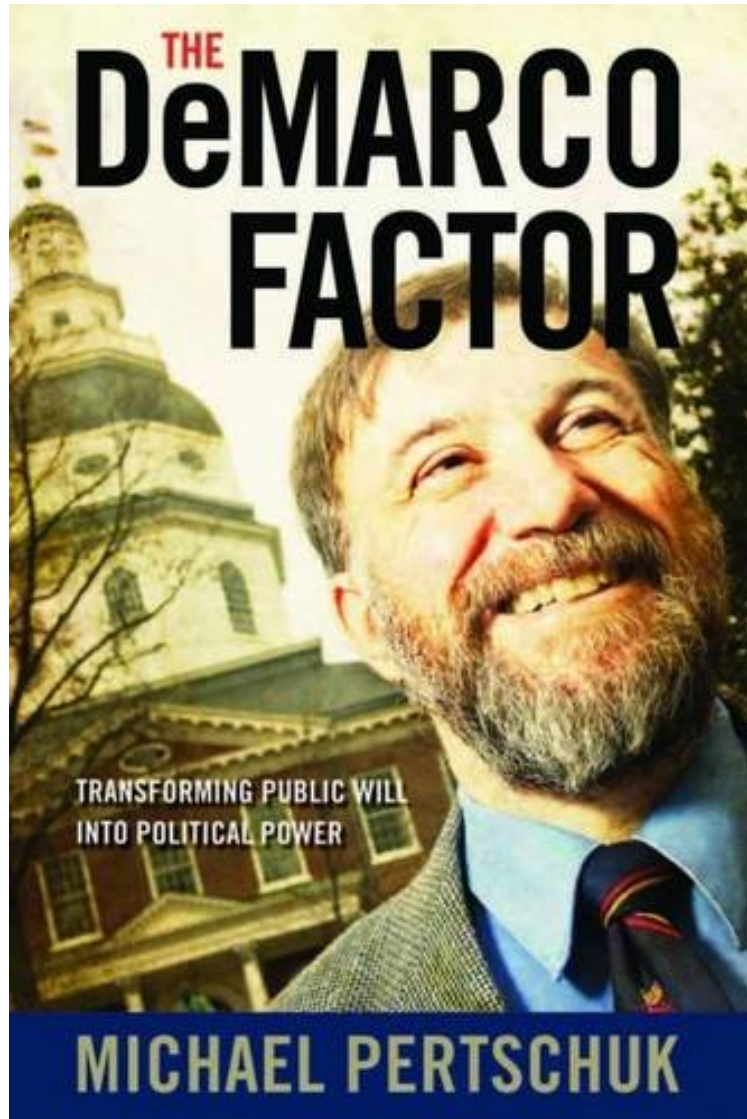


[E-BOOK] The DeMarco Factor: Transforming Public Will into Political Power

## The DeMarco Factor: Transforming Public Will into Political Power

*Michael Pertschuk*

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**Michael Pertschuk : The DeMarco Factor: Transforming Public Will into Political Power** before purchasing it in order to gage whether or not it would be worth my time, and all praised The DeMarco Factor: Transforming Public Will into Political Power:

1 of 1 people found the following review helpful. Gratitude to Pertschuk and DeMarcoBy Green SheepThe DeMarco Factor is a fast and entertaining read, yet packed with great case studies, analyses, and templates of effective strategies for passing legislation for the social good: better gun control, increasing tobacco taxes, and reforming healthcare. As an employee in a small staff at an interfaith-based environmental organization, I found DeMarco's use of faith activism

to be especially powerful and pertinent, and easy to translate into our climate work.5 of 6 people found the following review helpful. Couldn't put it down!By John R. SharpTHE DEMARCO FACTOR by Michael Pertshuk, Vanderbilt PressIf you work in the public realm and truly hope to make a difference, or if you just want to work with your neighbors to change an onerous law or affect real social change in your community, then you must read this book. The DeMarco Factor should be in the hands of every community organizer, every minister, priest, rabbi, imam, who hopes to galvanize his or her congregation, community center, or neighborhood for change.Michael Pertshuk does a tremendous job of studying the work of one of the nation's best agents for social justice change, Vincent DeMarco. He does more than talk about DeMarco, he studies Vinny's achievements and pulls together a virtual blueprint for the person who is tired of the same old excuses for the way things are. In the process he enables the reader to capture the spirit of a man who has developed and finely honed a technique to both galvanize the public will and offer concrete steps to bring about the needed change.This book is the next best thing to actually working with DeMarco, though upon finishing this book, if you get a chance to work on a DeMarco campaign, drive, fly, run, but get to the community with whom he is working. DeMarco approaches policy change with the precision of a skilled surgeon; examining every component, laying out a multi-year strategy, and developing strong and lasting relationships of men, women and children, who will stay the course.Pertshuk takes the "Nine Questions" developed by Jim Schultz of the Democracy, a proven method of strategic planning for advocates for change. He holds them up to the DeMarco strategy, and then dedicates the last third of book to testing the DeMarco Factor against those strategic questions. He concludes that DeMarco's "...strategies and tactics answer each question as each campaign begins and unfolds-so clearly that an advocate who has read the case studies in parts I, II, and III of the book could design and implement an issue campaign readily putting DeMarco's strategic innovations in place by following the Nine Questions planning method." (page 167).For more....read the book!3 of 4 people found the following review helpful. Great ReadBy Big LawI very much enjoyed reading The DeMarco Factor. I have an interest in Maryland politics, and I bought the book with the expectation that it would provide great information about recent Maryland political history and the inner-workings of the legislative process in Annapolis. The book did not disappoint on both accounts. Through Vinny DeMarco's several issue-oriented campaigns, the reader will enjoy learning more about the various political actors that have shaped much of Maryland's public policy over the past decade - from former governors like Parris Glendening to current lobbyists like Len Lucchi. I also appreciated the author Michael Pertschuk's description of Vinny DeMarco himself. While he does not hide his enthusiasm for DeMarco, he also took the time to interview those on the opposite side of DeMarco's campaigns. This effort provides an excellent balance that makes the book that much more enjoyable.Finally, the author concludes the book with a great section on lessons that can be learned from DeMarco's prior advocacy and campaigns. Overall, the book is a great read and I highly recommend it for anyone interested in Maryland government and politics in particular and issue-oriented campaign advocacy in general.

