
VOTE FOR ME: POLITICS IN AMERICA

PART ONE: POLITICS 101

Opens on MS Mike Turpen, Oklahoma Democratic Party Leader, walking outside the University of Oklahoma football stadium.

MIKE TURPEN

I talk, I talk to young people a lot that wanna run, and they say, "Man I wanna run for Governor some day, I wanna run for Lieutenant Governor right now." And do you know what I say to 'em, "you need to get in your car and drive from Alvo to Altos to Broken Bow to Broken Arrow and see how big the state of Oklahoma is," it's a big state, not as big as TX, but it's a big state," and I say to these young people, "then call 50 friends and see if they'll give you \$1,000 each." I say, "if you can't get \$50,000 in 50 phone calls, and if you don't wanna drive the whole state and see how big this state really is, you ought not to be running."

They say, "Well I know, but politics seems so glamorous." Glamorous? I said, "you're all wrong young man, young lady, politics is all about humility, it's all about begging, you gotta beg for votes, you gotta beg for money, you gotta beg for somebody to put a bumper sticker on their car, you gotta beg for somebody to put a yard sign on their yard. You gotta beg for editorial endorsements. It's all about begging, for gosh sakes, there's no glamour in this process." Where do they get this idea it's all about glamour?

Music fades up: Ray Charles "Oh Beautiful"

Cut to scenes of Americana:

The camera is focused on a beautiful mountain range

Fade up on producer credit: "A film by Paul Stekler, Andy Kolker, Louis Alvarez"

Zooms out to sign which reads "Re-Elect Sheriff Medicinehorse"

Congressman Chaka Fattah campaign workers waving signs from the back of a pickup

Joseph Voccola for State Rep. truck drives by.

Governor Tom Ridge train stop with people waving as the train pulls out.

Senator Al D'Amato getting bussed by an old blond at a booksigning for his new memoir.

Cut to Brenda Fitzgerald, candidate for Congress in Georgia.

BRENDA FITZGERALD

I'm Brenda Fitzgerald. I'm a candidate for Congress for the 7th district of Georgia.

Cut to Dennis Kucinich, State Senator from Cleveland, Ohio.

DENNIS KUCINICH

Hi, I'm Dennis Kucinich and I'm running for the State Senate from Cleveland, Ohio.

Cut to Congressman JC Watts of Oklahoma

J.C. WATTS

Hi, I'm J.C. Watts and I'm a Republican candidate running for the 4th congressional district of Oklahoma.

Cut to Ann Kobayashi, candidate for Honolulu Mayor.

ANN KOBAYASHI

Aloha. I'm Ann Kobayashi and I'm running for the Mayor of the city and county of Honolulu

Cut to Oliver North, candidate for U.S. Senate in Virginia.

OLIVER NORTH

Hi, I'm Ollie North and I'm running for the United States Senate for the people of Virginia. Thanks.

North winks, tips his hand and walks away.

Cut to Karl Goethel Jr. and Sr. of Wisconsin. Father and son sit next to each other on a bench.

KARL GOETHEL

I'm Karl Goethel.

KARL GOETHEL, JR.

I'm Karl Goethel, Jr.

KARL GOETHEL

I'm running for District Attorney of Pepin county, Wisconsin

KARL GOETHEL, JR.

I'm running for sheriff of Pepin county, Wisconsin

Cut to a dog covered with a sign for TX State Rep. candidate Eddie de la Garza.

Cut to interview with Mario Cuomo, former Governor of New York

CUOMO

If you're gonna do politics, you should learn it. You should be that way with everything. If you're gonna play baseball, you should learn how to play the game.

Card: STRATEGY

Cut to Speaker of the House Newt Gingrich lecturing an aspiring congressional candidate

GINGRICH

But then also if you had something that said "Linda for Literacy". And that became your logo.

LINDA

Sounds good to me

GINGRICH

You following? Because I've met you three times and I can't remember your name.

LINDA

I know! I know that.

GINGRICH

And that's because there's no hook.

LINDA

Yeah

Card: MONEY

Cut to Providence Mayor Buddy Cianci with Uncle Sam

UNCLE SAM

It costs big bucks to run for public office

CIANCI

(laughs heartily) You're so right! Oh are you right. That's right. Oh that's not hardly enough!

Card: TENACITY

Cut to interview with Congressman Barney Frank

FRANK

Any time someone tells you how much he or she likes campaigning, I'd think you're dealing either with a liar or a psychopath. I do not understand how any sensible human being can like campaigning.

Cut to aspiring New York Attorney General Karen Burstein shaking hands at 72nd street subway station

KAREN BURSTEIN

Good morning, I'm Karen Burstein running for state Attorney General. Morning, I'm Karen Burstein running for state Attorney General. Good morning, sir. Good morning, I'm Karen Burstein running for state Attorney General. Good morning, I'm Karen Burstein running for state Attorney General. Good morning, I'm Karen Burstein running for state Attorney General. Good

morning.

She addresses the camera.

KAREN BURSTEIN

They're better, they're much better than the last time I was here. Things are looking up. Hi, I'm Karen Burstein running for state Attorney General.

