## **Transcript**

Rabbi Dave

Good morning, America. How are you? I'm Rabbi Dave, and I feel like. Well. That.

Friar Rod

Good morning, America. This is Friar rods coming to you live from. Well, you know, possibly live, I guess. From Oakdale, CA, where it's nice, sunny and it's going to be a balmy 74 today.

Rabbi Dave

It's a balmy 70 here. But here's the problem with here right now. It's March. Which means that as soon as the sun pokes itself out, all the trees go. Hooray time for tree sex.

Friar Rod

Well, I mean. It's the only time you get it, I guess, right?

Rabbi Dave

Yeah. I guess if I only got it once a year or two, I'd be excited. But the trees, some of which I have in my yard. Mm-hmm. Have gone.

Speaker

MHM.

Rabbi Dave

I mean, literally the sun wasn't even out yet, but they knew it was coming, I think. And they just started. Pollinating. And let me assure you that while I might sound a little under the weather. I am clawing my eyeballs out on a fairly regular basis, yeah.

Friar Rod

I have consistent congestion going on right now, sinus congestion, but we had you know Dave, we went through the almond blossoms a couple of weeks ago. It's actually right before the big rains came. Those are all done now.

Speaker

Right.

Rabbi Dave

I don't understand that. I had no problems when I was stationed here before. Back in the 80s, no problems at all. Moved to Virginia, which, by the way is pretty pollinated heavily anyway, has no problems there. Moved to Georgia and it about killed me. Then I moved to Modesto. And I moved to Modesto. And. The almonds got me, man.

Friar Rod

Every the almonds and then the dust from the harvest of the almonds.

Rabbi Dave

Dust didn't bother me. It's just the almonds. Then I came here thinking, oh, we'll get away. From all that, too late. Well on the. Plus side and I realized nobody cares about all this, but in on the off chance you're thinking about moving up here. And I know some of you are because you sent me texts saying, Dave, I'm thinking about moving up there. What should I know? What you should know is that. In March. As soon as the sun is popping out, the trees go bananas. Now for me. It's kind of weird because it only really affects my eyes. I mean, my eyes are. I realize this is radio. You can't see my eyes, but trust me, my eyes are. Even my wife yesterday. Today I can tell. I walked in the House yesterday and my wife says your eyes are really.

Friar Rod

So a little puffy.

Rabbi Dave

So that I know. And the problem is I can't take. Anything for it? Because a anything I take affects my blood sugar and B. I'm a lightweight when it comes to those kinds of things, and even the ones that say non drowsy. Knock me out. I'm. I ended up having to take one yesterday about 3:30. And I got up at 8:00. This morning. So. There you go. Anyway, it really only affects my eyes. I sneeze occasionally, but I can deal with that. But my eyes, man, I'm just. I get to the point where I'm just, like, clawing my eyeballs out. And so I spent a lot of time. In the shower because.

Friar Rod

Yeah.

Rabbi Dave

Place I can get any kind. Of relief at all. And it just. I don't know. I don't know which is worse. The trees up but it. Only lasts for a few days. By the end of the week, Rod, I mean, today's Sunday, it's the first day of the week right? By the end of this week. I'll be OK. I'll be back to normal. Unless the predictions are right, cause The Weather Channel predicts that it's going to be moderate every day this week. Whereaspollen.com, which is a thing. It is predicts that it's going to be high all week.

And I get that daily report actually from poland.com and my e-mail. Yeah, it's it's actually nice. Like today's was 8.8 out of 10. So that's a medium high day Mulberry. Ash and oak are their problem.
Speaker
There.
Rabbi Dave
We're at 9.9. Out of 10.
Friar Rod
Yeah.
Rabbi Dave
So anyway, I can't really see anything, so if Rob is making faces at me or flipping me off or. Whatever, I don't really. Know. I do know that I had to spend a lot of money yesterday on my computer systems. I upgraded. I upgraded all the control software for my video systems. And only after I upgraded it all did I discover that it was proprietary and I have to have their webcam. So I had to buy a new webcam, which isn't here yet. It won't be here till later today. So if I look weird, I'm using. It's because I'm using the old system. The new system, once they get it in place, which probably will not be until May, because I'm going to be distracted. It's gonna make it look a whole lot better. Not that any of you. Care cause this is radio but. I care and. It makes me happy.
Friar Rod
And that's what I need right now, so I could actually, you know, with the new system, I can actually see your puffy eyes.
Rabbi Dave
Things.
Friar Rod
And the scratch mark sets you OK?
Rabbi Dave
You will see all of that and and I'll be able to do funky things like spin around and change my backgrounds and.
Speaker
OK.

## Rabbi Dave

The theory here is that. It's it's really for my show to to, to improve those things, but. Who knows? Because I, you know. I I'm I'm starting to get into that. Weird mode where I'm starting to get panicked about next month, but I don't want to talk about that right now. What I do want to talk about is the fact that Roderick Cook the good fryer. Has been banned by the LDS Church and I just wanted to say welcome to the. Club. What in the I I know what I did to \*\*\*\* him off. What did?

Friar Rod

You do to \*\*\*\* him off, I pointed out the fact that the Pirate Bible is is actually a. The little arm. Of the LDS church, I said hey, the pirate pimples. Great. I love it. It's it's. And I just didn't care for the LDS Church showing up on my door.

Rabbi Dave

And they banned you for.

Friar Rod

That I did. I'm still. I guess I'm still on there. I don't know. Let me see. But that again, Seth.

Rabbi Dave

That's kind of touchy.

Friar Rod

Yeah, they're a little touchy. They did respond though, and pirate speak, which I thought was OK. Yeah. OK, that's pretty funny.

Rabbi Dave

Yeah, I went walking the other day, cause the sun was out and before the pollen really hit, it was really nice walking path near here called the Clear Creek Trail. If you're looking at a map anyway, I'm out there on the clear Creek.

Speaker

Yeah.

Rabbi Dave

Which is where Beavertown is, and there's animals and. It's just a really. Cool thing. Anyway, they they had the missionaries out there on the trail, stopping people, interrupting people, interrupting people while they're trying to walk. To talk to them and. I had my headphones on, so I just nodded and waved and went on. My way, there you go. Have anything to do with it? So you still like in this pirate? Bible thing I do.

