

CBS
The Osgood File

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CHARLES OSGOOD reporting:

With Bush and Gore trying to outdo one another in the family values department, between them in the first debate they mentioned the word `family' 15 times and the word `parents' five times, and neither one of them ever used the words `single' or `unmarried' even once. So now the single, unmarried people's noses are out of joint. Says one, I go through the campaign literature, and all I see is family, family, family. They shouldn't act like we're poison. There's an ad campaign running now from the American Association for Single People, the ASAP, for short. Stand by.

(Announcements)

OSGOOD: Each day that passes, Bush and Gore use the word `family' more and more, as if they want it understood that they invented parenthood. That within government and out, the family is what it's all about. There is, of course, a reason why the family values flags fly high in this of all election years as the Clinton era disappears. Each one seems to want to say that he is not at all that way. Please note how I conduct my life, how I love my kids, how I kiss my wife. I am, they seem to say somehow, more of a family man than thou. And candidates from sea to sea and this year, especially, want everyone to be aware about how families are what they care about and why they should be elected.

Now single voters feel neglected, yet these are votes they need to get, these folks who haven't married yet. Haven't yet picked out a trousseau or maybe never plan to do so. Widowed, divorced or bachelors, maybe, at any rate, who have no baby. They feel left out, unless I'm wrong. And they are 80 million strong, those who are of voting age yet have no families at this stage. And so the AASP notes that that's an awful lot of votes.

THE OSGOOD FILE. Charles Osgood on the CBS Radio network.

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