MAN

Nice to meet you

Cut to billboard with George Washington giving Dave McCurdy the boot with the words, "Kick McCurdy out."

Animated title over finale of "America" reading "Vote for Me: Politics in America"

Vertical wipe to Honolulu City Council candidate Andy Mirikitani "sign waving" on a busy, rush hour thoroughfare. He wears a shirt and tie and a big pink lei.

Music: Island tune, festive

MIRIKITANI

(waves to passing cars) Hi. Thank you.

QUESTIONER

What are you doing out here?

MIRIKITANI

We're, uh, sign waving, as they call it here in Hawaii. And, uh, apparently one politician invented it about twenty years ago. Now every politician in Hawaii has to sign wave in order to get elected. And it's also a good way to get a tan.

Older gentleman Mirikitani volunteer signwaver and then other signwavers.

NARRATION

The pundits say we hate politics. They say we're apathetic at voting time. That politics has become irrelevant to most people's lives. Maybe they need to get out more.

Cut to Pennsylvania Governor Tom Ridge hugging people at a train stop

Cut to woman holding Blackwell's hand screaming "He got my vote!"

Cut to frenzied and portly Ridge supporter chanting his name.

Background music: marching band

NARRATION

Forget the presidential elections. The real excitement is in the half million other races, from councilman to congresswoman taking place in precincts near you.

Cut to man waving from a passing pick up truck that has a big sign reading, "Vote Ronald Dugas, Police Juror."

Cut to a Chicago man gathering a varied collection of campaign signs.

Cut to a waving crowd of supporters.

Cut to Scurdy Menard, candidate for Sheriff in Louisiana putting up a roadside sign.

Cut to a campaign worker handing out stickers for Virginia Senator, Chuck Robb.

CAMPAIGN WORKER

Care for a sticker for Robb? He's good on the budget, good on foreign affairs, good on military affairs.

Camera wanders to Lucy Goode, wife of Senate candidate Virgil Goode.

GOODE

Hi how are you. I'm Lucy Goode, my husband's running for U.S. Senate. Would you like a sticker?

NARRATION

It's revealing to see what politicians have to do in order to win votes.

Camera wanders on to Virgil Goode campaign worker

VIRGIL GOODE CAMPAIGN WORKER

I see you've already got one. Do you care for another Virgil Goode sticker. Thank you.

NARRATOR

And what the voters have to do to get something in return.

Camera continues down sticker row.

NORTH CAMPAIGN WORKER

Need an Ollie sticker, sir? Thanks you.

NARRATION

It's all part of politics in America. And it's probably not what the Founders had in mind.

Cut to a woman dressed in red, white and blue medieval attire blowing a patriotic tune on a bugel.

BUGEL LADY
Charge!

Cut to hundreds of campaign signs by the side of the road
Cut to interview with Willie Brown, Mayor of San Francisco

WILLIE BROWN

If you truly want to study America and it's culture, you best do so through the medium of politics because you invariably see what really moves and influences and makes the decision how the power is exercised. How it's discharged. Who's rewarded. Who's punished. And how the institutions are shaped. And all that comes from politics.

Cut to University of Oklahoma's marching band as it marches by.

NARRATION

You could start your tour of American politics not in Washington, but in a place like Norman, Oklahoma, where the only thing bigger than politics is football, and where it helps to have a guide who knows both games equally well. Someone like Democratic party leader, Mike Turpen.

Cut to standup interview with Mike Turpen.

TURPEN

Politics is show business for ugly people. I mean that's why a lot of people get into this thing. It's just all about ego.

Cut to Turpen standing with Ron Shotts, a one time candidate for Governor in Oklahoma.

TURPEN

The difference between a horse race and a political race -- in a horse race, the whole horse runs, in a political race -- you know, yeah yeah whatever (laughs)

Cuts to Turpen greeting Janice Mildren, wife of gubernatorial candidate, Jack Mildren. He is stickered by a woman standing next to Janice.

JANICE
Hi Mike. How are you?

TURPEN
I'm gonna wear those. How's it going?

JANICE

It's going great.

Turpen puts his arm around Janice and talks directly to the camera.

TURPEN

The future first lady of the state of Oklahoma right here, Janice Mildren.

JANICE

Thank you, thank you.

Cut to Turpen with man in tan raincoat, a congressional candidate.

TURPEN

You guys got up early. You gonna win?

MAN

Yeah I'm gonna win!

TURPEN

The next congressman right here, folks

MAN

Good to meet ya. (Puts out his hand)

Cut to Turpen greeting Jack Mildren, candidate for Oklahoma Governor.

JACK MILDREN

Hey, Mike. How come they're following you around?

TURPEN

The next governor of the state of Oklahoma, Jack Mildren.

JACK MILDREN

Thank you Michael. Thank you. Thanks very much. Alright.

Cut back to Mike Turpen and Ron Shotts

TURPEN

Didn't you run for governor once?

SHOTTS

One time.

TURPEN
How do you feel about it?

SHOTTS
Oh, it's going to be a close race it looks like.

TURPEN
Aren't you glad you ran and got it out of your system?

SHOTTS
Yes, sir.

