

= Rally to Restore Sanity and / or Fear =

The Rally to Restore Sanity and / or Fear was a gathering that took place on October 30 , 2010 at the National Mall in Washington , DC . The rally was led by Jon Stewart , host of the satirical news program The Daily Show , and Stephen Colbert , in @-@ character as a conservative political pundit . About 215 @, @ 000 people attended the rally , according to aerial photography analysis by AirPhotosLive.com for CBS News .

The rally was a combination of what initially were announced as separate events : Stewart 's " Rally to Restore Sanity " and Colbert 's counterpart , the " March to Keep Fear Alive . " Its stated purpose was to provide a venue for attendees to be heard above what Stewart described as the more vocal and extreme 15 ? 20 % of Americans who " control the conversation " of American politics , the argument being that these extremes demonize each other and engage in counterproductive actions , with a return to sanity intended to promote reasoned discussion . Despite Stewart 's insistence to the contrary , news reports cast the rally as a spoof of Glenn Beck 's Restoring Honor rally and Al Sharpton 's Reclaim the Dream rally .

= = Origins = =

= = Response to Restoring Honor rally = = =

On August 28 , 2010 , the Fox News Channel 's Glenn Beck held a " Restoring Honor " rally at the Lincoln Memorial . On the same day , Al Sharpton led a countermarch , called Reclaim the Dream , to mark the 47th anniversary of the historic Great March on Washington . According to New York Magazine , discussion for a satirical public event in response took place behind the scenes at Stewart 's The Daily Show as early as August 12 . Stewart has stated that the rally was never intended to be a means to counter Glenn Beck , but was simply another format for his and Colbert 's style of humor , saying " We saw [the Restoring Honor rally] and thought , ' What a beautiful outline . What a beautiful structure to fill with what we want to express in live form , festival form . ' " Before any public discussion by Stewart , Colbert , or their staffs , members of the social news website Reddit independently began to discuss the possibility of a Colbert @-@ led rally , often referred to as a " Restoring Truthiness Rally " ; after the rallies were announced , some news articles credited Reddit for the idea . The rally was produced by Stewart 's Busboy Productions .

= = = Announcement = = =

Stewart first hinted at the event on the September 7 episode of The Daily Show by declaring that " [he would] have an announcement sometime in the near to not so near future . " Colbert , in that night 's episode of The Report , said that he , too , had an announcement to make . In the following days , Stewart and Colbert used their shows to hype their respective announcements , competing over whose would be more significant . The banter finally culminated with Stewart formally announcing the " Rally to Restore Sanity " on the September 16 , 2010 episode of The Daily Show ; Colbert followed by announcing the " March to Keep Fear Alive " on the subsequent episode of The Colbert Report .

Stewart declared that his rally was intended for the majority of Americans , " the 70 ? 80 percenters , " who do not hold extreme political views and lack a voice in the media . To illustrate the point , he unveiled a mock motto for the rally : " Take it down a notch for America . " A series of protest sign designs were proposed on the Daily Show featuring messages such as " I disagree with you , but I 'm pretty sure you 're not Hitler . " Colbert responded to Stewart 's proposal by challenging the theme of Stewart 's rally and justifying his own " March to Keep Fear Alive . " Noting that this was not the time to be reasonable , Colbert declared , " Now is the time for all good men to freak out for freedom ! "

Oprah Winfrey appeared on The Daily Show via video on October 14 , 2010 , to award the

attending audience free airfare to the rally . The plane tickets were hidden under the audience members ' seats in the same fashion as she has given away prizes to her own audience members on The Oprah Winfrey Show . In the episode of the Colbert Report airing immediately afterward , Stephen Colbert also offered tickets to his rally . Without Oprah 's support to provide airfare , Colbert instead distributed vouchers for the low @-@ cost Chinatown bus from New York to Washington , D.C. During the show , Colbert also revealed to Stewart that he did not possess a permit to legally organize the " March to Keep Fear Alive , " leading Stewart to propose combining the two events into the " Rally to Restore Sanity and / or Fear " that would feature a new combined logo .