Friar Rod
Anyway, I think it's pretty funny.
Rabbi Dave
Well, that's great. I'm glad to hear it, because I had my doubts. I really.
Friar Rod
Did well so, so here, here. I'll. I'll continue on from where I did. I'll just do a couple of verses and it's just so that you can get it. So we did. We covered day one in Genesis. So our God said let there be sky in the midst of the drink and let it divide the drink from the drink. Arr the Almighty fashioned the sky and split the seas Neath it from the seas above. And twas so. That the almighty proclaimed the sky to be heaven and the evening and the morning where the second day. Say it's pretty funny.
Rabbi Dave
So is that a pirate accent or an Irish accent? Today is.
Friar Rod
Saint Patrick's Day. It is Saint Patrick. Well, it's my my accent. Start getting mixed up. You know I did. I did learn a bit. We bit of an Irish accent. Don't you know? But then I start talking like a pirate, and I dropped my voice and do a more guttural.
Speaker
Our.
Friar Rod
Sounds.
Rabbi Dave
Well, maybe there were Irish pirates.
Friar Rod
They could have.
Rabbi Dave
Irish Bible pirates.
Friar Rod
That would be a Monty Python skit.



Uh.
Rabbi Dave
And I never played again. I've never had corned beef again.
Friar Rod
OK, OK. And neither has the Zamboni driver.
Rabbi Dave
So my wife on the. Other hand loves money. My wife, on the other hand, loves corned beef and so every year I have a I have an old shipmate of mine who. Who makes? I don't know how to describe. Homemade corned beef. Is that the best way to describe it?
Friar Rod
Homemade corn, OK.
Rabbi Dave
He buys the he buys the meat and then he does all the Corning stuff. That makes it corned beef, and then he sells. It and. So every year I buy about 3 lbs of it from him the. Because my wife loves. It I can't. I can't do it. I. Not all that big on tap.
Friar Rod
There are certain things I can't eat either after being sick. Back when I was 12.
Rabbi Dave
That and apple. Apple something some kind of apple liquor. Oh boy, we did that one night. We did that one day on the DUI show with John and I and.
Speaker
That was the.
Rabbi Dave
Only time I ever actually got sick on that show was at Apple. Whatever the hell that was.
Friar Rod
Now for me it's roasted marshmallows and cocoa. I just the smell of either one of those.
Rabbi Dave

Marshmallows. But Coco. Coco. I can take or leave, but I. Prefer coffee so. Friar Rod Coffee is great, man. There you. Rabbi Dave Anyway, none of this has anything to do with any of the real issues of the day, no. Which are of. Course we're sending more money to your crane. Of course, starting to get worried. I mean, we've gone like six or seven weeks without giving money to Ukraine. I don't know what was up. Friar Rod With that, well, they they gotta keep the money laundering going somehow, right? Rabbi Dave Well, how's all war going? Does anybody know? I mean, it's not front page news anymore. Friar Rod I see little clips here and there on the Daily Mail. They talk about it, but I think Russia is still still kind of advancing involving. Rabbi Dave Last I heard. There was a big attack in Russia. The Ukrainians actually attacked Russia, which? Friar Rod So the. They did. They had some drones go and and really far in actually actually on the other side of Moscow and attacked the refinery. Rabbi Dave That's a long way. It is. For a drone. Friar Rod Yeah. Rabbi Dave

That's almost almost insane. Anyway, I I haven't kept up on it. I I know. That's kind of a. Problem. Because it seems. Like something we should be paying attention to, but I. I'm I'm far more concerned right now with, you know, what Dylan Mulvaney is doing and stuff like that. So anyway, it's I I don't know how the war in Ukraine is going, but I know it's. Still going? And I know we're still paying for it. And I know it's going to become an issue in the presidential election between the two oldest people to ever.

Friar Rod

Run for the office. Yeah, well, and then you've got you've Putin's out there saying, hey, people, wait a minute. I've got nukes, I've got nukes, people, right. So.

Rabbi Dave

A lot of that before, though. They mean.

Friar Rod

Anybody, anybody. I've got nukes?

Rabbi Dave

So here's the here's the problem with saying that you can go, you can run around and say hey, I've got nukes. Hey, I've got. But unless you're gonna use it, nobody's gonna listen to. Yeah, because everybody already knows you have them.

Friar Rod

So what's he waiting for? I mean, you know, if he dropped a tactical one on Ukraine, wouldn't that kind of like, stop? I mean, people would be up in arms, I guess. But Ukraine is not a NATO country. So.

Rabbi Dave

So I I don't. I mean. God no. Do you think that matters to the current administration? No. If if, if Vladimir Putin dropped a nuke on Ukraine today, what do you think the United States response would be?

Friar Rod

Ohh my gosh, they probably send troops there.

Rabbi Dave

There's already troops there, we already learned.

Friar Rod

That, yeah, I know that. Of course, any conflict, there's gonna be.

Rabbi Dave

F30 fives are scouting for the we we went through all this F30 fives going oh look, there's a Russian missile over there. Here's the coordinates. Here's how to put it.

Friar Rod

Let's paint that with a laser beam, yeah.

Rabbi Dave

You push the button, but we'll do everything else. I yeah. You can't. He can't go nuke if he goes nuclear. Sorry. Nuclear. It's going to. It's going to come back on him and. I you know when this whole thing started, I was getting emails probably 2A day from people, listeners who are explaining to me that this is going to be the end of Putin. Putin's going to fall. The Russians are never gonna put up with this are gonna rebel.

Friar Rod

There's a. Some of that right now with the, with the elections going on.

Speaker

Woman still waiting for that.

Rabbi Dave

Let me guess how those elections are. Going to turn out. Kind of like North Korea.

Friar Rod

Right. It's a close race.

Rabbi Dave

It'll. Close race one personal vote against him.

Friar Rod

As well, apparently they were destroying some of the polling places they were lighting up. You know, their firebombing or lighting them on fire.

Rabbi Dave

That's that helps, that just increases his leadership, right? It increases his lead. Plus plus, that way. See if that happened here, right. You could burn up a polling box or something, and then they'd blame it on. They'd blame it on Trump. Trump. Yeah, you'd slow down the mail, so.

Speaker

No.

Friar Rod

They look, we recovered the ballots and there's five more boxes than they would actually be stored in there.

