

# MICHIGAN TRUTH SQUAD

## MICHIGAN TRUTH SQUAD ANALYSIS: RICK SNYDER

**Who:** Rick Snyder

**Elected office seeking:** Governor

**Party:** Republican

**Primary or general election ad:** Primary

### QUESTIONABLE STATEMENTS:

**“And we’re fiftieth out of 50. Dead last.”**

The ad doesn’t say what we are last in. Michigan is 50th in the nation in unemployment. But it is 37<sup>th</sup> in the nation in per capita income, above, for instance, nearby Indiana which is 40<sup>th</sup>.

<http://www.bea.gov/newsreleases/regional/spi/2010/pdf/spi0310.pdf>

**“His ten point plan to reinvent Michigan is so detailed, that, well, it’s likely no politician could even understand it.”**

A little obvious hyperbole. The plan is written in plain English, by and large. And the details are not that different than what his primary opponents are saying: Cut business taxes, reduce regulations, etc. You can read the plan and various white papers at

<http://www.rickformichigan.com/>.

### OVERALL IMPRESSION:

As the first ad from any of the candidates for governor, Rick Snyder’s “One Tough Nerd” spot, which ran during the Super Bowl in several Michigan markets, gives an appropriate biographical overview of the candidate and directs attention to his web site, where voters can learn more details about his proposal. Yes, there is a little hype to the spot, but it’s generally accurate. The negative statement in the ad is about politicians in general, not any one of his opponents specifically.

It is interesting to note Snyder’s prominent use of a photo of former Detroit Mayor Kwame Kilpatrick in his discussion of “career politicians” as the ad opens, seeking to subliminally tie the mayor, who has been convicted on obstruction of justice charges, with other politicians. It’s the kind of thing we might expect from ... a politician.

### FOUL OR NO FOUL:

We’ll give one no foul, but a warning to Mr. Snyder to be a little more specific when saying Michigan is “dead last.”