

P1- Kuhakian - you aren't going to be hired - it's your accent - mostly Harvard grads.

Cliff Morris - one of the most significant figures in politics p104


HOW A REDNECK HELPED
INVENT POLITICAL CONSULTING

FALLING

RAYMOND D. STROTHER

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Paul Hardy - candidate for gov. - spent night with
black family in projects
I had to get the hell out of La. p109

How in this book a
part of a series 40
across

Boysenon, Montana home
fallen away Southern Baptist
fly over plane

L50 Graduate Degree 1965

1976 - became fulltime
political consultant
no more business clients

North western State

Don't let them see you move

My friend Lowell Rain
brilliant Ga. Gov.
Ray Barnes

brother Cloud - killed
in Vietnam

& was Dolph Stethem's kid
a member of fights

Wayne Johnson -
Coach Jones
scholarship

1 tape of Beatles
social security

⑤ M.L. Collins -
Sunday in walnut mine

Why was John Steiner - great and good?

1967 became a political consultant - after LSD

Novel: Lottewood - 1991

Lloyd Bentsen - Jack Martin orders Morgan out of Texas
after calling him Lloyd and putting hand on shoulder p142
New York crews vs. Texas - June Crawford Chucker fired Jack

Hallen Steiner new story about me on front page - plots of
Bentsen getting made up.

story of shooting Social Security spot of old lady and mailbox
film problem in NYC - leaving negatives in Atlanta p150
first class ticket on New York flight.

Morgan died in 1996 - In 1982 - our client working
Bentsen / DeLozini / Paul / Smith / O'Neill / Steiner

Media as organization Marthas Layer Collins and p156
Richard M. Daley

Collins rehearsed for 10 to 12 hours

she had to memorize - I refused teleprompter and cue cards.
Filmed in a coal mine - put a smudge on her face. p161

"In Washington there are only selected truths one can tell" - My
first comments on women in politics

Rich Daley lost / Collins won - using negative ads at last
minute that his friends didn't want - Dr. Floyd Poo took
a swing at me.

My longtime buddy Dick Morris

Rules of a consultant p57

Political campaigner - org of mis + p58

Judge Reggie and the Bonstamps and Bunny Bread - 5
slices longer

Story of Linda Lovelace Deep Throat being shown to
by Bunny session

"I have always had a smart mouth" p64

falling up p114

Paul Herby's trip to New York - Letrecco / ain't / his behavior

New York producer David Sawyer

Tommy Mathien - money man for Herby campaign (oil) (away)

Why civility changed - Clinton and Gingrich p120

Russell Long - my ticket to ride

JFK and Ft. Polk and the trade bill p123

film The Fight for Louisiana - 30 minutes - left
reception in back of Cal p127

I was a ~~big~~ "it" -

but neglected friends - wife -

rumor split with Weil

The Awakening - p 94

Matt Rees - genius at organization

Peter Hart - depths of info - importance of
random selections

* I was a slick, Porsche driving, thrilling seeking bourgeois
Bet on Joe Di Rosa election with Monet - Walter D. Stay p 100

politics@media

David D. Perlmutter, Series Editor

Sam Hart / Bill Clinton / Lloyd Bentsen / Al Gore / Paul Simon
John Stennis and Russell Long

I went to Wisconsin to bid on consultant work for
a candidate for Gov. - got mad because could
hear Unkster through to walls pitching his case p 11

Stennis -

don't debate

tipped going up stairs

Bob Fico - shot from his knees - make Stennis
looked bigger - moved camera making it look
like he had lots of energy p 136

he had to raise 2 million - in part \$500

Express questions p 137

What's with your partner spending so much time
on the ~~board~~ council stony at his cigar smoke
Bar Weill 1979 p 103

BOOKNOTES
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Beryl Anthony - Bounced the bounce 264
Went to see Tom Foley - told him we're going after
lack of chairs

p271 - Clinton was the first consultant-dependent candidate
focus groups

Joe Napolitano most important person in the history of
political consulting p276

Santa Domingo campaign of Jacinto Reynado
\$25,000 for the weekend.

The Dwarf - told the dice story

Special interest want me to call a Senator etc to lobby
for something p283 Bentons set up walls - "Church
and state" - "That's all disappearing now"
sounds like same thing - stock market analyst / consultant
Carrville - denounced my client Zell Miller and wanted
his \$1000 back (tax cut vote)
Zell Miller paid him to run a campaign 300,000 - was he
going to give that back.

1988 - Gary Hart

I introduced to Bill Broadhurst - I was supposed
to go to Miami and Bimini -
we had million dollar overhead -

Gore - wanted help for Super Tuesday primary 1988
we met in hotel room - "had no central core
message for the his campaign"

filmed commercial in Port Arthur - Gore gets
upset because NY Times ran story - he showed
how he micromanaged

*He was furious and rudd p243

Buddy Roemer - his wife Patty left him
My wife left me

Buddy Roemer's - New Age Hoken

Adventures in Attitude Sessions - Patty invited

Rubber bands - snap your wrist

I moved into the Governor's mansion to work on campaign
1991 - March 11 - Roemer switches parties

I wanted to run commercials pointing out Duke
was corrupt and a racist. Roemer wouldn't.
Vote Edwards 33.8 Duke 31.7 Roemer 26.5

I never saw or talked to Roemer again.

Roemer - listed his poker winnings on his

financial reports in House
Charles Roemer - his father in jail taking fall for Edwards

* Most unusual candidate I've ever had.

He only believed in television

reading novels - didn't like to raise money

What was the Silver Bullet - a commercial

"about being angry" p 232

"Thanks for your help" - that's all Roemer said.

* Best political ~~career~~ consultant I've ever ~~with~~
worked with: deceased Bill Morgan or Bob Quinn
or Joe Napolitano - not James Lamell

* Billy Shore the most decent man in American politics

1971

P12

Jimmie "Sunshine" Davis

little the public knew about the ^{old} politician was true
the bus of the Speer family - kept it locked to protect
Eddy Raven - Davis locked his wife Anna in
the bus
the little beauty queen

He dodged the press - I was the press
Mercuries - The Sunshine Bridge - that
led to nowhere

Davis through me off the bus
Dugan's picked me up - Seedy motel
"I'm going to kill the son of a bitch" PB1
Redneck about a reporter
"Hope" in speech
died Nov of 2000

P173 - Clint Matthews earn fat salaries by
contributing nothing to society except their predictable
opinion

Who are the wise ones

to Hart could more about this country than any
politician I'd ever met.

I never trusted Sidney Bloomenthal " P183

Cadell was troublesome but he was brilliant
Polders - have squeezed the emotional juice out of spots

What was the "Hart look" in TV commercial

"Hart's loss still bothers me" P193
Mondale - Where's the beef

1985 - Spent time alone in a shepherd's cottage
outside Moffat, Scotland
I was then different

Librarian at
Hester Memorial
"one of my most important
and influential figures"
preacher -
at camp