Rabbi Dave

And they're all for Biden inmates. But we couldn't count them until after two in the morning. I I can't I. I mean, I guess he could. But war is an irrational act and only a rational people commit it. Which means that Putin is already irrational. Mm-hmm. And Russia is irrational for following him. The the. Rule of thumb. Is that Russia started the war, which means that Russia will lose the war. That's the rule. The modern rule of thumb. But it isn't working out that way. And you'd think for our box that we keep sending these people, they'd be doing a better job of pushing the Russians out and they're not. Mm-hmm. And it's kind of weird to me. I don't, I don't. Anyway, I haven't been following it that closely lately because.

Friar Rod

You can't see and yes, yeah, I understand. And your eyes are like, all puffy and scratchy and. And now you're having a sneezing attack, so hey.

Rabbi Dave

Anyway, stay with. Us we'll be back with the real stuff right after this. Welcome back. I'm Dave.

Friar Rod

Lam. Rod.

Rabbi Dave

So my son, whom I love dearly. Was riding with me in the car the other day. I like it when he does this. He doesn't do this very often, but sometimes he'll just wander in here and go. Dad, can we? Just.

Friar Rod

Go for a drive. So did is that. Without headphones, without. OK, that now that's a miracle.

Rabbi Dave

No headphones, no. No tablets, nothing dad. Can we just go for it? Sure. So we headed out and we actually ended up going to Walmart for some things. But at any rate, along the way, he's like. So what do you? Think was the worst marketing decision in history. This is the kind of question I get from my son and this is a good one because he has his own opinion about this.

Friar Rod

OK.

Rabbi Dave

Which involves some game that I have no.

I'm I'm sure. Rabbi Dave Idea what is? And he tried to explain it to me, and I was like, well, I don't, I don't. I don't know. Friar Rod It's not No Man's Sky, so no. Rabbi Dave It's not just there's two games that I play now. No Man's Sky. Thanks a lot, rod, and out of the park baseball. And. That's that's this limit of my gaming at this particular point and and the ridiculous part of No Man's Sky is. And I and I have to say this, I don't feel like I'm actually doing any. Friar Rod You're exploring. Rabbi Dave I'm just running, I'm just running around seeing what there is to see. Yeah, well, keep telling me. Oh, you gotta build farms and you gotta make money and you gotta. I was chasing the Artemis character for a while. Yeah. Finally found him and murdered him. And then. Some other dude. Apollo. Yeah. Chasing him for a while. And then he just vanished. I don't know where he went. So. So now I'm just running around. Digging holes, it's just it's just Minecraft for adults, people, that's all it is. So I'm building a castle on this deserted island somewhere where there's no resources. You remember where you found the sunken freighter and you had the new? That's where I'm building my castle. Friar Rod To do this. Yeah, yeah. So OK. Rabbi Dave Anyway, so I play that I. Play out of the park. Friar Rod

Yes, there's nothing there it's. I mean it's. There, there's no resources, nothing. Every time. I need every time I need parts. I gotta go somewhere else to get them anyway. So that's the only game I play. So anyway, back to this question. What? What is the? What is the greatest marketing mistake ever made? And at the time, now keep in mind. This was almost three or four days ago. I said to him well. I think that

On a fallout world where there's nuclear radiation.

Rabbi Dave

the Dylan Mulvaney thing for Bud Light. But I'm not convinced that that was a marketing decision. It had a marketing effect. Yeah, but I don't know that the marketing department said, hey, let's get Dylan Mulvaney to advertise our beer, cause that's not what happened. Was 1/3.

Friar Rod

Party company that was working for them that was handling the influencers right and that's something that all the companies are doing right now that they're handling well, maybe not as much but. But they're handling, you know, they're handing out these freebies for influencers just so that they can kind of promote on the backside. It's a cheap thing. It's a cheap way to get marketing done.

Rabbi Dave

Well, there's a story right now about a cruise cruise ship that's making a nine month around the world cruise. And a TikTok influencer. Who was begging Bravo television to put cameras to turn this into a reality show?

Friar Rod

Wait, that's not narcissistic at.

Rabbi Dave

All well, he was begging them to do it. I'd watch. I'd watch. And now he's gotten one of these companies to put him on the cruise. Mm-hmm. And he's going to quote, UN quote, create chaos. On TikTok I assume. Which you should probably if you're going to watch this, you probably should do it soon before it gets banned. But at any rate. I'm not sure that's a marketing decision, and I and I'm not sure that the Dylan Mulvaney thing was a marketing decision. No, it had a marketing effect I'll give you.

Friar Rod

That, yeah, well, and then there were some follow up marketing decisions based on. There were on that.

Rabbi Dave

But one of which was to bring in Peyton Manning, which you can't, you can't go wrong with Peyton Manning.

Friar Rod

Yeah, it was. It was cringe.

Rabbi Dave

Still, it was cringe, but have you ever watched Peyton Manning's commercials for anything else? He he thrives on cringe so.

Sure. No good for him. He made money off that.
Rabbi Dave
So I'm cool. More money for Peyton Manning? Yeah.
Friar Rod
I love their ESPN coverage or whatever it is that they do.
Rabbi Dave
Who could who could come back tomorrow and play quarterback for the Broncos and still do better than Russell? No comment. So when it comes to actual marketing decisions, III had to go with. New coke. New Coke was, I don't know how many of you remember this or not. I remember it very, very well.
Friar Rod
OK, OK.
Rabbi Dave
And.
Friar Rod
I may have. I may have one up on this one. Hold on. I have to go check my browser history.
Speaker
That the color was.
Rabbi Dave
Coca-Cola was fantastic. It was perfect. It was delicious. It was refreshing. It was satisfying. And then they screwed it up and turned. It tried to turn. It into. Pepsi, which I don't care. All you people sending me, including my son, sending me notes. Going. They they, Kate. They tame. No, they don't. And they certainly didn't back before New Coke. And then it was like New Coke was trying to out Sweeten Pepsi. And of course, it turned into a marketing debacle. Which they then undid by bringing back Old Coke, which they now called Coke Classic. And then they kept making new coke for another, what, 20 years before they finally said this is stupid. And get away. With it now the problem with that is the worst marketing decision is. I'm not convinced. That it wasn't on purpose.
Friar Rod
OK.
Rabbi Dave

There's a part of me that says they screwed this up on purpose to generate. Buzz. And they got Bill Cosby to do the ads. Bill Cosby did the original new Coke ads, which of course at the time nobody knew, was a problem, but.

Friar Rod

MHM.

