

It's OK to let celebrities help you choose a beer

Bill McKee/Moscow-Pullman Daily News Editorial Board

Several Super Bowl advertisers will turn to celebrities this Sunday to endorse their brand and boost its buzz.

And as presidential candidates head into primaries this week, they're doing something similar, leveraging popular personalities to add a little oomph to their campaigns during the final push toward nomination.

Ted Cruz, the big winner in Monday night's GOP caucuses in Iowa, blew a duck call to rally fans of A&E's "Duck Dynasty." The show's patriarch, Phil Robertson, an outspoken religious and social conservative, stood by to endorse the Texas senator.

"Cruz trusts God," Robertson said. "Cruz trusts James Madison. That's why I trust Cruz."

Robertson's son, Willie, advocates Donald Trump, a TV personality in his own right. Patriot's quarterback Tom Brady and rocker Ted Nugent have also expressed their support for the businessman and former host of "The Apprentice."

Marco Rubio had Rick Harrison of the History Channel's "Pawn Stars" voice his support for the Florida senator in a campaign ad titled "Good Deal," running in New Hampshire and South Carolina ahead of those primaries.

Movie stars Jesse Eisenberg and Salma Hayek, along with pop singers Beyonce and Katie Perry, support Hillary Clinton, while comedian Sarah Silverman, actor Justin Long and actress Susan Sarandon are all supporting Vermont Sen. Bernie Sanders.

While it's fun to find out which celebrities share your political views, it's silly to let them influence your vote.

Sure, Beyonce's music is great, but does that have anything to do with whether or not Clinton would make a good president? And whether one is (or isn't) a Patriots fan shouldn't have anything to do with feelings about Trump's comments on immigration or health care.

Industry and business leaders relevant to one's livelihood, political pundits who have a solid grasp of candidates' stances on issues, even a clever friend whose values are shared - these are all reasonable people to consider listening to when it comes to deciding on a vote.

But someone who's in a TV show you like?

Consider instead being inspired by their active interest in the democratic process - then do a little research and develop opinions of your own.