

# **EXHIBIT C**

## **TO THE AP'S MOTION IN LIMINE NO. 3 TO EXCLUDE EVIDENCE OF FAIREY'S USE OF RUBYLITH AND FOR AN ADVERSE INFERENCE**



Los Angeles Times Video  
"Hope: Shepard Fairey and Barack Obama"

January 16, 2009

Shepard Fairey:

When I met Obama, he said, "Thanks for creating that image. I love it and how did you get spread so quickly?" I said well it helps that there's an internet and you're a very popular guy. It was two weeks before Super Tuesday, I felt time was really important that I needed to just get an image out quickly. I looked through hundreds of pictures on the internet. I found a photo of Obama that I thought was a good source and illustrated it and had it in production as a poster, the very next day. I think that my role within Obama's campaign was to provide a portrait that gives a human connection. It's not just a logo, it's not just a word. I think when people identify with what somebody looks like, the association to all their actions, all of Obama's lofty rhetoric, his way of speaking, his gestures, there is an instant connection to that, that I think is extremely powerful.

One of the things I was trying to do with the Obey Campaign was get people to question everything that they're inundated with, consume with distraction, so some people see the Obama poster as me switching to just creating straight forward propaganda, however, the other component of my work was my sharing my political ideas with people because I see Obama as the antidote to those issues that I was critiquing under Bush and I'll be the first to critique him as well.

I think a lot of people don't participate in politics or do things to empower themselves because they think it won't matter. They feel powerless. I think It's important to see that things are possible. Obama says 'change happens from the bottom up.' And I really believe that. I believe that without hope, people are de motivated, but with optimism, they'll act. I think that my journey will give people motivation that it is possible.

[http://youtube/watch?v=q\\_EOzZ9iaJQ](http://youtube/watch?v=q_EOzZ9iaJQ)