Rabbi Dave

Well, somebody knew that it was a problem, but nobody was saying anything about it being a problem. So I'm there's a part of me that still says that was manipulate they were doing. They they had this idea that this somehow or another, this would generate buzz. And this is back in the era of the Cola wars, which you kids, you kids today don't know nothing about the cola wars.

Friar Rod

Yeah.

Rabbi Dave

Even even Billy Joel sang about the Cola wars. At one point. They were vicious. They were terrible.

Friar Rod

So, Dave, I mean talk about the cola wars there wasn't. There was a 1992 Pepsi competition. Where they they had this number fever. I don't know if you remember this, but in the Philippines? They had this big ramp up for for number fever it and the actual contest ended up killing five people and the idea behind it was was fairly simple that the numbers would be printed on the soft drink bottle caps. Remember that were used to print it on the underneath side and then each morning and evening the local news would announce winners.

Speaker

No.

Friar Rod

So yeah, well, what? What went wrong was that. There was a printing problem and the winning numbers that they that Pepsi had chosen ended up going if they printed over 800,000 winning numbers in the Philippines. And of course the Philippines, you know, is all. They're all freaking out. They're all thinking that they're winning. And then Pepsi said, oh, no, wait a minute. No, no, there was a problem. We we didn't do this. And so there were riots when Pepsi said no, we're not. Going to pay? And it was they promised people to become millionaires and they ended up Pepsi ended up losing. 32 billion. Off of that.

Rabbi Dave

Again, a marketing decision or. A technical problem. There was a technical. Friar Rod Problem, but I think it was. It was another bad marketing decision to say no, wait a second, we can't pay that. Speaker Right. Rabbi Dave Almost as bad as when they did the win win a jet competition or something and the guy won the jet and they said, Oh no, sorry, that's not. And then they ended up out, did they ended up having to give. Speaker Yeah. Rabbi Dave Him the jet or something? I don't remember. Hey, all these decisions were. We're dumb and weird and companies make mistakes. Bands are notorious for this. Bands make bad marketing decisions all the time. Yeah, yeah. And then you got to sit there and listen to these interviews on MTV. Back when MTV actually did music and tell you. About ohh the the the. The VJ would have to interview him about how great their new album was and everybody knew. It was crap. And everybody would have to be. Speaker Mm-hmm. Rabbi Dave But I didn't. III started thinking about this and this terms of what my son was asking me. And by the time I got back, my Xbox was my inbox was for my Xbox, my inbox. Friar Rod Your eats. What is your Xbox? Rabbi Dave Well, full of articles about Tyson's foods. A Tyson Foods is. One of the biggest. Chicken companies in the world, if not certainly in the country if. Not the world. Very big down where where I was from in Georgia

Friar Rod

but.

That's so big in the valley.
Speaker
But.
Friar Rod
Cause we have Foster Farms, right?
Rabbi Dave
Right. Who I once had to interview a Congress person who shall remain nameless, but his initials are Dennis Cardoza. Who presented my producer with a list of five questions about Foster Farms. They were chicken. He presented my producer with a list of five questions and very specific instructions that if I deviated from these five questions, he would enter in the interview.
Friar Rod
OK.
Rabbi Dave
And they were all about injecting salt water into chickens. To make them plumper. OK. And I thought to myself and I. Was still pretty new. With this bills and I said to myself. Well, that's just stupid. Nobody's going to listen to that. And so I asked the first question. He read me his answer. And so then I said, now let's talk about this. And he hung up. And I'm very proud to say that when Dennis Cardoza finally quote UN quote retired from Congress, but he sent a letter to the Modesto being complaining about people talking about him.
Friar Rod
Mm-hmm.
Rabbi Dave
And of course, the things that he complained about were the. Things I was.
Friar Rod
Talking about of course anyway.
Rabbi Dave
Tyson Foods is one of the biggest. Food companies in America, they have plants in Iowa, Virginia, Arkansas, Indiana, Missouri. They want to double immigrant hires to 84,000 people this year going to pay them \$16.00 and some odd cents a minute and higher.

Friar Rod
Since a minute, an hour, whatever.
Rabbi Dave
Yeah, an hour. And and hire lawyers for them to get their immigration status.
Friar Rod
OK. OK. OK.
Rabbi Dave
Then now you might say. To yourself? Well, that's seems. I mean, they're here so.
Friar Rod
Yeah, really, the question comes this, you know, whose jobs are they displacing it?
Rabbi Dave
Well, that's the problem. See if they were just hiring these people. You'd go OK, but at the same time, this company announced that they were shutting down a plant in lowa, laying off something like I don't remember 14115 hundred. American workers and eventually replacing them with these undocumented. I'm sorry, illegal immigrants whom they are also going to hire attorneys.
Friar Rod
Yeah.
Rabbi Dave
And for reasons that they.
Friar Rod
So it can be legal, right?
Rabbi Dave
12176 out of a town. Of 8000 so to be. To be clear here the marketing decision. I mean Tyson Foods is well known for supporting leftist progressive. Mm-hmm. Democrat candidates. Well known for them. But here's the question in today's world. Why in God's name would you put out? A press release saying you're doing this.
Friar Rod
Some DI position person. In in a position said, hey, this looks good. This is good news.

Rabbi Dave
OK. Here's you see. You're not getting my my. My facial intensity here.
Friar Rod
Ohh yeah, I'm sort of getting the yeah with the with the.
Rabbi Dave
Who eats more chicken? Conservatives or liberals?
Friar Rod
Well, the Liberals that that aren't vegan.
Rabbi Dave
How many vegan conservatives are there?
Friar Rod
There's some how?
Rabbi Dave
Many conservative vegans, do you see having chicken barbecues in the South every freaking chance they get? Yeah. OK, so you put out a press release saying we're shutting down this plant, laying off 1200 Americans and devastating this town. Ohh, and we're gonna hire 84,000 illegal immigrants, pay him 1665 an hour and hire their immigration attorneys for them.
Speaker
Oh.
Friar Rod
And it's still cheaper than the Americans they just fired.
Rabbi Dave
And expect what? To happen when you put out this press.
Friar Rod
Release. Yeah, that, that's.
Rabbi Dave

That's of course has naturally blown up all over social media about. Sure boycott ties. Now, look, I'm not big on boycotts and I'll be honest with you, I've almost never looked at the chicken that I'm buying and gone. Friar Rod Not going to come up. Rabbi Dave Well, this is from this and this is from that. Although when I was in the valley, I tended to buy Foster Farms just. Because, yeah, local it is local, yeah. And I'm wondering to myself, is this going to blow up into the worst marketing decision? Speaker Wow. Rabbi Dave Worse even than giving Dylan Mulvaney his own can. Friar Rod So, so the marketing decision was was really the decision to put out the press release that you're hiring these people, right? Rabbi Dave Nobody pulled the the CEO aside and said, look. We're with you. Let's just not tell anybody we're doing this. Yeah. Let's just do it. Yeah, not worry about telling anybody. Friar Rod Let's let's not connect the dots for them. Speaker Right. Rabbi Dave If you're right and this is going to improve our bottom line, nobody on the board or none of the investors are going to care. But instead, let's tell the entire American people, including, by the way, what's that guy's name. The dude with the weird hair and the orange skin. Ohh yeah, Donald Trump, who's running

for president of the United. States. Against the guy you support, let's make sure he knows about this too.

