

(NOTE: This is the original draft of my proposal [on Reddit](#). See the latest draft there)

## (Proposal) Silence on the airwaves: kicking money out of politics once and for all

**\*\*Scenario:\*\*** The blaring TV in the living room suddenly goes silent. This has been happening a lot lately. A lot.

So much so, that soon people associate it with the fight against corruption that these silent TV ads represent.

**\*Our ads\*.**

The glut of yesteryear's political ads might've been noisy. Yet our new ads win: for their silence is deafening.

You see, the creative force of the people intent on making real change will beat any amount of dark money.

The dark money behemoths may have hoards of money to bribe lawmakers in OUR government, and such behemoths can also easily fake illusions of movements in "support" of their schemes (astroturf), but they lack one power we the people DO have: uniting the people for causes.

It's when we think outside the box that we catch people's attention.

Look at the proof in **\*our\*** victories against SOPA, PIPA, and for net neutrality. Those are WINS we can claim in our fight against the corruption of **\*our\*** government-by-the-people.

Millions of voices beat millions of dollars. (Not coincidentally, one is open and the other hidden)

Now let's all BUST OPEN the box of our thinking.

So far MaydayPAC has fought money with money, in TV ads. That impact was tiny because more ads simply adds to the noise around election time. Let's brainstorm a new way. Here's one I propose:

We run a **\*Silence on the Airwaves\*** campaign. If any candidate runs any ad on any medium, we won't vote for them, UNLESS the ad is to "remove ads like these" from disturbing you every election, or unless the ad is to "get money out" of politics. The ads must not mention nor attack opponents or ideologies. The ads may include "Ads like these are running everywhere in every

state. Support candidates who are against corruption. hashtag #OnlyThePeople or #MaydayCandidate"

Instead of paying for ads that focus on candidates, we run ads that focus on the cause, and as a side benefit, the ad promotes any candidates who uses the hashtags #OnlyThePeople or #MaydayCandidate in their campaigns, which becomes a promise to MaydayPAC and everyone in the nation that the candidate will make it their top priority to get money out of politics.

And if we're going to make representatives dependent upon the people alone, then we must involve the people.

Everyone with a website can participate immediately. Everyone who posts a Youtube video can also participate.

Website and Youtube actions could be a quick blurb that includes a link: ""Silence on the Airwaves. Kick money out of politics in 2016. No political ads anywhere except to remove the influence of money from elections.""

We can also greatly reduce the cost of ads for candidates of MaydyPAC, if we make them ourselves. So we'll crowdsource their ads and videos!

Anything we create will be far more humanized and creative than what money machines do.

For example imagine ""Ad by MaydayPAC, grassroots-made. By everyday people like you, for eveyday people like all of us"".

Our ads are colorfully bright patches of art, handcrafted with love.

There's a powerful effect in the act of everyday people making ads for candidates to kick corruption out of politics. For perhaps the first time, many people will feel like they're actually making a difference. And it may feel more like something other people can get behind.

Before, our silence used to be our biggest downfall.

Now with some creativity, we can put silence to our advantage.

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P.S. A different type of ad could say: ""This is the sound of your voice in government being muffled by money machines that bribe our lawmakers. \_\_\_\_ candidate will strengthen your voice""