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A press conference with a gag order

*20 minute press conference calls for legalizing casino gambling
without ever mentioning the words “casino”, “gambling” or even (ahem) “gaming”*

(Tallahassee) -- More rebranding is done in capitol buildings than on Madison Avenue. “Tax increases” become “revenue enhancements..” “Taxes” become “fees.” “Reductions” become “reforms.” And today in Tallahassee gambling expansion promoters started trying to turn “casino gambling” into “destination resorts.” In front of the Florida Senate chamber casino gambling promoters held a press conference calling on the legislature to legalize high-stakes casino gambling and pave the way for Florida having the largest casinos on the planet. But none of the four speakers who spent almost 20 minutes reading prepared remarks and answering questions ever uttered any word that even gave a hint of what they are calling on the legislature to authorize. Not even the euphemistic “gaming” got an at-bat.

“Gambling promoters must very ashamed of what they’re trying to do to Florida,” said No Casinos President John Sowinski. “We aren’t asking them to go to their first graders’ ‘what my daddy does’ session at their elementary school and say ‘I exaggerate about creating jobs so that we can legalize giant casinos where there will be-big time gambling like we’ve never seen before,’ but at least be straight enough with the people of Florida to not hide behind words like “destination resorts” which are perfectly legal today.”

“This must be part of the great wisdom they collected from the focus groups they hired famous pollster

Frank Luntz to conduct,” continued Sowinski. “He must have said ‘whatever you do, don’t say ‘casino’, or ‘gambling’, or ‘gaming’, or anything else even remotely close to what you’re trying to get legalized.”

If you have 18 minutes and 27 seconds to spare, see for yourself below.