It's it's gonna be a bloodbath, Dave.

Rabbi Dave

What do you what the hell do you think is gonna happen here? And of course, it's already started happening. Yeah, which I don't know if it's bemusing or not. But I am concerned about is my chicken is getting more expensive.

Friar Rod

Yeah. Well, so here's the thing. In in light of the Bud light fiasco, right, and there was some serious damage done by that and how they handled that.

Rabbi Dave

Over six cans that were never sold.

Friar Rod

Yeah. Yeah, that now that Tyson and and so that kind of leads some credence to at least on the conservative right that there's some power behind that. And it and you know, Bud Light is still affected by it. They're still no longer the number one beer in the country and it's been.

Speaker

Well I have.

Rabbi Dave

This theory about beer and that is that beer is fungible. Yeah. OK. I'm gonna. Offend the beer drinkers in the audience. As usual, I don't give a \*\*\*\*.

Friar Rod

Something.

Rabbi Dave

All beer tastes the. Same. Especially when you're talking about this mass produced.

Friar Rod

When you're talking about the yeah, bud light and all those ones. Yeah, they all fit.

Rabbi Dave

They're all, they're all the same. So if I'm not gonna buy bud light because I don't wanna support that, I can buy Coors Light and get the same thing. And for some reason, the people who run Bud Light didn't seem to grasp that concept. Beer is fungible.

Speaker
Mm-hmm.
Friar Rod
Well, so they they're buying modello now. Which is great.
Speaker
Nice.
Rabbi Dave
To be honest, the few Modell's. I kind of like that. Yeah, I'm not a huge. Not a huge beer fan, but.
Friar Rod
They were actually better.
Rabbi Dave
I did like Modelo Gold is that.
Friar Rod
I think so. Yeah. Yeah, I don't drink madella. So anyway.
Rabbi Dave
What was I gonna say? Is chicken fungible?
Friar Rod
Not really.
Rabbi Dave
Doesn't seem like it would.
Friar Rod
Right. Well, the ticket manufacturers are maybe.
Rabbi Dave

Right. But they're not all. They're not like gasoline. They're not all buying the same material, and they're not all buying it from the same supplier. They're actually processing it themselves and and. So I don't know the chicken is fungible. So I'm looking at the score. And as as Tyson just literally committed Harry Carey, right in front of us. On the Internet.

Friar Rod

Maybe, but this is this is Foster Farms opportunity to expand their market.

Rabbi Dave

Ohh my gosh. Do you Can you imagine being in the boardroom at Foster Farms this morning going? Hmm. Opportunity has not.

Friar Rod

Let's go. Move, move. People move.

Rabbi Dave

I not only that, but I mean then you get into the politics of the whole thing. The. Firing Americans to hire illegal immigrants? Now, the problem they're gonna run into and I don't understand why people understand this. OK, so you hire these people cheap on the. Cheap. Mm-hmm. Then you buy them immigration lawyers to get them to become citizens.

Speaker

Yeah.

Rabbi Dave

And then your own people move in and go, hey, let's unionize and demand more money. Yeah. Do they not see that coming?

Friar Rod

Or you've just trained a bunch of people and skills, and now that they're going to now they'll move on.

Rabbi Dave

Yeah, definitely farm.

Friar Rod

And because they're they've got their legal residency, you know, they can go somewhere else, right? The Foster Farms? Yeah.

Rabbi Dave

Do they not see that coming or is that part of the problem? Do they care?

Friar Rod

I think they're very short sighted.

Rabbi Dave
Or is this all? About. This is all just about getting Biden reelected.
Friar Rod
Could be.
Speaker
I don't know.
Rabbi Dave
I don't know if it's going to be the worst marketing decision in history or not. I know that Dylan Mulvaney's effect was a marketing effect. And it. Was. It was catastrophic for Bud Lol. Yeah. And of course, he hasn't improved his situation at all with his latest fiasco.
Speaker
Oh.
Rabbi Dave
For those of you who have.
Friar Rod
Missed that? How can he not be a parody of women, I mean?
Rabbi Dave
He is a parody. That's the whole thing. He's just making fun of.
Friar Rod
That's what.
Rabbi Dave
Women.
Friar Rod
Yeah, and. And so the left doesn't see it. They don't get it.
Rabbi Dave

Because we have missed it. Or they can't get it. Because if they admit, they get it. Then what? Then they invalidate this whole BS about transgenderism. In the meantime, if you have not seen his latest, it's. I I

don't even know how to describe it. It's it's him pretending to be a bimbo and while being a bimbo. Yeah, as if this is what girlhood really is.

Friar Rod

Which goes to tell you that men really do not understand women, even men that pretend to. Be women, right?

Rabbi Dave

And I'm pretty sure I don't really know any men that would want a. Woman like that to be.

Friar Rod

No.

Rabbi Dave

So why are you pretending to be? Like that. I have my theory, which is that this is you. You're just, you know, attention. \*\*\*\*\* are gonna attention \*\*\*\*\* what they do.

Friar Rod

And he wants money, right? And you know it's.

Rabbi Dave

Stop giving him money. People stop it.

Friar Rod

Yes.

Rabbi Dave

If if there's no other reason to ban TikTok and frankly there isn't. But if there was a reason to ban TikTok, it's to get rid of Dylan Mulvaney.

Friar Rod

Ohh yeah, but.

Rabbi Dave

We'll see what happens. Stay with us. We'll be right. Ohh wait, I guess I should ask the question. Right. Yeah. What do you think is the worst marketing decision of all time? Send us an e-mail wtf@whatthefrc.org or comment on our Facebook page. What? The frock. We're on our website. What the frock.org now? We'll be right back. Where's the damn button? I can't see it. All right, coming back to WTF, all right.

