

THE MAGAZINE FOR PEOPLE IN POLITICS

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CAMPAIGNS & ELECTIONS

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Politics of Ballot Issues

- ✓ Getting Started: 10 Questions to Answer
- ✓ Casino Magic: Triple Play in Arizona
- ✓ Voter Information: How Initiatives Educate

New Hampshire Primary Tips • Computer Technology to
Get Out the Vote • Generational Shift: GOP Opportunity?

Career Paths: Adam Putnam, Tim Ryan

Movers & Shakers: Michael D. Cohen, Melanie L. Campbell



PUTNAM

RYAN

COHEN

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Faucheux on Bush: How to Spend \$200 Million
Commercial Ad Pro Looks at Campaign Ads
Delaware Punch: Small State Politics

Michael D. Cohen

Vice president, Fabrizio, McLaughlin & Associates (FMA), an Alexandria, Va.-based Republican polling firm.

Career Background

Republican Party of Florida field representative; senior research director at the Gallup Organization.

Personal

Born in Queens, N.Y., raised on Long Island. Spent the summer of 1987 in Argentina where he "learned that there was life beyond Long Island." Three-time graduate of the University of Florida (BS, MA, Ph.D) in communications and politics. Wife, Lisa; daughter, Jessica; dog, Lincoln.

Claim to Fame

"My clients have the power and fame. I provide them the information and advice they need to be successful."

Best Day

"The day Lisa said she would marry me; the day Jessica was born healthy."

Worst Day

"The day my grandfather David died."

In 10 Years

"Exactly what I am doing right now, part-time. The other half: teaching research and politics, and helping college students get their first jobs."

Immediate Goals

"Personal: Building Young Jewish Leadership, the only national PAC dedicated to electing conservative, pro-Israel candidates. Career: Continuing to help grow FMA, the best research and consulting team in the business."

Political Heroes

Abraham Lincoln and Ronald Reagan.

Secrets of Success

"Everyone you meet is important, so treat them that way. Know who you are, who you want to be, and work every single day to be both."

Biggest Gripe

"The best researchers and consultants do not need to cook the data books to



help their clients. Hire only the best."

Prediction

"Fifty years from now, George W. Bush will be viewed as the president who defined his era in both substance and style, as Ronald Reagan, JFK, and FDR did before him. U.S. Rep. Jim Moran (D-Va.) will blame his defeat next year on everyone else (the media, right-wing zealots, Jews, his own party) but himself."

Favorite Books

"Bobos in Paradise," by David Brooks; "Executive Orders," by Tom Clancy; and "What I Saw at the Revolution," by Peggy Noonan.

Favorite Movies

"Gladiator," "Office Space" and "Star Wars".

Best Moment in a Campaign

"Election night 1996, the Republican Party of Florida tells me that my candidate's upset victory shifts control of the Florida House for the first time since Reconstruction."

Worst Moment

"Two days earlier, 1996. '60 Minutes' runs a hit piece on how poorly some hospitals are run. One of my candidates is CFO of the local hospital. Guilty by association, we lose big."

If I Were President for a Day

"Eliminate the marriage penalty and death taxes, add a credit for stay-at-home spouses, make saving or paying college tuition completely deductible, reform Social Security. Expand war on terrorism to include Palestinian terrorists."