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Tackling Paid Patriotism, a Joint Oversight Report by Senator John McCain and Senator Jeff Flake (Paperback)

By United States Government Us Senate

Createspace Independent Publishing Platform, 2017. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. Dear Taxpayer, In 2013, a roaring crowd cheered as the Atlanta Falcons welcomed National Guard members who unfurled an American flag across the Georgia Dome's turf. Little did those fans—or millions of other Americans—know that the National Guard had actually paid the Atlanta Falcons for this display of patriotism as part of a \$315,000 marketing contract. This unfortunate story is not limited to professional football, but is repeated at other professional and college sporting events around the nation. In fact, these displays of paid patriotism are included within the \$6.8 million that the Department of Defense (DOD) has spent on sports marketing contracts since fiscal year 2012. Consider this: honoring five Air Force officers put \$1,500 into the pockets of the LG Galaxy. In another example, taxpayers footed the \$10,000 bill for an on-field swearing-in ceremony with the World Series finalist New York Mets. And the list goes on. By paying for such heartwarming displays like recognition of wounded warriors, surprise homecomings, and on-field enlistment ceremonies, these displays lost their luster. Unsuspecting audience members became the subjects of paid-marketing campaigns rather...



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