## Friar Rod

Welcome back to what the frog, Dave. We've got ourselves an interesting news article here. You know this insurance fraud's a thing. It's it's pretty bad, I think in California, it's pretty bad as well, but apparently there was a man who's been charged with insurance fraud after trying to claim over \$1 million for a double. Because the Frostbite he received on his. Legs. So now in this, investigators are accusing the man identified as his as his surname Chang. And this is this obviously is not in the US, but he basically what he did is that he deliberately immersed his legs in a bucket filled of dry ice for 10 hours. In order to claim. The money. The the problem that he has is that that you know. The the Taiwanese Criminal Investigation Bureau. They they were alerted by the insurance company. Uh, because he did take several high payouts and the investigation Bureau kind of in the report notice that in Taiwan is is really a subtropical region and there are there are as of result no known cases of serious frostbite requiring amputation due to natural climate factors which he was trying to claim that he got frostbite while riding his bike. So, and there's a picture of this guy with his feet in a bucket of. Dry eyes. Actually, he needs zip tied to a chair so he can't get up.

## Rabbi Dave

I was going to say cause I've I've touched dry ice before and believe me there's no way in hell I'm spending more than a 10 seconds, let alone 10 hours in.

Friar Rod

There. Yeah. Well, once you know, once your nerves go, I don't think you're feeling it anymore. But anyway, so yeah, this guy got his legs amputated trying to get the big payout. Not gonna happen. Instead, he's going to jail.

Speaker

Huh.

Rabbi Dave

Wow, that's insane. Said WTF. My question to folks is which is better for WTF stories? Do you think the New York Post or the Daily Mail?

Friar Rod

It swings back and forth for.

Rabbi Dave

Me it's tough because I'm looking at stories today. Rod sent me stories out of the the mail. And Chris, the problem I have is when I go click on those stories then I. See other stories. On the side, yes, and I start scrolling down this one ozempic wonder drug weight loss has one surprising side effect that will have

making people not want to have sex.
Speaker
OK.
Rabbi Dave
So. There you go.
Friar Rod
That's what the trees need that give the trees ozempic and then your problems are solved.
Rabbi Dave
There's a yeah. Dave's story in here about. That big Swedish blue store. Where you buy stuff to put together. How do you say that name?
Speaker
Yes.
Rabbi Dave
Like you. So you're saying it wrong?
Speaker
OK.
Rabbi Dave
Because you're an American. You say at IKEA and it's really IKEA. There's a. Story there's a whole story in here I'm talking. About. Five column inches, 800 words about how we mispronounce IKEA. Which would be, you know, weird enough, but.
Friar Rod
Well, so well, how how do the Swedes pronounce Neanderthal?

you wondering if you should take. Well, it has several, but you know this one is about. Apparently it's

They pronounce it correctly. I'm sure Neanderthal, but there. You go, but then I. The story about the the guy on the cruise ship. Came from the post about about this whole thing. But then there came this story. Is this the most annoying thing anyone has ever done on an airplane? Is this the most obnoxious device ever? Selfish woman disrupts overnight flight. I've made a few red eye flights in my lifetime. And. Quite frankly, normally when I'm flying overnight, I try to stay awake anyway because I'm trying to. Shocked my

Rabbi Dave

system into wherever I'm going. So like I went from the Eastern Time zone to central European time once. To stay up all. Night. That way you're synced up to their. Their system and coming back was the same thing. Flown back and forth across country, I usually find that I have a harder time driving back and forth across the country.

Speaker

Hmm.

Rabbi Dave

Because the time shifted it, you're slower than an airplane, so it's not instantaneous, yeah. But you don't really.

Friar Rod

And it's usually you go off by an hour, right? Or so it's like the time freaking change.

Speaker

Feeling.

Rabbi Dave

Yeah. So when I'm on an airplane, I tend to not pay attention to people around me. But this woman, and of course this is all over social media because this is what we do now. It she had a charging cord. For her. Device. Because now we have to have those everywhere. I thought you had to turn off your devices in the airplane.

Friar Rod

Now, apparently some planes are there. Some airlines are not having or installing the video monitors, so they say they have little clips. Now where you can actually stream to your phone.

Rabbi Dave

Well, that makes sense I guess, which just raises the real question about what exactly is this? Why we have to turn these things off because it's gonna screw up the navigation BS.

Friar Rod

The landing and the takeoff navigation.

Rabbi Dave

Yeah, which doesn't make any sense. Never made any sense to me. Don't send me the emails trying to explain it because your explanations are too technical and they make no. Sense at any rate. So

apparently this woman has a charging cord, but it's not just a charging cord. Apparently they sell on Amazon. A lighted charging cord.
Friar Rod
OK.
Rabbi Dave
So it's like those LED lights, you know, and it just lights up, but worse than that, it doesn't just light up and glow. It's like a light show kind of thing.
Friar Rod
I can see that would be annoying.
Rabbi Dave
Well, apparently, who does this? Wrote a perturbed passenger at a Reddit post claiming the abominable skylight incident. In the incriminating clip, the passenger in her role can be seen displaying a rainbow light up charger sold on Amazon. The kaleidoscope cable cycles through a spectrum of strobing colors, like a radioactive twizzler illuminating the dark interior of the cabinet, where passengers are trying to sleep. This was perhaps the one time it was not pleasing to see a rainbow in the sky, and of course they got video of it. Some people are literally the inverse to social anxiety, and it really shows.
Friar Rod
One that's not a passive aggressive statement at all.
Rabbi Dave
Why would somebody own that? Seriously. That's another. And there are multiple a third route. This is horrendous. I'm surprised the flight attendant didn't say anything. Did anyone say anything to her? If that's why she thinks it's OK to do **** like this because nobody said anything to. Want to post the original poster said. I just put my hood up and covered my head and endured. Speaking of. Anyway, it was I I don't know. People on airplanes do weird stuff.
Friar Rod
They do.
Rabbi Dave
And that's why I don't fly anymore. Because you get this out.
Friar Rod

Is that why is that really?

Rabbi Dave

Why? Well, it's part of it anyway, but it's it's all people on airplanes, people on cruise ships, people that. Who put feed into buckets? Although Ben loves every time we get an Omaha steaks order. Yeah, it comes in that with that dry ice. And Ben loves to put that in the sink and play with it.

