

## Professor George Is At It Again

Michael Sean Winters | Feb. 9, 2011 | Distinctly Catholic

The American Principles Project, founded by Princeton Professor Robert George, has launched a new initiative called "[Get Conservative](#) [1]." The goal seems to be to keep the GOP steadfast on social issues, specifically opposition to gay marriage. Of course, the APP does not have much influence to begin with, and it is difficult to see how this new "initiative" will garner them much more. In the counsels of the GOP, the first principles that matter remain the principles of profit and the market, and the market looks at gays and it sees high levels of disposable income.

In fact, I suspect that this new initiative is not aimed at garnering influence. It is a fundraising device. Ever since Anita Bryant, it has been a truism of conservative fundraising that nothing gets those checkbooks out faster than a little gay-bashing. Maybe someone on the staff at the APP wants a new pool.

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[1] <http://getconservative.com/about/>