



# Stratagem

From Jim Eskin, *Public Affairs Strategist*

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**C**hange is the only constant. I've centered a new phase of career transitions, leaving Our Lady of the Lake University after seven years as Vice President for Institutional Advancement.

I'm exploring a full spectrum of new opportunities, both full time employment and consulting arrangements, that build on my background in development, public affairs, and communications work, especially endeavors that promote community agendas.

I welcome your input and ideas on strategy, trends, jobs openings, leads, and people with whom you recommend I speak.

I fully appreciate that this is a difficult economy, but I view this as an opportunity for positive change and personal and professional growth. The advice and counsel of friends, mentors and associates like yourself is a huge source of strength and greatly appreciated. ■

## A New Kennedy Center

Late this summer, next to the JFK Library in Boston (set on Boston Harbor), work will begin on the Edward M. Kennedy Institute for the U.S. Senate. **It will be on par with a presidential library.** The vision for the \$50 million facility includes a full-size replica of the Senate chamber, exhibitions honoring Senate history, even in-depth tutorials for incoming U.S. Senators.

The institute is an act of legacy-crafting on an epic scale—a move to elevate Ted Kennedy's to a plane ordinarily reserved for presidents, to show

how he managed to transcend the boundaries of the Senate; historic in impact and importance to his constituents, ideology, country, and family's robust sense of public service. ■

## Plus a New Book

While on the subject of the senior Senator from Massachusetts, **his memoir, *True Compass*, is scheduled to come out sooner than originally planned—in the fall.** It will provide a rare high-level account of the Kennedy family. His slain brothers didn't have the chance to write memoirs. Kennedy reportedly received an advance of at least a \$8 million.

By the way, I just finished *The Last Lion: The Fall and Rise of Ted Kennedy* by the Boston Globe staff and highly recommend it. It's a compelling read, telling the inspiring story of how the 46-year veteran of the august body staged a remarkable rehabilitation to reach his spot as one of the most influential Senators in U.S. history. ■

## A Year Later We Know

**Polling that ended too early and other technical shortcomings—rather than undetected racial bias—are the likeliest reasons so many surveys incorrectly suggested that Barack Obama would defeat Hillary Rodham Clinton in the 2008 New Hampshire presidential primary,** concludes an American Association for Public Opinion Research study.

Clinton defeated Obama 39% to 36% in the Jan. 8, 2008, contest, even though many pre-primary polls showed Obama with solid leads. Clinton's vic-

tory gave her a badly needed burst of momentum just five days after Obama won a surprising victory in the Iowa caucuses, the year's first presidential contest. ■

## Most Popular Leader in the World

A Harris Interactive poll reveals that in the U.S. and the five largest European countries, President Obama is far more popular than any other elected leader or head of government. No other political or governmental leader from any part of the world enjoys anything like the same popularity.

This poll measures not job ratings but how good or bad the opinions are of 19 well-known world leaders. Across the six countries, fully 80% of adults on average have good opinions of President Obama. Like some other leaders, he does less well in his own country than abroad. In the U.S., 68% have a good opinion of him. **He is even more popular in Europe (86% in France and Italy, 85% in Germany, 84% in Spain, and 72% in Britain.)**

The only leader who comes close is the Dalai Lama, with an average good opinion score of 74%, but of course he isn't a head of government. ■

## Bush/Cheney Funk Continues

Neither George W. Bush's deliberate silence about the Obama administration nor Dick Cheney's ready criticism of it appear to have altered public perceptions about either man. **The**

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**former President and former Vice President are each viewed unfavorably by 63% of Americans, very similar to where they stood with the public in their final White House years.**

Despite Bush's seemingly "post-partisan" stance toward the new President, Democrats' reactions to Bush remain overwhelmingly negative. Only 10% have a favorable view of him and 89% have an unfavorable view—little different from their views of him in August of last year.