Friar Rod

Yeah, the the one order I had I I put. That in my pool.

Rabbi Dave

I bet that was.

Friar Rod

Cool it. Well, it sort of was. And then I realized, hey, you know what, the this really cold object is now at the very bottom of my pool. What? What kind of effect on the plaster is that going to be?

Rabbi Dave

So I pulled it up anyway, it's. It's all the kind of thing that makes me say.

Friar Rod

WTF.

Rabbi Dave

Welcome back. I'm Rabbi Dave.

Friar Rod

I am Friar rod.

Rabbi Dave

So have you ever watched on television? A man can kill another man. I mean, actually kill it. Not. Not simulated violence, not you. Know. Actually, I mean actually intentionally kill another person.

Friar Rod

Apart from any kind of maybe police chase or something like that, that's covered on the news, but then the news typically doesn't show the actual killing blow so right? I guess the answer would have to be no. I've seen YouTube videos.

Rabbi Dave

Way back when, in the 1980s. It was a film called Faces of.

Friar Rod Death. Oh, I think I remember that. Yes. Rabbi Dave Of death 5-6 whatever, and it was purportedly people actually killing each other. I watched it on patrol one year and I. Was like this is. It's not real. But at any rate. We're going to have the opportunity here soon to actually watch a man kill another man live on pay-per-view. Speaker Hmm. Rabbi Dave Some idiot Jake Paul, who I've never really heard of. I mean, I've heard the name. Friar Rod Yeah. Rabbi Dave Is going to fight Mike Tyson. Live on pay-per-view. Friar Rod Yeah. Well, Mike Tyson's, I I don't know what shape he's in now, but I mean, he's gotta have still the the muscle memory for a lot of that. Rabbi Dave Well, see, there's part of the problem. Is it OK? What kind of shape is Mike Iron Mike in? So Iron Mike posted a video of him. Sparring. And frankly, it was horrifying. It was frightening. It was like there's no way in hell I'm getting into the ring with that guy. He's going to kill someone. Friar Rod

Rabbi Dave

And bite your ear off.

Especially someone who is not a trained classical boxer or even an MMA fight anything. So he posts this video. It's 10 seconds long. It's mesmerizing. Little known Dave Diamond Fact I enjoy boxing. I always have. OK, I do not like MMA fighting, but boxing is something that I have always enjoyed, always liked. And I grew up. In an era with Muhammad Ali and Leon Sphinx, and and into the era.

Of the rocky movies.
Rabbi Dave
Can you watch? I I did watch the rocky movies. Although that's not really. Anyway. Mr. T was great. Anyway. The point of all this. Being that a better. Fool, there's a sport. The boxing that I think lacks in some of the other sports and that's, but that's my own opinion take. It for what? It's worth I understand the blood sport of MMA and why people, but as far as I know, no one's actually gotten killed doing that. It's possible. I did watch the bout where my favorite boxer. Of all time. Killed the guy.
Speaker
MHM.
Rabbi Dave
I mean, he didn't kill him right away, gave him a concussion and his brain swell anyway. Point of all this being that I watched this video of Mike Tyson. Sparring. And I was terrified. I I was like, I feel sorry for anybody that gets in. The ring with this guy. And I thought, well, that'll that'll be the end of that, because if I'm Jake Paul, I watch. That, and I go, yeah.
Friar Rod
Well, so Jake's Jake's strategy has to be outlast.
Rabbi Dave
Run away.
Friar Rod
Well, I guess so. Let's wear them down a little bit and then maybe you'll have a chance cause the youth.
Rabbi Dave
Had that happened once? We had a we had a boxing. Smoker on Base, 1985 ISH and I was the ring manager for our for our ships boxer guy by the name of John L Scott. Who was he was he was into this. I mean I'm going to. He got in that ring and the first thing he did. Was start running away. I mean running it was like. Do I throw in the towel or do I just? Let him keep. Running I just said let him keep running and. Of course, the point was. The point is that if that's Paul's strategy, OK, fine. But there's only so far you can. Go before he's going to catch you.
Friar Rod
Yeah.
Rabbi Dave

actually bought because I've never actually seen a man literally killed on screen before. And I might wanna watch that. Just just so I can.
Speaker
OK.
Rabbi Dave
Say I did it. That because I'm a sadist or anything like that. But because I want to see some idiot who challenged Iron Mike Tyson at 57 years of age to a boxing, I want to see him get filled.
Friar Rod
Yeah.
Rabbi Dave
And this might very well happen. So imagine my surprise when I turn on my computer this morning and the first thing I get hit with is a series of articles from people who are. Let's just say pro Jake, Paul, Paul, Jake, whatever his name.
Speaker
Mm-hmm.
Rabbi Dave
Is. Anti Mike Tyson. Explaining to me that this video is.
Speaker
Wait.
Rabbi Dave
And I thought, huh. Need to read that cause I need to see why they why these idiots think that this is fake. It boils down to Are you ready for this? One of them says OK, Mr. Tyson, the next time you're going to make a video like that, at least sprinkle some water on your forehead so it looks like you're working out.
Friar Rod
Alrighty. OK.
Rabbi Dave

And. So I'm following this because I'm thinking to myself this might be the one pay-per-view that I

And I thought to myself, these idiots actually believe. That because he's not sweating profusely. This isn't real. This isn't real.
Friar Rod
In a 10 second video.
Rabbi Dave
And I thought to myself, where do I sign up for the pay-per-view? Because I actually want to see this now. These people are actually convincing themselves of this. I've done pay per views before.
Friar Rod
So so maybe this is was it Logan, Paul or whatever.
Speaker
You know.
Rabbi Dave
I think that's his name, Jake Paul or Logan Paul, or I guess I can look it up.
Friar Rod
Yeah. So anyway, basically maybe it's this. This is his worst. Marketing decision.
Rabbi Dave
Jake Paul responds to Mike Tyson. You still wanna **** with me? Yeah. Ohh let's see. Let's see. Mike Tyson receives warning from Doctor after Jake Paul furiously clears something. Jake Paul fires back at De La Hoya focus on Ryan Garcia, not me. Let's see how big will his payback be for this, for this murder. Ohh it's in Spanish.
Speaker
Oh.
Rabbi Dave
Spanish. Oh, wait a minute. Let's see.
Friar Rod
That that was the Tyson's food addition.
Rabbi Dave