= = = Response to the announcement = = =

In the night following the announcement , the pledged number of attendees to the event reached 69 @,@ 000 on Facebook . This number far exceeded the 25 @,@ 000 that the rally organizers had indicated as the estimated number of attendees on the National Park Service application for a rally permit . The demand for hotels during the period of the Rally to Restore Sanity and / or Fear outpaced that of the " Restoring Honor " rally . The rally spawned several grassroots websites and Facebook groups for organizing and discussion , some with more than 10 @,@ 000 followers . Proposals were made for dozens of sister rallies in other major cities , such as Seattle , Chicago , Austin , and Los Angeles to take place on the same day as the demonstration in Washington , D.C. On September 28 , Arianna Huffington announced on The Daily Show that The Huffington Post would provide " as many buses as people to fill them " at a specified meeting place in Manhattan , although her plans were later scaled back and preregistration was imposed .

The Wall Street Journal characterized the Rally as a " send @-@ up " of the Washington Restoring Honor rally led by Glenn Beck and the " Reclaim the Dream " commemorative march led by Al Sharpton on August 28 , 2010 . The Canadian Press called the Stewart / Colbert rallies a " not @-@ so @-@ gentle " swipe at Glenn Beck 's " Restoring Honor " rally . During a town hall event on September 29 , President Obama cited the forthcoming rally as representing those people who are concerned with more than just the political beliefs of others , in contrast to " provocative " cable news programs .

Many news organizations sought media credentials to cover the rally . Anticipating staff interest in attending for non @-@ professional purposes , NPR barred staffers from attending the rally in a memo that stated : " NPR journalists may not participate in marches and rallies involving causes or issues that NPR covers , nor should they sign petitions or otherwise lend their name to such causes , or contribute money to them . This restriction applies to the upcoming Jon Stewart and Stephen Colbert rallies . " NBC and several other media outlets followed suit . Some barred employees from attending the rally outright , while others such as The Washington Post offered more latitude , telling newsroom managers to differentiate between " participating " and " observing . "

= = = Charity drive = = =

Prior to the announcement of the joint rally , supporters of the movement for a Colbert @-@ led march had begun a drive to raise money for educational charities through DonorsChoose.org , a charitable organization of which Colbert is a member of the Board of Directors . In the first 24 hours , supporters raised over \$ 100 @,@ 000 . In the days that followed , that total increased to over \$ 250 @,@ 000 , and by the day of the rally over \$ 500 @,@ 000 had been contributed . Jon Stewart promoted the Trust for the National Mall , urging his viewers to make donations on behalf of the rally . As of October 31 , 2010 , over \$ 188 @,@ 000 had been donated to the Trust .

= = Rally = =

= = = Setting = = =

As the number of expected participants grew , the rally was moved from the grounds of the Washington Monument to the east end of the Mall facing the Capitol . The stage was on the east side of the rally with an open back , allowing the Capitol building to provide the backdrop for the performances . In order to meet the public safety requirements of the National Park Service permit , the Mall between the Capitol and 14th Street was divided into sections , with access aisles lined by portable fences . Speakers and jumbotron television screens were placed along both the north and south edges to encourage the crowd to spread out rather than press against the main stage .

Portable toilets and first aid stations were also provided . Because the rally was held the day before the previously scheduled Marine Corps Marathon , the rally planners originally requested to share the portable toilets planned for the marathon runners . The marathon organizers refused , so a second set of portable toilets was ordered .

= = = Guests = = =

While both Colbert and Stewart were tight @-@ lipped as to the event 's schedule and guests , Metromix 's Washington DC website published a tentative schedule on October 27 , with guest performers said to be confirmed for the event including musicians Sheryl Crow , The Roots and Jeff Tweedy with Mavis Staples along with actors Don Novello (appearing as Father Guido Sarducci) and Sam Waterston . Other guests included 4troops , Yusuf Islam ? formerly known as Cat Stevens , Ozzy Osbourne , The O 'Jays , John Legend , Kid Rock , Tony Bennett , Mythbusters hosts Adam Savage and Jamie Hyneman , basketball player Kareem Abdul @-@ Jabbar , and R2 @-@ D2 .

= = = Comedy = = =

Satirical comedy was woven throughout the rally with Colbert expressing , in parody , that fear was superior to Stewart 's reasonableness . The theme started with Colbert ? costumed like Evel Knievel ? emerging from his " fear bunker " in a capsule reminiscent of the 2010 Chilean miners ' rescue . Thereafter , Colbert challenged Stewart point by point , usually claiming victory .

One of their battles centered around songs about trains . Stewart started with Yusuf Islam singing " Peace Train , " which was interrupted continually by Colbert @-@ backed Ozzy Osbourne singing " Crazy Train . " The audience held up peace signs for " Peace Train " and horn signs for " Crazy Train . " Finally , Stewart and Colbert compromised singing " Love Train " with The O 'Jays .

