



Movie Review: “Obama's America 2016”

By Talk Radio consultant Holland Cooke, reprinted from Talkers magazine

Regardless of how you feel about President Obama, SEE THIS MOVIE.

If you're an Obama-hater, you'll sure feel as though you got your money's worth. It'll validate the memes that Fox News and Rush Limbaugh dispense so relentlessly.

If you support him, you'll see what he's up against.

If you work in Talk Radio, you owe it to your audience to understand what all those network commercials in your show are selling.

The conspicuous lack of previews for major motion pictures implied theatrical “infomercial,” a rented theater...an inference quickly corrected by a Washington-area PR firm representing the producer. There was one trailer, for an “Atlas Shrugged 2” flick due in October.

If you're a content creator, you'll find the production techniques instructive.

The soundtrack was largely funereal strings that sound a lot like the Schindler's List soundtrack. And to reinforce that he's-NOT-one-of-us, there's sitar music underneath the lengthiest sound bite of the president speaking.

Most of the lengthy credits were for “Re-enactment Cast,” actors in various scenes seeking-to-dramatize various of the film maker's points. The propaganda-film look of these scenes was like slick, modern-day “Reefer Madness,” and detracted from the film's overall credibility and important points it made regarding mounting debt and nukes.

Despite reports of throngs elsewhere, our all-white matinee audience numbered about 40, several of whom left muttering. This may differ from your experience; since I saw the film in deep-blue Rhode Island, which Republican presidential candidates have only carried twice in 40 years. Both of the exceptions were incumbents (Nixon and Reagan), and this film's mission seems to be to undermine the power of such incumbency.

Public Speaking 101: At the end of the speech, what do you want 'em to remember?

In this case, two things:

1. He is NOT one of us. Most of the film was travelogue of places-you-never-want-to-go. The president is damned for not choosing his father more carefully. And despite the interviewer's three attempts, Obama's African half-brother denied feeling unprovided-for.
2. The only thing film maker Dinesh D'Souza seemed to say more-often-than “I” was “Anti-colonialism,” which we're told animates Obama. Although Anti-colonialism was the spark that ignited America, we're told we should now be wary.

The word “Romney” was never uttered.

Also recommended, and almost-as-scary: that new Batman movie.

Read my Talkers magazine and Radio-Info column archive at www.HollandCooke.com, and follow on Twitter @HollandCooke