Bush continues to be viewed favorably by about 3 in 10 Independents and roughly 3 in 4 Republicans. ■

## It Works

Noting that there are few reliable estimates of the effect of grassroots lobbying on legislative behavior, a Michigan State University behavioral study finds that **grassroots lobbying by e-mail "has a substantial influence on legislative voting behavior."** ■

## Wealth Gap

Not only does the average American have less, but the gap between the wealth of white Americans and Americans of color is deep and growing deeper.

**For every dollar of net worth owned by the median white family, the median African-American family has only a dime, and the Latino family 12 cents.** According to the Fed, the racial wealth gaps have widened by two cents since 2004.

Closing the Racial Wealth Gap Initiative has been doing terrific research and public education on the issue. It makes a strong case that the nation's long-term economic future depends on the inclusion of all Americans in opportunities to build wealth. ■

## The Making Do Economy

"Greener Pasture: Personal Finance," a blog about personal finance, politics, the environment, and life reports that booze consumption is down, chocolate is up, movie attendance is

booming and gambling is plummeting. More closely:

- Home consumption of alcohol was down 9.3% in 2008. Beer led the way with a 14% drop, while wine and spirits were off 1.6% and 0.8% respectively.

- Chocolate sales in the U.S. reached \$16 billion in 2006, and are expected to top \$18 billion by 2011.

- **Motion picture theaters increased their revenues by 10.9 percent in the fourth quarter.**

- Gambling of all types was way down in 2008, with casinos being hit the hardest. ■

## Return of Governor Moonbeam?

Former Gov. Jerry Brown, the 71-year-old California state attorney general, is viewed as leading the field of contenders vying to succeed Republican Arnold Schwarzenegger next year.

Brown hasn't formally declared his candidacy but isn't shy about his intentions. **He's raised about \$5 million for his Democratic primary battle,** where he likely will face San Francisco Mayor Gavin Newsom, Lt. Gov. John Garamendi, and perhaps Los Angeles Mayor Antonio Villaraigosa. Sen. Dianne Feinstein has not ruled out a run.

Brown first won elective office in 1969 to the Los Angeles Community College Board of Trustees, then served as California Secretary of State (1971-1975), and Governor of California (1975-1983) before his comeback in the late 1990s. ■

## United Plates of America

Not exactly public affairs in scope, but I need to share this delicious morsel on what to eat across the fruited plain. *Bon Appetit* gives a state-by-state blow of the best dishes, drinks, and ingredients that make up gastronomic preferences of America. Here's a sampling of the findings.

- California: Double-double animal style burger from In-N-Out Burger, in Los Angeles and multiple locations.

- Florida: Delmonico steak at Bern's Steak House in Tampa.

- Louisiana: Oyster and bacon sandwich at Cochon in New Orleans.

- **Massachusetts: Fried clams at Woodman's in Essex (I can give a personal testimonial).**

- New Hampshire: Foraged mushrooms at Black Trumpet Bistro in Portsmouth.

- New Mexico: Huevos rancheros at Cafe Pasqual's in Santa Fe.

- New York: Pastrami on rye at Katz's Delicatessen in the Big Apple.

- Ohio: Walleye with herb dumpling at Lola in Cleveland.

- Pennsylvania: Egg and cheese sandwich topped with french fries and coleslaw at Primanti Brothers in Pittsburgh.

- Texas: Chicken-fried rib-eye steak at Leakey Feed Lot in Leakey. ■

## Baseball Ticket Price Quiz

Major League Baseball franchises are reacting to the country's recession, as more than half of the 30 clubs are freezing or cutting season-ticket prices for 2009. But the game is still pricey. Can you match the following teams with their average ticket prices? Answers presented below. See you next month. ■

- |            |            |
|------------|------------|
| 1. Cubs    | a. \$15.39 |
| 2. Dodgers | b. \$29.66 |
| 3. Pirates | c. \$47.75 |
| 4. Red Sox | d. \$50.24 |
| 5. Pirates | e. \$72.97 |

Answers: 1=c, 2=b, 3=a, 4=d, 5=a.



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