Vinny DeMarco might be a latter-day Don Quixote except that he tilts his lance at real obstacles to social justice: lobby-locked state legislatures and Congress, stonewalling the public will. And he makes impossible dreams come true. In twenty years of organizing campaigns in Maryland, he has led successful efforts to pass gun control laws (against National Rifle Association opposition), to hike cigarette taxes to prevent youth smoking, and to extend health care to hundreds of thousands of low-income workers. He has also built a unique alliance of mainstream and conservative faith groups, which helped secure rare bipartisan votes in Congress for the enactment in July 2009 of landmark FDA regulation of tobacco manufacture and marketing. DeMarco's unique strategic template, developed over two decades of serial campaigning, includes momentum-building stages over a multiyear campaign; unrelenting, skillful access to the media for engaging public support; coalitions of hundreds, even thousands, of faith, community, labor, public health, and business groups; and a hard press on candidates to support legislation before elections, rather than after they are comfortably in office. As an organizer/leader, DeMarco also succeeds in his campaigns through force of personality: his unquenchable exuberance and idiosyncrasies delight and madden his opponents--sometimes his allies, too. Michael Pertschuk, himself a veteran advocate, here chronicles three of DeMarco's campaigns, each facing a different obstacle course. His deep analysis draws out strategic and leadership lessons that engaged citizens and advocates for popular causes stonewalled by powerful lobbies can put to immediate and practical use.

"Michael Pertschuk has spent his life battling for ordinary Americans against the moneyed interests in Washington--and, along the way, has energized and mobilized countless numbers of ordinary Americans for that same battle. It's the only hope we have. Read this and don your armor."--Robert Reich"An essential guide for every citizen frustrated with the power of big lobbies to derail progressive laws that are supported by the vast majority of Americans. Vinny DeMarco is a conscientious legislator's dream. When you fight for a bill that Vinny has organized on, you know that the power of the special interests opposing you is shrinking away."--Rep. Chris Van Hollen, Chair, Democratic Congressional Campaign Committee"I've never met a more authentic person. There is no pretense; there is no put-on with Vinny. He's an extraordinarily compassionate, committed person, a very bright person, and one who knows how to get things done. The faith community in Maryland and across the country has benefited greatly from Vinny's

uncanny ability to mobilize us behind life-saving public health policies." --Bishop Douglas I. Miles, Baltimoreans United in Leadership Development (BUILD)"I have known and worked with Vinny DeMarco for more than twenty-five years. In all that time he has been motivated by an unfailing passion for justice combined with an extraordinary ability to make others want to join him in action to achieve justice. They trust him because they know he's in it for the long haul, not just the day. He will do most of the work, then give them all the credit. His deep knowledge of history, which he never displays, guides him and helps make him a true leader. The lively campaign stories in this book capture the essence of that leadership."--Kathleen Kennedy Townsend, former Maryland Lieutenant Governor"The DeMarco Factor is the engrossing tale of a once powerless American building power for himself and others to curb entrenched hitherto undefeated commercial interests. This is a teaching, motivating book for all who aspire to shape a just and humane society, but do not know how."--Ralph Nader"When it comes to the science and art of media advocacy--approaching the media in ways that propel your issue forward--Vinny DeMarco has 'written the book.' Except that Vinny has shown us all how it's done, and Mike Pertschuk has written the book. From his varied and exquisitely sensitive uses of carefully wrought polling to gaining the trust and access to the media; from inventing newsworthy events to making certain that the coverage of those events broadcasts his core messages to legislators, Vinny, in the book, demonstrates how it's done right, and Mike Pertschuk wraps it up in a lively package that both delights and teaches us. No advocate who wants to make change happen can afford to miss The DeMarco Factor."--Celinda Lake, progressive pollster; President, Lake Research"Like that old Saturday Night Live routine about one person as invincible legend, Vinny DeMarco is the 'Ditka' of local grassroots organizing. My old adversary, the National Rifle Association, spends millions of dollars on slick campaigns and has lobbyists in \$4,000 suits, but Vinny beats them with pocket change while wearing a Winnie-the-Pooh tie. Would-be advocates for the public interest and frustrated citizens who fear they don't have a voice will take heart from this book and learn not to fear the most powerful lobbies and beat them instead."--Sarah Brady"The DeMarco Factor is a must-read for these challenging times. It shows us how to bring people into the fold, rather than just folding."--Katrina vanden Heuvel, The Washington Post"In 2007, we in Maryland expanded health care coverage to over 100,000 Marylanders because Vinny DeMarco built a powerful grassroots coalition that made sure legislators knew that the people wanted expanded access to affordable, quality healthcare. Vinny built the same kind of coalitions to strengthen Maryland's gun laws and reduce teen smoking. As I have, all of us can learn from Vinny how to transform public will into political power." -- Maryland Governor Martin O'Malley

About the Author Michael Pertschuk has had a long and distinguished career in public health advocacy. He served as chairman of the Federal Trade Commission from 1977 to 1981, and he co-founded the Advocacy Institute. He is the author of *Smoke in Their Eyes: Lessons in Movement Leadership from the Tobacco Wars* (also published by Vanderbilt) and many other books.