Cut to Mildren supporter pulling baby in wagon festooned with Mildren signage.

NARRATION

No matter how jaded some Americans may get about their politics, there will always be people like Mike Turpen.

TURPEN
Young Democrat, thank you. Keep hope alive.

Cut to CU of Mildren baby.
Various shots of Turpen greeting and hugging people.

NARRATION

They are the folks for whom politics is the only game for grownups: happy warriors who know that come what may, there will always be another election in a couple of years.

Cut back to interview with Turpen.

TURPEN
Any great politician's got the good mental Rolodex, I mean he can flip through it that quick know who she is, who he is, where are they from what city, what county and hopefully what their job is, and maybe even how many kids they've got and if your real good, you say, "By the way, wasn't yesterday your birthday?"

Cuts to Turpen with gubernatorial candidate, Frank Keating with lower third: (now Governor of

Oklahoma)

TURPEN

Folks, this is a guy who hopes to be the next governor of the state of Oklahoma but you just met the guy over there who's gonna be the next governor of the state of Oklahoma.

KEATING

Where's that. He isn't here. Missed him entirely. Is that...

NARRATION

For people like Turpen, politics is a real-life carnival that never ends.

KEATING

Look at this (pointing to Turpen's arm).

Turpen and Keating talk to someone off camera.

TURPEN

Oh, I'm going to vote for him because personal contact alters opinions. I'm gonna vote for him now that I met him. (Laughs)

Keating laughs and walks off camera.

Cut to interview with Turpen as he walks.

TURPEN

You campaign these games, at OU. You campaign the games over at OSU over at Stillwater. You campaign the high school games. Friday Night Lights, that's still a big deal. Now, when I ran for office, not that anybody cares anymore, but my slogan was "It's Time for Turpen, it's Turpen Time." So, outside of every one of these stadiums, right here in Norman, outside every stadium, here and in Stillwater, I had people that wore huge clocks, and on the face of their clock it said "Turpen Time, It's Time for Turpen, It's Turpen Time."

And they'd walk around these stadiums with these clocks on. And it's hard to get adult people to wear clocks like that. But all those that did, they became Assistant Attorney Generals and that's the way it should be. You know what I'm saying.

Fade to black. Trumpets sound.

Card: "Part One, Politics 101. What you have to do to get elected"

Opens to interview with Wilma Goldstein, GOP fundraiser and professor of Political Science.

WILMA GOLDSTEIN

It was at some University in Utah, and one of the professors who was there was the mayor of his small town in California. And finally, by the end of the day when all of us were really getting a little tired of all the five syllable words that were being thrown around, he says, "you want to know what politics is? I'll tell you what it is."

He says, "it's when you get a phone call at 12:30 in the night and one of your constituents calls up and says 'you get your ass over here and move this dog shit off my lawn.'" (laughs heartily)

Opens with celebration for Alderman Brian Doherty of Chicago at a local tavern. A live band plays and a young man is doing an Irish jig.

NARRATION

In the movies, the typical politician used to be an Irish-American big-city Democrat, always ready with a smile for your mother and a job for your brother-in-law. You can still find Irish pols in their natural habitat. Although these days, they may have switched parties.

Cut to people in the audience.

Cut to large Doherty campaign sign

Cuts to Doherty schmoozing a small group with a beer in his hand.

Cuts to State Senator Roger McAuliffe at the mike.

MCAULIFFE

I would like to introduce to you now the only Republican Alderman in the city of Chicago and he earned it the hard way by going out and knocking on doors.

Cuts to Doherty, drink in hand, making his way to the mike.

MCAULIFFE VO

Here's a guy with a lot of guts. Brian Doherty.

Pan to Doherty as he takes the microphone.

DOHERTY

Thank you, Roger. Thank you and I just want to say sincerely from my heart, (brief cutaway to watching woman) thanks for all your support through all the years. I don't think we'll have a problem. We get the vote out and we're going to have another victory in about a week. Thank you.

Intro to Turpen cut transcript, Version H, 8/20/96 - page 11

Doherty gets up. Cut to people applauding.

DOHERTY VO

I do have a couple requests.

Cut back to Doherty addressing the crowd.

DOHERTY

One is that my father Dan sing us a song and that I get a nice, cold pint of Guinness. Thank you.

Cuts to CU of Guinness tap and beer as audience applauds.

Title: Potholes and Doorbells

Cuts to Doherty's dad in CU belting out an Irish tune.

Narration over Doherty shaking hands at the bar

NARRATION

Brian Doherty is on the front lines of American politics. As one of 50 aldermen on the City Council, he's King of his ward -- the first politician voters call if there's a problem.

Cut to framed photo of Doherty.

Cut to MCU Doherty in white sweater talking with a female constituent

CONSTITUENT

It's a little Toyota passenger pick-up truck.

DOHERTY

OK

CONSTITUENT

Parked it on the streets. Never had a problem. Guess what we just got a ticket for?

DOHERTY

Truck parking in the--

CONSTITUENT

Residential truck parking. It's an antiquated law.

DOHERTY

No, no but wait a second.

Doherty in VO, then sync sitting on a couch in white sweater.