Speaker Wow. Rabbi Dave Anyway, III've done pay per views before and usually rarely is a paper. This is why when you buy a payper-view, you get the whole card, because if you just buy it for one. Fight it's usually. Friar Rod It's not worth it. Rabbi Dave But I did back in the day we bought pay per views. We'd we'd all pool our money and go over to whoever had an apartment. Yeah, and and do it that way and. Was it the Jerry Cooney? Yvette not vanderhall, if you. What was that guy's name? I can't think of his name now. Anyway, Jerry Cooney was supposed to be the. Great white hope he got. Friar Rod I'm not. I'm not a huge boxing fan. I don't mind it, but. Rabbi Dave He got all. Yeah, and it didn't last long. Anyway, the point being that. I do enjoy it and but I'm I'm I'm fascinated by this because I'm. Their reaction to Mike Tyson's video is it's all fake. Ohh, you're not that great. You're not this whatever. And I'm like, I'm notice you're not standing there. Yeah, cause. I wouldn't stand even with all that padding. That dude is backing up. He's like, I don't want any. Part of this, yeah. Tyson. Friar Rod Pride does go before the fall. Rabbi Dave And I realized Tyson's had his issues. I'm not. I'm not excusing any of that. And if Andrew Holyfield was a huge deal in Atlanta when I was there, he was a he was local. He sponsored sports teams. He was big. I. Get all that? But in my lifetime, I don't think I've ever seen anybody as a boxer. That scares me as much as Mike Tyson does. Because even I look, Muhammad Ali is still the greatest of all time because he knew how to box. He knew how to use his skills and your weaknesses and the mind games. Tyson doesn't need

300 million for this fight.

all that.

It was the mind game that he played. Ohh no.
Rabbi Dave
He connects. You're done. Bulldozer, yes.
Friar Rod
He's a.
Rabbi Dave
Man, I that's the fight I would love to have seen. Muhammad Ali against against Mike Tyson. That would have been the that would have been the greatest heavyweight fight of all time. And I I would pay to see that I'd pay to go to. That cause. Yeah, that was. Anyway, not that any of that matters, but. I'm just wondering if I should pay to see a man killed on television or.
Friar Rod
Well, totally up to you, my friend.
Rabbi Dave
You don't want to go. In on it. With me, you'd have to come up here to watch it, but so I'm sure at \$300 million purse, it's going to be freaking expensive. Well, Simplic is a wonderful drug for weight loss. It's not, but this one surprising effect could ruin your your life. You won't want. To have sex.
Friar Rod
Yeah, I I saw an article. Caffeine makes fuel cells more efficient. Cuts the cost of energy storage. Hey. Imagine that caffeine is still good even when you're not drinking it.
Rabbi Dave
Céline Dion, who's 55, admits she's determined to get back on the stage and perform again. Amid her battle, she is a battle with something called and. I'm not making this up now. Imagine all the times you've seen Céline Dion on television. She has something called stiff person syndrome.
Friar Rod
Wouldn't have guessed. No, no, no.
Rabbi Dave
Céline Dion.
Friar Rod
They wheel her out on a little Dolly and then like, stand her up there and.

Rabbi Dave
I don't know, but I I've never thought of her as anything less than.
Friar Rod
Than like have you know, someone hold her arms up, or moving her arms kind. Of like Aaron did with Moses, right?
Rabbi Dave
Now I got to know what this. Is because I'm I'm. Now I'm now I'm emotionally invested.
Friar Rod
Inquiring minds want to know.
Rabbi Dave
And I've got a minute to. Kill rare neurological disorder that most often causes progressive muscle stiffness. So there you. Go. I guess I guess her performances on stage weren't necessarily.
Friar Rod
She's not dancing on stage, that's.
Rabbi Dave
For sure, she never was.
Friar Rod
I mean, because she's got stiff person syndrome.
Rabbi Dave
There you go. Anyway, surgery date is set for me April 12th so.
Speaker
OK.
Rabbi Dave
Goal our last chauffeur a little while then will be looks like April 7th. We will will be here on April 7th, but then you leave for Georgia right after that, right?
Speaker
OK.

Friar Rod

I actually leave for Georgia on the 13th, so it's actually good timing for your shirt.

Rabbi Dave

Works out pretty well. Don't know how long I'm going to be out. I was surprised talking to the surgeon the other day, she said. You'll only be in the hospital overnight. OK, I found to be. Bizarre, yeah. The last time they did this the first time they did did this. I was there for three days. But apparently they just want to get rid of it because insurance companies don't want to pay for this.

Friar Rod

That's part of it. You know, part of it is, you know, people do better when they're at home. If they don't need to be hooked up to machines and stuff.

Rabbi Dave

So there's that. Home, however, does create some problems for me because my everything is upstairs, my bedroom, my office, my shower, everything is a food and prefers downstairs.

Speaker

MHM.

Rabbi Dave

But yeah, you know, there you go anyway. So I don't, I don't know how long I'm going to be. I anticipate a good deal of pain and recovery this time. However, we already have the PT on the schedule starts the Tuesday after the surgery. They're waiting six weeks to start it. I'm I'm very I'm very comfortable with the surgeon. I'm very comfortable with the.

Friar Rod

There you go.

Rabbi Dave

And. I'm just kind of freaking out about having it done.

Friar Rod

Again, so man, it's the needles, right? It's the needles involved.

Rabbi Dave

I wasn't even thinking about that now. You brought that up? And here's the thing. I can't drink cause the A. 1C thing. So I'm at the sub vets yesterday and I'm talking to this guys like you. You're eyes look terrible

and I'm like, yeah, that's the pollen he goes. You know what you do? So you get yourself some this local honey. And you take a spoonful of that every. Day like I.

Friar Rod

Ohh cause that that won't kill your sugar.

Rabbi Dave

Yeah, I'm like, dude, I'm trying to keep my A1C down. How's that gonna help with that? He goes. Oh, well, I won't help with that. But you won't have your eye problem anymore. Your problem problem anymore like great. Trade one for the other, I suppose.

Friar Rod

That's only if your if your issue is flower pollen, right? If it's. Tree pollen, then. Then I don't know.

Rabbi Dave

I don't know all. I know is now I'm thinking about needles. Thanks. Sorry freaking lot. Not on that note. I'm rabbi.

Friar Rod

Dave, I am fryer.

Rabbi Dave

Rod and this has been what the \*\*\*\*?