Later , Stewart and Colbert donned matching American flag coats and sang an original song " The Greatest , Strongest Country in the World " with lyrics that reflected common liberal and conservative stereotypes , such as " I love NASCAR halftime shows with tons of TNT My hybrid electric scooter does 100 m @-@ p @-@ g . From gay men who like football ... to straight men who like Glee ... "

In the finale , a giant papier @-@ mâché puppet of Colbert (" Fearzilla ") was brought on stage to symbolize his superiority . Peter Pan ? played by John Oliver ? then appeared and led the crowd in a chant that caused Colbert and his puppet to melt into the stage , thereby handing final victory to Stewart .

= = = Medals = = =

Stewart gave out " Medals of Reasonableness " cast in bronze with an image of an owl and the Latin motto Sit vis nobiscum , liberally translated by Stewart as " May the Force be with you , " to : Armando Galarraga for his calm response to the blown call that cost him a perfect game .

Mick Foley for his contributions outside of wrestling , including his defense of a child mocked for being seen as gay .

Velma Hart for her reasoned critical questions delivered to President Barack Obama at a town hall .

Jacob Isom for preventing an evangelist from burning a Qur 'an .

Colbert awarded " Medals of Fear " cast with an image of a naked man running with scissors and

the Latin motto Cave ne cadmium sit , which Colbert translated as " Warning : May contain Cadmium , " to :

Several news media outlets , collectively , for barring employees from attending the rally on their own time .

A " tight black T @-@ shirt " that Colbert said belonged to CNN 's Anderson Cooper , for always appearing during natural disasters reported on by Cooper .

Mark Zuckerberg for making Facebook increase fear with regard to Internet privacy .

Zuckerberg 's award was presented in absentia . The media outlets ' award was accepted on their behalf by " someone with more courage ? a seven @-@ year @-@ old girl . " Also , videotaped messages were shown of Steven Slater , known from the 2010 JetBlue flight attendant incident , and reality TV star Teresa Giudice , both apologizing for public acts of " unreasonableness . "

= = = " A Moment of Sincerity " speech = = =

After defeating Colbert 's " Fearzilla " , Stewart closed the rally with a " moment ... for some sincerity " to explain his intentions for the rally :

This was not a rally to ridicule people of faith , or people of activism , or look down our noses at the heartland , or passionate argument , or to suggest that times are not difficult and that we have nothing to fear . They are , and we do . But we live now in hard times , not end times .

He criticized the role the press plays in polarizing political debates , stating that the media ? which he described as " the country ? s 24 @-@ hour politico ? pundit perpetual panic ' conflict @-@ inator ' " ? only amplifies problems and no longer makes a distinction between " hav [ing] animus " and " be [ing] enemies . " He warned that demonizing opponents and accepting propaganda makes people " less safe , not more " and that " it is an insult , not only to those people , but to the racists themselves who have put in the exhausting effort it takes to hate . "

Much of the speech was devoted to the idea that " [m] ost Americans don ? t live their lives solely as Democrats , Republicans , liberals or conservatives . " He spoke on the subject of " reasonable compromises " that happen " every day " between persons of different beliefs , citing as an example traffic merging at the entrance to the Holland Tunnel connecting New York City and Jersey City .

= = = Crowd size and television broadcast = = =

An aerial photography analysis commissioned by CBS News and carried out by AirPhotosLive.com estimated the crowd at 215 @,@ 000 people , plus or minus 10 % . In comparison , their estimate for the Restoring Honor rally made using the same methods was 87 @,@ 000 people , plus or minus 9 @,@ 000 . USA Today , Voice of America and ABC News all referred to the crowd as tens of thousands of people , with Voice of America noting , " the crowd filled the Mall , from almost in front of the Capitol to the Washington Monument . "

According to local news outlet TBD TV , " Massive turnout for Saturday 's rally quickly overwhelmed the Mall , forcing thousands of people into nearby streets and , eventually , just giving up and leaving . " The PA system was criticized for being inadequate for those farther back to hear , with the crowd chanting " louder " several times . Jon Stewart , speaking from the stage , jokingly said there were over 10 million people there , and Stephen Colbert satirically tweeted an estimate of 6 billion .

