

The Future of Democracy[©]

Mr. and Mrs. American Joe Public watch television every night; as they watch and listen they form their own opinions about everything in the news: politics, popular culture, current affairs and the state of the world and many times they discuss their opinions with friends and family.

Pundits, critics or informed authorities are on every news program expressing their opinions about every news item imaginable. They are chosen because of their ability to communicate their expert knowledge, insight, wisdom, political position or cultural point of view in an articulate and informative manner.

America under its new President, faces huge problems; a failed economy, mass unemployment, environmental disasters, continuous war, a health care crisis, an ailing political system and a general moral decline and major threats against our national security. Joe Public, his wife and *all* their friends think they have all the *common sense* solutions to fix or improve every foreign, domestic, political and cultural news situation discussed in today's media.

Mr. and Mrs. American Joe Public might not be as well informed as the experts but they believe emphatically their own no-frills *common sense* deductions, insights and opinions are of significant political and social value and worthy of a bigger audience. They want them heard by those who represent them. They want to be listened to because they know their *common sense* could make America and the world a better place for their children and themselves. Like the experts, they want their opinions heard and validated in the public arena of national television. Until now, there has been no venue for them to express their *common sense*. Now there is!

We the People is an entertainment show built around the daily political and cultural news. Comprised of a round table of six male and/or female contestant/candidates drawn from contrasting political persuasions and lifestyles, who are questioned by about their views and political ideas by three lively celebrity judges [Democrat and Republican political pundits and a Bill Marr style comedian] *After each show segment the judges comment, criticize the contestants ideas and put forth their own ideas.*

*In the segment **IS WEEK'S NEWS** contestants give their extemporaneous common sense opinions about video news footage of important social, political and cultural news stories of the day.*

In the segment **FROM THE FLOOR[©]**, a celebrity guest speaker will make the case for their position, be it about politics, the arts, news, fashion, society, the environment or other hot-button issues. This will be followed by the contestants' cross-examination of the guest's presentation and their response to his/her point of view.

In the segment **VOTE FOR ME[©]**, each contestant is given the opportunity to present his or her *common sense political* solutions for making the world a better and safer place. They will ask for their "utopian vision" for America. When the contestant's time-limited presentation is finished, the other contestants of the round table, debate his or her ideas on the same topic. The first contestant is allocated rebuttal time.

In the segment **OFF THE CUFF**®, a presenter lays out his positions on a controversial cultural subject previously unknown to the contestants and the contestants must speak extemporaneously on that subject and must field questions from the presenter.

In the final segment **UP AGAINST IT**® each contestant's most precious "push button" issue is confronted head on by a famous celebrity pundit who diametrically opposes their view like the devil's advocate.

*Contestants in **We the People** while not stifled by the confines of political correctness but are encouraged to refrain from censure, personal attacks; name-calling, backbiting, swearing or compliments directed toward the other contestants.*

At the end of each **We the People** show the viewers vote by phone for the candidate/ contestant they feel exemplifies their personal views and offers the best *common sense* insight, ideas and political strategy. The winner of each show goes on to compete in the following week's show, moving closer to the grand prize of a book deal and licensed celebrity appearances on the national television news and talk show circuit.



Thomas Paine - Author of Common Sense.

We the People

Putting Common Sense Back in Democracy - One Vote at a Time ©

The United States of America has a tradition of *common sense* that began in Philadelphia in 1776, when Thomas Paine wrote the brilliant pamphlet *Common Sense*. In it he challenged the authority of the British Government and The Monarchy. *Common Sense*, the pamphlet, sparked The American Revolution and was a precursor to The Declaration of Independence.

The plain language Paine used spoke to the people of America in a reasoned *common sense* style that ordinary people understood. He said *common sense* consists of what people in common would agree on: that which they sense as their common natural understanding expressing beliefs or propositions that in their opinion most people would consider prudent and of sound judgment, without study or research, but based upon what they see as knowledge held by people in common.

We the People - The Market

We the People can be proudly marketed throughout the world in all countries subscribing to “democracy.” It provides the general public the opportunity to air their ideals, their point of view, their anger, their frustrations and their appreciation of the political and cultural situation they find themselves inescapably part of.

We the People is the voice of the people; it embraces the democratic system and gives an uncensored and welcome platform for “soap box politicians” and everyone with a point of view who desperately wants to get their *common sense* ideas heard.

U.S. President Barack Obama, a one-time community organizer, came from the back streets of the south side of Chicago. There are thousands of people like him, from all walks of life, still on the streets, who, like him, believe their ideas are of interest, value and worth to the American public and the world at large. The election to the highest office in the land of a man with such limited experience in government meant he must have relied heavily on his *common sense* to find his way to the White House. Thomas Paine would have been proud.

The American democratic system created The American Dream and is the home of the most prolific consumers in the world. Americans desire, need, want and demand everything all the time. They will come up with every political and cultural idea necessary to ensure that the “everything” they want keeps coming.

When the American consumer’s ability to live the life they want is impeded, as it is now, they demand *common sense* answers to put an end to their problems. Many times their representative politicians don’t, can’t or won’t come up with *common sense* answers to problems and are always squabbling about what’s “right.” Mr. Joe Public is horribly frustrated with the system and its politicians, he has his own *common sense* answers for solving his problems and what better a place to express them than as a viewer of, or contestant on, **We the People**. Politics and how we can improve or just maintain our way of life in these trying times are of universal concern to all voter/consumers of every age, race, background and religion.

We the People program TV commercials will sell well because the program caters to a huge untapped audience eager to see their point of view expressed. They are ready to phone in their “vote” en mass for the contestant/candidate of their choice. The political points of view of contestants will be featured and discussed by politicians and pundits on every political talk show on radio and TV, thus continually raising the value of the **We the People** brand, its media profile, whilst creating a huge platform for hungry advertisers, at no cost to the producers.

We the People will be a money making machine and a wonderful vehicle in the service of others that really “makes the difference” It will bring common sense back to a world going crazy.

Christopher Judges © Registered W G A # 1294603 - 2009