

Safety Procedures:

You know the little safety procedures card that's in the storage pocket of the seat in front of you when take a commercial flight? Do you ever take the time to read it? Most of us don't. The airlines know this and that's why they have the cabin crew read it for us and act out the really important parts, like breathing oxygen and water landings.

It should be the same for politicians. When a candidate (especially a middle aged male) boards the campaign juggernaut there should be a safety card in the seat pocket in front of him. Plane, train, bus or limo, it makes no difference. There should be a card of do's and don'ts complete with instructions on how to bail out if the whole thing goes kerflooy.

I won't bother you with the pictures that might be on the card. I will deal with the written part. I used to write a lot of instructions for toys and games. It was a daily part of my work life. I learned that you have to be clear, concise and emphatic. You don't want people messing up when they need to get the rules right. Otherwise they wander off in a direction that gets them nowhere. So I formulated some guidelines which should be read by any player in the electoral politics game. If you're considering a run for something you might print a copy and carry it with you.

DO NOT TAMPER WITH OR IN ANY WAY DISABLE YOUR INTEGRITY:
BUT IF YOU DO, REMEMBER THE FOLLOWING SAFETY PROCEDURES.

ALWAYS LEAVE A CONTACT NUMBER. IN AN EMERGENCY IT'S REALLY EMBARRASSING TO CALL OUT THE STATE'S NATIONAL GUARD FROM YOUR HOTEL ROOM IN RIO.

REMEMBER THAT EVERYTHING YOU DO OR SAY SELLS AIR TIME FOR MSNBC AND FOX.

MEMORIZE THE LOCATIONS OF THE VARIOUS EMERGENCY EXITS.
MAKE SURE YOU KNOW WHICH ONE YOU ARE CLOSEST TO. THE DISGRACED POLITICIANS' EXITS ARE CLEARLY MARKED.

THERE ARE TWO EXITS OVER THE WINDOWS FOR GRAFT.
THE MAIN CABIN DOOR IS TO BE USED IN CASE OF PERJURY.
THE EXIT AT THE REAR OF THE AIR CRAFT IS FOR ADULTERERS ONLY.

IN THE UNLIKELY EVENT THAT YOU NEED TO GIVE UP YOUR CAMPAIGN, DEPLANE USING THESE PROCEDURES.

DENY, DENY, DENY FOR AS LONG AS YOU CAN.

WHEN YOU ARE FINALLY READY TO GIVE UP YOUR CHARADE HOLD A NEWS CONFERENCE AND LET PEOPLE KNOW HOW HONEST YOU ARE GOING TO START BEING WITH THEM, BEGINNING RIGHT AFTER THIS NEWS CONFERENCE

QUOTE LIBERALLY FROM SCRIPTURE. IT'S IMPORTANT THAT PEOPLE KNOW THAT YOU KNOW HOW BAD YOU ARE.

CRY. ALWAYS, ALWAYS CRY. IT'S AMAZING THAT FOLKS STILL FALL FOR IT.

START TO PLAN YOUR CAREER AS A LOBBYIST OR DINNER SPEAKER NOW, AS YOU DEPLANE.

This last admonishment to get going on your après office-holding life has become known, in disgraced politician circles, as the Clinton Clause. Bill joined the "100 million dollars in the bank club" a few years ago largely by his initiative and energy as a consultant and speaker. That's a lot of money. Way more than you can make while you're in office (unless your name is Cheney and you own a big chunk of Halliburton).

Oh, there's another instruction that should be on the list. The current crop of political mess-ups is great at it. It's as if they were born with this notion in mind.

REMEMBER: YOU ARE MORE IMPORTANT THAN YOUR STATE, YOUR CONSTITUENTS OR YOUR FAMILY. CUT YOUR LOSSES AND MOVE ON. IF THE REST OF THE WORLD CAN'T HANDLE IT, WHO NEEDS THEM ANYWAY?