DOHERTY

I had one woman call me up and say that a crow was harassing her son on the way home from school. And I said, "a crow?" and she says, "yeah." I said, "Well, can you describe the crow?" She said, "describe the crow?" I said, "Yeah, we don't want to nab an innocent crow." And she said, "Are you making fun of me?" And I said, "No, ma'am I wouldn't do that."

Staff member on phone with disgruntled constituent.

STAFFER

You have been having problems personally yourself with the police?

CONSTITUENT

Yeah, that's what I came in there about and some turkey in there called them over here when I want to talk to the Alderman.

STAFFER

OK, so you were coming in initially to discuss this with the Alderman?

Cut to CU Doherty on the couch.

DOHERTY

Then you get the gamma ray people coming in occasionally and the CIA's after them and they're shooting gamma rays into their house and, you know, they seriously believe this. I'm an Alderman. I'm not really a mental health worker so sometimes to appease them, we'll tell them to put aluminum foil on the ceiling and (waves his hand) you can't have gamma rays that way (laughter off camera).

Cuts to Doherty walking away down a hall to the waiting room.

DOHERTY

The next contestant... Who's next? Who's got the list?

Cuts back to Doherty on couch

DOHERTY

Every day's an adventure. You never know what might happen. You might be on the phone with a CEO from a Fortune 500 president, and pick up the other line and it's Mrs. McGill complaining that she didn't get her garbage can that she ordered, you know, two weeks ago.

Cuts to Doherty reading down a list of names in the waiting room.

DOHERTY

Lou, Pete, John. Boy I'm a lucky guy. Hey, what's up. How are you?

Shakes hands with a large guy in a red Chicago Bulls sweatshirt and Cubs cap who just walked in the door.

NARRATION

It's the Great Bargain of politics -- vote for me, and you'll get something tangible in return.

DOHERTY (to producer)

These guys are here on political business so...

Doherty and visitor walk back down the hall toward the camera. Guy in red sweatshirt waves at the camera.

NARRATION

Because in American politics, the great issues of the day usually take a back seat to more practical matters.

The camera starts to follow them into a room. Doherty turns back and gives us the brush off.

DOHERTY

He's going to see me about some political business.

PRODUCER

So you don't want us in.

DOHERTY

Nope

Doherty pushes the door shut.

Cuts to CU traveling shot of three sets of feet walking down a sidewalk in tandem. Zooms out to MS of group of black volunteers walking a neighborhood.

NARRATION

Multiply Brian Doherty's organization times fifty and you have a real Chicago election.

JOHN CALHOUN (Mayor Daley's Phone Bank) VO

Thousands and thousands of volunteers are out. You have people knocking on doors. You have people hanging signs.

Cut to Rupley knocking on door. Cut to CU of a sign for Frank Avila being stapled to a utility pole in Chinatown

Cuts to sync interview with John Calhoun and John Kolomay in their office at the Mayor Daley campaign phone bank

CALHOUN

They're involved. They're raised that way since they were kids. We were raised in politics. All of us.

Cuts to black woman volunteer for Alderman Beavers, Irene Smith, walking a neighborhood saying "Good Morning" 6 times in quick succession to an old black woman getting into a van.

NARRATION

Whatever the neighborhood, their purpose is the same.

Irene tells the woman in the van how hard it has been to find people at home that day.

NARRATION

They're walking, talking reminders to the voters of all the great things the Alderman has done for them lately.

Cuts to then Alderman Ambrosio Medrano in a black overcoat approaching a woman standing in front of her building and then shaking hands over small talk.

MEDRANO

Hi, How are you? How's everything?

WOMAN

Fine and good luck.

MEDRANO

Thank you very much. I appreciate it.

WOMAN

I appreciate what you're going to do for us regarding this problem.

Medrano interview over same footage, then in sync on sidewalk.

MEDRANO

It happens all over ward, "Come on in. I need to talk to you. You know, the sidewalks in front of my house or the street in front of my house, or the alley needs to be re-paved or, you know, somebody stole my garbage can. You know, you can count on me but I'd like to know I can count on you."

Cuts to old man in his house being courted by Brian Doherty

SONG

If you're ever in a jam here I am.

DOHERTY

So, this is my number. You got to put it on the refrigerator. OK? If you need something, you give me a call. If this doesn't, it'll come, don't worry about it.

Cuts to two volunteers knocking on a door.

SONG

If you're ever in a mess, S-O-S.

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Cuts to Nereida, an aide to Alderman Billy Ocasio, offering paint to a potential supporter.

NEREIDA

Do you need any paint? Do you want me to get you some paint. The only thing I got white paint. You just buy the dye and mix it up. I can give you white paint.

WOMAN

Yeah, we'll take some white paint...

Cuts to door-to-door knocking.

SONG

If you ever feel so happy you land in jail, I'm your bail.

Cuts to Irene interview on street

IRENE

You know, they used to give out cheese. They used to give out chickens, turkeys, ham...

Doherty knocking on a door.

Medrano shaking hands with an old guy on a street.

SONG

It's friendship, friendship. Just a perfect blendship. When other friendships have been forgot...

