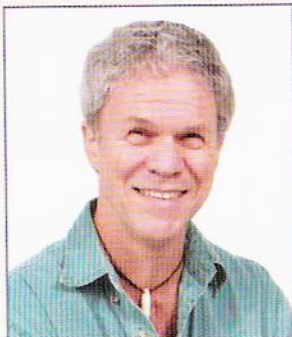


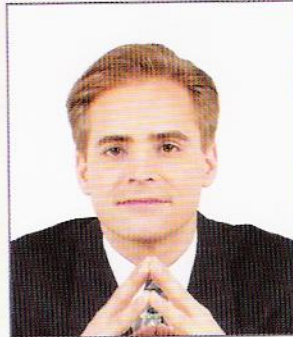
Your Campaign Team

The Seven People You Need to Put You in the White House



Chief Strategist

Crusty. Often best friend of candidate, either from college or youthful insider trading/real estate scandal. Soul rotting from inside out. Would make a very good president one day if not for crippling lack of likability.



Advertising Director

Madison Avenue refugee. Quit ad game to do something "real." Responsible for showing "human side" of candidate by filming him inside a classroom filled with young minorities, or on street shaking hands with grown-up minorities. Is himself fearful of minorities. Relies heavily on "minority wrangler."



Communications Director

Finally, a place for a woman! Has unique ability to convert or "spin" any piece of remotely negative information into a positive. In short, she is a liar. But she is your liar. Try not to have sex with her.



Young Idealist

He's "jacked in." Doesn't talk about "Southern Voters"; instead, uses dynamic phrases like "New South." Eventually will become odious talking head for whichever news network offers nicest gift basket. Watch what you say around him—the notes he is taking will find their way into book form.



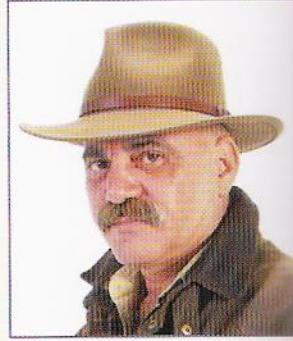
Pollster

A/K/A "The Sweaty Buzzkill." No one will meet him. He does not exist, because you, as a candidate, pay no attention to polls. Do not do anything until you talk to him first. The only person left on earth who seeks out "bicarbonate of soda" to cure gastrointestinal ills. (Make sure you have bicarbonate of soda!)



Policy Analyst

Finally, a place for a "woman of color." In charge of your "Health Care Initiative." Bugs you about going into more detail about your "Health Care Initiative." Doesn't understand no one gives a shit about her "Health Care Initiative." After your election, she will quit out of frustration for your lack of commitment to the "Health Care Initiative."



Opposition Researcher

Starts every sentence with "Back when I was in Black Ops..." Cites Nietzsche way too much. Does "research" on your opponent, which he then blends with "fiction" and "innuendo" to create "fact." Keeps dossier on own mother. Will offer to "take care" of "Young Idealist" after book comes out. Take him up on it.