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Billionaire businessman sticks with his tv show
Trump says no to 2012 bid

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WEST PALM BEACH, FL - Political experts are not surprised at the news from Donald Trump Monday. At a New York gathering to talk about the NBC fall lineup he said, "I will not be running for president."

The billionaire real estate mogul and prime time tv star publicly wrung his hands for weeks over "the choice." On the one hand he told reporters he was being courted to extend his "Celebrity Apprentice" show on NBC. Trump recently said, "You are talking a lot of money even for a rich person."

On the other hand--at least in a day and age when one can weigh show business in the same breath as a presidential bid--Trump was tantalized by the prospect of being leader of the free world. He repeatedly said in recent weeks, "We are the whipping post for the rest of the world."

Early Tea Party fervor and fleetingly high early poll numbers added to the buzz. But Trump's "wimp" narrative, a clear swipe at President Obama, fell apart after U.S. commandos took out Osama bin Laden on the president's order.

So did Trump's other big talking point. He would tell audiences, "I feel strongly that Barack Obama should give his birth certificate," a reference to the "birther" conspiracy that had dogged the president from the outset.

Obama released proof he was born in Hawaii and poked fun at Trump recently for making an issue out of what the president has said is a non-issue.

In the end the Trump candidacy fizzled even before takeoff. Dr. Kevin Wagner, a Florida Atlantic University political scientist, said of the decision, "Just because you are a celebrity doesn't mean you are a good candidate and just because you have a lot of money doesn't mean you are a good candidate. He (Trump) made a wise decision."