Cuts to walking interview with a young pony-tailed, bearded volunteer and his aging fellow volunteer.

VOLUNTEER

You know the first reaction is usually go away, you know, stay away from the door. Sometimes they think we're Jehovah's Witnesses.

MCU of pony-tail man writing on his tablet in a doorway and then rings the bell.

SONG

If you're ever down a well, ring my bell.

Cuts to Roger McAuliffe interview.

MCAULIFFE

They want whatever they can get out of you. You know, if you're willing to go out and shovel the snow off somebody's roof, they'll let you do it, you know. They'll call up and ask you to do it. And, they come into the office here. They want you to pay their parking tickets. They get mad at you if you don't. And I've paid a lot of parking tickets in my day.

Cuts back to Irene et al. walking and talking with same black woman with white hat.

SONG

When other friendships are up the creek, ours will still be slick.

IRENE

How long you been here, Miss Young?

Camera zooms in on gesticulating woman as they walk.

MISS YOUNG

I've been here for 27 years baby. (that's right) And, I'm going to still be here. They don't clean out the sewer.

Pans to Irene talking to producer (both women are talking at same time)

IRENE

So that's why I was telling you about the service beforehand was bad.

MISS YOUNG

I always say when election day comes, that's when we see 'em.

IRENE

Like I said that's why I'm so happy about...

MISS YOUNG

Long as we don't have no buses. They took all the buses out from us and everything. I wish I had time to talk to you. I could give you a whole book.

IRENE

Alright. Alright. Well, I got to...

Cut to interview with Al Padalino, volunteer for Alderman Ocasio

AL PADALINO

It's like a hate/love thing. You know, really no one really likes to get up at 7:00 in the morning on Saturday or Sunday, on your day off, and come in here and try to go out and knock on doors and have our people come in and sign them. But, you know, it's like, I don't know, it's like a funny thing. You get a high from it.

Cuts to back view of Fred Rupley, a retired salesman who goes door to door for Alderman
He talks to a little girl on a bike.

RUPLEY

Your folks home?

NARRATION

The great door-to-door men are in a class by themselves.

Fred Rupley approaches a house and greeting a middle aged man in a t-shirt.

RUPLEY

Hi, how are you?

MAN

Alright, how are you?

RUPLEY

I'm a volunteer worker for Alderman Doherty.

MAN

Yes.

RUPLEY

You're familiar with Brian?

MAN
Yes I am.

NARRATION

It takes knowledge of the candidate, enthusiasm for his programs, and person to person skills that would make an encyclopedia salesman proud.

Cuts to Rupley sidewalk interview.

RUPLEY

First of all, to be a good person to walk a precinct and meet the voters, #1 you should make a good appearance, so in case somebody is a little bit leery about opening the door, if they see a person that's halfway decent, well dressed, they'll open the door. I mean, if you, long hair, stuff like that, it don't work with precincts, especially this type of neighborhood like this.

Rupley begins to walk and talk.

RUPLEY

You don't want to intimidate the voter at all. You want 'em to be comfortable around you.

Rupley says hi to some kids roller skating by.

Cuts to Rupley at a brick house continuing to talk about his method while waiting for someone to answer the door.

RUPLEY

You see, a lot of times with older people, I take a step back because they don't see you if you're right up by the door and they want to peek out a little bit over there. So, a lot of times if you stand right there you more or less intimidate the person, so you want to step back a little bit.

Cuts to Rupley ringing another doorbell and then stepping back to wait.

Cuts back to Rupley stepping back from the brick house doorway.

Cuts back to interview with Al Padalino at his desk.

PADALINO

When you go out, you have to expect everything from "Hello, how are you" to "hit the road."

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Cuts back to Rupley at another house.

RUPLEY
Hi, how are ya?

Camera pans to woman leaning out door.

WOMAN
Hi, good. How are you?

RUPLEY
I'm a volunteer worker for Alderman Doherty.

WOMAN
No thanks. Not interested.

She closes the door and goes inside.

RUPLEY
Not interested, hah? Thank you.

Camera stays on CU of Rupley as he retreats.

RUPLEY
Well, we know what that is.

Cut back to interview with Padalino

PADALINO
You name it. You'll get it when you go out there and you have to learn to deal with it. You don't get angry. You're not out there to be argumentative. You just say, "Have a good day. Good morning, ma'am or sir" and you just go on your way.

Cuts to Rupley talking to an older woman, Mrs. Reilly in her doorway.

RUPLEY

I'm wondering if we can count on your support.

MRS. REILLY

I think you possibly can.

RUPLEY

OK, I appreciate that Mrs. Reilly. Bye now.

Camera tracks Rupley as he walks away from the house.

SONG

If you ever lose your mind, I will be kind.

RUPLEY

That lady's a good, solid plus voter for Doherty but like I was going to say, on my callbacks I'll emphasize the people who are ethnically related to Brian, I'll go after them Irishmen, you know.

SONG

It's friendship, friendship...

RUPLEY

See that shamrock on the door. I might be wrong but nine out of ten of them are going to be his voters.

Approaches door with shamrock and rings bell.