The Washington Metropolitan Area Transit Authority , which maintained its normal Saturday service schedule , announced that Metrorail ridership set a Saturday record of 825 @,@ 437 trips , as compared to about 350 @,@ 000 on a normal Saturday , and beating out the previous record set in 1991 of 786 @,@ 358 trips during the Desert Storm rally .

The rally was broadcast live on Comedy Central and C @-@ SPAN . The Comedy Central live broadcast reportedly drew 2 @,@ 000 @,@ 000 total viewers , with an additional 570 @,@ 000 live video streams on the Internet .

= = Response to rally = =

Keith Olbermann was prominently featured in a video montage shown at the rally that focused on the anger present in cable news . Two days after the rally , he decided to suspend his " Worst Person in the World " segment on Countdown with Keith Olbermann in the interest of turning down the volume and anger . However , he defended the content of his show by claiming that MSNBC (the network that hosted Countdown at the time) differs from Fox News in that " sticking up for the powerless is not the moral equivalent of sticking up for the powerful . " After tallying an online vote among his viewers , Olbermann announced that the segment would return on the November 17 broadcast as the " Not Really Worst Persons in the World . "

On Real Time with Bill Maher , Bill Maher criticized the rally , saying that while Stewart and Colbert meant well , the message of the rally promoted a false equivalency between the left and the right , noting , " the big mistake of modern media has been this notion of balance for balance 's sake . That the Left is just as violent and cruel as the Right ... there 's a difference between a mad man and a madman . "

On November 11 , Stewart appeared on The Rachel Maddow Show and clarified the message he intended to convey at the rally : that too many have " bought into the idea that the conflict [in America] is left versus right " when the conflict is actually " corruption versus not @-@ corruption " and that " both sides have their ways of shutting down debate . "

Several websites , including The Huffington Post , dedicated a page to collecting " the funniest signs from the rally . "

In the weeks after the rally , the controversy from 20 years earlier over Cat Stevens ' comments about Salman Rushdie was re @-@ ignited , as commentators debated the decision to invite Cat Stevens / Yusuf to perform at the rally . Ben Smith of Politico said that some found Stevens ' appearance at the rally to be a " dissonant note " . Professor Akbar Ahmed said the debate was yet another example of " controversies being dug up and taken out of context to be aired simply because of a rather poisonous environment around Islam . " Salman Rushdie called Stewart after the rally to speak with him about Yusuf 's appearance , but said Stewart " said he was sorry it upset me , but really , it was plain that he was fine with it . Depressing . " Stewart gave his perspective two years later . Stewart , saying that he didn ' t know about Yusuf ' s comments at the time , explained : " I ? m sure he doesn ' t believe that people should be put to death for apostasy . I said , ? look , I ? m sorry you ? re upset , but I ? m sure the guy isn ' t really like that . Let me talk to him . ' " Yusuf characterized the 1989 episode as a " misunderstanding " , but added , " although why do you have to insult the Prophet ? " Stewart continued , " We get into a whole conversation , and it becomes very clear to me that he is straddling two worlds in a very difficult way . And that he actually still ? and it broke my heart a little bit If I had known that , I wouldn ' t have done it . Because that to me is a deal breaker . Death for free speech is a deal breaker . " In 2014 , as he had in 2010 , conservative talk show host Sean Hannity criticized Jon Stewart for inviting Yusuf . Stewart responded , " point taken on that one ... correct , Mr. Hannity , mistake ! I should have looked into it more I 'm just not sure you 're the best guy to make the guilt @-@ by @-@ musician @-@ association point . "

= = Awards and nominations = =

The rally was nominated for four Daytime Emmy Awards :

Outstanding Special Class Special

Outstanding Special Class Writing

Outstanding Achievement in Technical Direction / Electronic Camera / Video Control

Outstanding Achievement in Live & Direct To Tape Sound Mixing

= = = Official websites = = =

Rally to Restore Sanity and / or Fear

Rally to Restore Sanity

March to Keep Fear Alive

Rally to Restore Sanity and / or Fear Videos at Comedy Central

= = = Images = = =

Rally to Restore Sanity ? slideshow by Life magazine

The Funniest Signs At The Rally To Restore Sanity ? slideshow by The Huffington Post

Satellite view of the crowd

= = = Video = = =

Stewart / Colbert Rally to Restore Sanity and / or Fear ? full event video recording by C @-@ SPAN
(requires Adobe Flash Player)