

# Lean Forward? You First!

During the recent GOP presidential debate, MSNBC ran self-promotional commercials for itself. That's okay; all networks do it. The Hebrew philosopher Hillel's famous line "If I am not for myself, who will be for me?" applies for cable news networks, too. And given MSNBC's ratings, that wisdom is particularly poignant.

The long-running "Lean Forward" marketing campaign features different MSNBC hosts waxing poetic on the glories of government and liberalism. The ad they kept running during the debate features Rachel Maddow standing on the edge of the Hoover Dam. The spots are a widespread source of ridicule in conservative circles, mostly because they show Maddow on the precipice of the dam in an ad hectoring us all to "lean forward." You first, Ms. Maddow.

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