SONG

Ours will still be hot. Good evening, friends.

Circle fade to black. Card: "Later that evening, back at headquarters..."
Circle fade up to CU of Doherty's hands holding +/- slips.
Cut to Doherty on couch.

DOHERTY

These are the +/-0 slips from the precinct captains, or representatives, whatever you wanna call them. And we can usually gauge pluses as the positive, identified positive voters for us, minuses are negative voters against us and zeros are undecided. Ask David Kahn who the three minuses in my precinct are. I want to find these people.

Cuts to Bill Gritsonis, a Doherty aide, drinking a beer.

OFF CAMERA VOICE

It's the house to your right, it's the house to the left and the house directly across from where you live. Those are the three minuses.

Cuts to cigar chomping man and then back to Doherty now standing

DOHERTY

Usually at the end it tightens up but it hasn't budged off, it hasn't budged out of a 1 or 2% range in the last month.

PRODUCER

So what's the percentage?

OFF CAMERA VOICE

Are you making a prediction?

DOHERTY

Am I making a prediction? Well, let's see, uh, with these numbers and from everything else, we have a good election day, we're looking at 75% without blinking an eye. We could even get close to 80.

OFF CAMERA VOICE

The mayor's going to be riding our coat tails.

Everyone laughs.

Cuts to bundled up woman on snowy day walking the gauntlet to the polling place, getting solicited right and left. Cuts to another woman crossing a street and being bombarded with palm cards and literature. Title: "Election Day"

OFF CAMERA VOICE

Remember, the people's choice.

NARRATION

Finally it's time for the voters to show their gratitude. But there's still no end to the services the organizations provide.

Cut to an old person being walked by two people down the street. Cuts to Doherty Precinct Captain, Marty Melendez, explaining his plans as he approaches a house.

MELENDEZ

What we're going to do is we're gonna try this young lady here. Senior citizen. I try to set it, I'm the Precinct Captain here so I try to give her whatever service she can't go out to get. I give her a card and she calls me whenever she needs something.

Cut to Marty climbing stairs.

JOHN KASS VO

The seniors talk about the nice man. You know who the nice man is? The nice man helps them out to vote.

Cut to interview with John Kass, Chicago Tribune reporter.

KASS

He's the nice man that fills out the voting for them. And that's why senior citizen precincts usually are tremendously in favor of whoever is in office at the time. So that the nice man, and I'm sure there's hundreds of them in the city, go to senior's homes right before an election and instruct the seniors on what to do.

Back to Melendez negotiating through a door cracked open.

MELENDEZ

You know, I need your vote and I told you that. I need your vote. Every vote counts.

Elean Straub shouts through door

ELEAN

I know that but I'm a sick old lady.

MELENDEZ

We need you. We need you.

ELEAN

But I'm sick.

Clockwise cut effect.

MELENDEZ

I'll walk with you to the polling place.

ELEAN

Where?

MELENDEZ

Right down the corner.

ELEAN

I can't go out in this bad weather.

MELENDEZ

Put your hat on and your, and your big overcoat. Want me to carry you?

Cut to interview with State Sen. McAuliffe wearing a cap

MCAULIFFE

Five minutes to six and the polls in those days close at 6 o'clock and there'll be a guy sitting around the table with his wife and four kids and they didn't vote. A guy'll come in and say, "Jeez, what'll it take to get you to vote? \$30 bucks, \$40 bucks, whatever it takes, you know, to get that family to come and vote because that might save their jobs.

Clockwise cutting effect again. Back to Elean and Melendez. She's outside now.

MELENDEZ

C'mon hon, please, please come with me. I need your vote. The turnouts aren't as good as we'd like them to be so every vote counts. Your vote counts. That's why I'm here to get you. I'm here to pick you up. Please.

ELEAN

Wait till I put on my blasted shoes.

MELENDEZ

I'll wait for ya. We'll wait for you. OK.

ELEAN

No.

Clockwise thing again. Elean emerging in hat and coat.

ELEAN

I know what you do and what you don't do.

MELENDEZ

I'll gave you my card. Whenever you need anything you can call me.

ELEAN

I lost it.

MELENDEZ

You lost it. Well, I'll give you another one. Right here. I have 'em.

Circular wipe. They make their way off to vote while they negotiate terms.

MELENDEZ

OK, come on.

ELEAN

That step down there needs fixing.

MELENDEZ

That step? You need me to get it fixed?

ELEAN
Yeah, you see it?

MELENDEZ
I could get you the wood. I could get you the wood. You want my labor too, right?

Cut to shot from behind of the two of them walking down the street.

MELENDEZ
You can't let them see this, ok, 'cause you can't bring political literature in the polling place.

ELEAN
My memory is absolutely no good.

SONG
When other friendships have been forgot, ours will still be hot.

Circle fade to black.

Epilogue: "Brian Doherty won a new term with 76% of the vote and Marty fixed the broken step"

Open up to interview with Eileen McNamara, reporter for the Boston Globe.

EILEEN MCNAMARA
If you actually listen to people, they're hungry for somebody to tell about the problems in their lives that they can't fix on their own. I mean, that's what politics is. It's community, it's the notion that there is a way for us together, to solve what we can't solve alone. And you get people's votes by asking for them, as Tip O'Neill used to say. And, you get it by listening to what their concerns are.

