My Audience: I believe that my audience is people who listen to podcasts who are interested in historical tid bits, probably young adults in their 20’s-30’s. The podcast can be humorous and sarcastic at times as well as informational. The podcast itself is concise and can be listened to for pleasure, whenever the listener has time in their day. My audience is the type of person who is educated and likes the combination of cleverness and historical analysis.

**Podcast: Bells, Taco and Liberty Alike**

Exciting Intro Music

Hello, and welcome to my podcast About Time, a witty examination of debunking historical hoaxes!

So while I was searching for a hoax to explore today, I came across a super interesting one that I could relate to.

I felt like I could relate to this hoax because it has to do with bells, and every morning from my dorm I am woken up by campus bell’s Play Bell Sounds

so

(sarcastically) I’m pretty sure that makes me an expert on feeling resentful towards Bells.

Any who, let’s get to the story Maya,

So I’m calling this episode of About Time: Bells, Taco and Liberty alike, because…

On April 1, 1996 (1996 was the year I was born: (include happy birthday song)) Taco Bell put a full page ad in six major American newspapers; The Philadelphia Inquirer, New York Times, Washington Post, Chicago Tribune, Dallas Morning News, and USA Today, announcing that the fast food chain Taco Bell had purchased the Liberty Bell.

I guess it seems that Bell’s can cause a great deal of commotion after all hahahaha audience laughter

To help the national debt cash register sound, Taco Bell said it was pleased to announce that they had agreed to purchase the Liberty Bell, one of our country's most historic treasures.

They renamed it the "Taco Liberty Bell" and promised that it would still be accessible to the American public.

Addressing that some might find the matter controversial, they responded by writing “(say in funny voice) we hope our move will prompt other corporations to take similar action to do their part to reduce the country's debt.”

So it’s April 1st right? Like most Americans can realize this is wayyyy to fishy to be real and oh hey it’s APRIL FOOLS DAY (play prank sound) this can’t be real

Right? Right?

Wrong.

The American Public fell subject AGAIN to baloney (so much so that you would have thought Taco Bell was selling cold cuts) Audience laughter

Taco Bell's announcement generated an enormous response. Thousands of worried citizens called both Taco Bell's headquarters and the National Park Service in Philadelphia to find out if the Bell had really been sold. Telephone Ringing The phones were ringing off the hook.

Ay yayay

Now what I find to be the interesting part is that people who understood that this was a hoax were still outraged.

There were many critics who did realize it was a joke, but nevertheless felt it was in bad taste.   
  
National Park Service Director Roger Kennedy described the ad as being "as false as it is cheesy."

Then there are the good old American’s who know how to break a joke: The United States Government. (Que presidential music)

Even the White House got in on the joke that same day when press secretary Mike McCurry told reporters that, as part of its ongoing privatization efforts "We'll be doing a series of these. Ford Motor Co. is joining today in an effort to refurbish the Lincoln Memorial. It will be the Lincoln Mercury Memorial."

So in the end of the day the hoax did not last long. At noon on April 1st, Taco Bell issued a second press release in which they confessed to the hoax, describing it as "The Best Joke of the Day." The company also announced that it would donate $50,000 for the upkeep of the Liberty Bell.

So was this hoax successful?

I’d say yes, because it fulfilled its purpose.

It was believable because it used very reliable newspapers, and then current events like the national debt crisis,

But it also didn’t take itself too seriously, so people played along with it, and by noon they already announced the falsity of their ad.

I don’t think Taco Bell wanted to upset the American Public as much as they wanted to entertain them.

So my time is up which means I guess you are all saved by the bell more bells chiming

Tune in next week on About Time, to hear me delve into more history, but mainly my sporadic thoughts and feelings. Anywho Thanks for listening, until next time!

(Closing music)