not welcome.
Or were not equipped to save the life
Of someone you loved.

This is only a friendly reminder.
That those scenarios are policies in the presidential election.

That when policies take the place of people, we forget that “we the people” do the work too.

Democracy only does so much of the marketing.

Your everyday life is what becomes of “a good sale.”

So, tell me – fundamentally speaking, what more do you want that we do not already long for?