Cut to Ohio State Senator Dennis Kucinich restaurant interview.

DENNIS KUCINICH
You don't see everyone. I mean, I know that going in, I can't possibly meet everyone, but I sure try to. And if it's just five seconds, that's OK, 'cause in those five seconds, I look at people. I look right in their eye, and say something to them, whatever it is, you know if it's just 'Hello', just the words of greeting, people remember that.

Cut to Honolulu mayoral candidate Ann Kobayashi in Hawaii with a lei around her neck handing

out potato chips.

NARRATION

The pros call it “retailing votes” -- selling yourself to the voters one handshake at a time. Perhaps the candidates seek some mystical bond, however fleeting. Or maybe they’re just afraid that the voter they miss could be the one that puts them over the top.

Cut to Brenda Fitzgerald handing out literature to a guy in a parking lot.

BRENDA FITZGERALD

I’m Brenda Fitzgerald, I’m running for Congress in the 7th District of Georgia. I hope you’ll vote for me this Tuesday. Thank you.

Cut to San Francisco Board of Supervisors member Tom Ammiano in sunglasses, greeting a topless black guy at a street fair.

TOM AMMIANO

Can I give you one of my stickers? I don’t know where you’re gonna put it. (guy laughs) I’m running for....I’m sure it’ll be tasteful. Thanks.

Pan to MS Ammiano from behind, saying hello to people on the street.

Cut to Dennis Kucinich greeting a huge, tattooed weight lifting cover model.

KUCINICH

My friend here made the cover of *Power Lifting Magazine*. Look at this. That’s great.

Zoom in to CU of magazine cover.

WEIGHT LIFTER OC

That’s a once in a life-time honor right there, you know...

KUCINICH OC

That’s great. Look at that. What were you lifting in this? How much?

WEIGHT LIFTER

Oh, about 600 pounds.

KUCINICH

No kidding. Wow.

Cut to office interview with DJ Leary, Minnesota journalist.

D.J. LEARY

A couple of years ago, there was an election in the city of Duluth. I went and knocked on houses, about a mile apart just to get a feel on the thing. The guy who had been Mayor had been a very good Mayor and I asked 'em if they were going to vote for him the next day or his opponent. Three of the houses, out of three, said they voting for his opponent. Two of them, when I said "Why?" said, "You know, you didn't come to our church picnic this year." Now that's real retail-politics, and that's kind of the expectation people have.

Cuts to former Texas Governor Ann Richards running the gauntlet of a long line of supporters shaking hands and saying hello.

NARRATION

Perhaps retail politics symbolizes an ideal of equality where we can look our elected officials in the eye and size them up.

Ann Richards and screaming woman.

SCREAMER

Ann, I'm here from St. Mary's. Here's my mama!

NARRATION

For all the candidates who steel themselves to shake hands endlessly, there are always a few who positively thrive in a life lived almost entirely in the public eye.

Cut to posters of Providence Mayor Buddy Cianci being unrolled and pressed on to boards. Cut to a man carrying a large Cianci sign across an empty warehouse.

NARRATION

And so one politician's forced march can be another's reason for living.

THE KING OF RETAIL

Cut to interview with Providence Mayor Vincent Cianci Jr. at an outdoor park.

BUDDY CIANCI

I've been Mayor now, this is my fifth term I'll be running for and that's a long time. And you've really and truly got to want it, you've got to love it, you've got to be dedicated to it, and you've got to like to do what I'm about to go do in front of that crowd right now.

Cuts to MS Cianci walking down a sidewalk at a street festival with retainers behind, waving to

people off camera. There is music from a live band.

CIANCI

Hey! How are you? How are you?

Cuts to MS of Cianci shaking hands with a beefy looking supporter at a waterfront festival.

CIANCI

How ya doing? Good to see ya.

Cut to Cianci greeting a succession of people in the crowd.

Title: "The King of Retail. Providence, RI"

CIANCI

Nice to see you. How's everything going? Great. Wonderful. How ya doing? Great. Great day for this.

Cuts to MCU kitchen interview with Rudy Cheeks, Providence journalist and radio talk show host.

CHEEKS

I have a big portrait in my home of Sammy Davis, Jr., and I was looking at it the other day and as Buddy is running this re-election campaign, I thought of how much Sammy Davis Jr, and Buddy Cianci have in common.

Cut to various brief shots of Buddy at outside gatherings repeatedly commenting on the good weather -- "This is a great day!" and greeting people with successive "How are you's" at a barbecue, inside a bus, etc.

NARRATION

In Providence, Rhode Island, Mayor Vincent Cianci, known to all as Buddy, has become, after five terms, a municipal fixture. Like Chicago's Daley or New York's LaGuardia, Buddy Cianci is Providence. Few voters can avoid him. He makes sure of that.

Cut to MS Buddy speaking to a young boy with his mother.

CIANCI

How are you? You're one of my constituents. What's your name? (Boy holds up three fingers)
Three, your name is three.

Cut to MS Buddy greeting a man holding a young boy.

MAN HOLDING YOUNG BOY

How ya doin'? I've been getting a millions a letters from you

CIANCI

Of course, I always send letters.

MAN HOLDING YOUNG BOY

I want my tree and sidewalk replaced.

CIANCI

Alright. Take care of that, a tree and a sidewalk.

Cut MS two women dressed in black in a park

WOMAN #1

He's done a lot of things for Providence--

WOMAN #2

He has a passion for the city of Providence.

WOMAN #1

Yeah, like he loves it.

Cut to a black man with a thick African accent.

MAN WITH THICK ACCENT

Mayor Cianci is kind of a people's mayor. Yeah, he's always around the corner somewhere. You know what I'm sayin'? And that is one thing that is good in leadership. Leadership must be able

to identify with the followership.

Cut to MS Cianci greeting a young woman.

CIANCI

Did you register to vote yet?

YOUNG WOMAN

I'm going to do it today at the waterfront festival.

CIANCI

(Gesturing to a worker) He'll register you right now. Help her register.

Cut to interview with Cianci on a balcony.

CIANCI

The public is not a stupid public, it's a very smart public. And they know what they want and no one is going to fool them. It's a very, very...you know in Texas, they have football and in Rhode Island we have politics and that is our sport.

Cut to MS of female campaign worker at the festival.

FEMALE WORKER

One dollar and get a ballot to vote for your favorite politician to kiss that pig! You can see Buddy Cianci kiss Petunia!

Cut to sign of Buddy with pig that says "Would you like to see this man kiss Petunia pig?"

CIANCI

I've kissed a lot of pigs in my life. You ought to be kidding me. Am I really winning this election? You know it's not fair, cause you have one of my big pictures here and they only have small ones. I should have a small one. I should have one as small as they are.

Dissolve to Cianci kissing Petunia, then pig squeals loudly.

CIANCI
Hot lips!

Cut to interview with Cianci in his car

CIANCI
My recognition factor I think the pollster said was 99 percent statewide. 99. I mean, you'd have to live in a cave if you don't know who we were now. I was, after twenty years. And all fame and power, I guess, is fleeting. It goes and it comes. And sometime's you'll find out, uh, I've been in and out and back in again. And I can tell you that, when you're out, you're out, most of the time, you know.

Cut to CU Cianci on a cellphone

CIANCI
Hi, Governor. I'm down here at the waterfront festival shaking hands.

Cut to MS Cianci walking near the water by display of a large shark

CHEEKS VO
Buddy really understands politics I mean more so, than anything. He's a political animal.

CIANCI
Look at this shark here huh. Jaws.

CHEEKS VO
He's a very bright guy and he is not a bad administrator. But I think that, primarily he's political.

CIANCI
Look at that shark. It reminds me of some of my opponents over the years. Some of the members of the City Council looks like it. Not really. They're nice guys. How ya doin'?

CHEEKS VO
He really likes to press the flesh. He really likes to see people. Buddy Cianci would attend the opening of an envelope.

Cut to MS Buddy dancing with a row of elderly tap dancers in silver outfits.

NARRATION

The citizens of Providence treat Cianci like a successful uncle at a family reunion. He knows everybody and everybody knows his business.

Cut to a luncheon with many elderly women.
MS of one lady at a table

ELDERLY LADY

Buddy, how many pounds have you lost?

CIANCI

I lost thirty-six pounds.

ELDERLY LADY

Whoa. Looking good. (Applause)

Pan left to Cianci, taking off his blazer and showing off.

CIANCI

Thirty-six, give me some more?

Cut to MS of Cianci with Providence Councilwoman Joan DiRuzzo at the mike on a small stage at a street fair.

LADY WITH THE MIKE

Mayor, besides saying you're looking really good, and you are single, and I'm single...

CIANCI

Who knows what might happen? (Laughing)

NARRATION

For Buddy Cianci, not much separates his public and private lives. Nothing is off-limits. Not even the breakup of a nine-year love affair.

Cut to MS Cianci talking with another female supporter

WOMAN

How's it going?

CIANCI

Pretty good.

WOMAN

How's Wendy?

CIANCI

She's, uh, getting married today in Barbados or someplace.

WOMAN

Gee, I didn't know that.

CIANCI

Yeah, some other guy. Good luck to her.

WOMAN

I'm sorry about that.

CIANCI

That's ok. See ya later.

Cut to MS of Cianci talking to a man dressed as Uncle Sam.

UNCLE SAM

Are you getting married to Wendy?

CIANCI

Nah, Wendy's getting married this afternoon in Barbados.

UNCLE SAM

No.

CIANCI

Yeah. Bad move. For me. (To people walking by) Hello. How are you? Thank you. Hasn't been a very good day for me, you know. Hey, good to see ya. Thanks.

Cut to MS Cianci in a car in an interview.

CIANCI

It's kind of a lonely day-to-day, you know. Just alone, going from place to place, from one advance-man to the next one. But if you don't like it, you shouldn't be in it.

Cut to WS from inside of car of streets whizzing by

CIANCI IN VO

My whole life has been this city. So it's tough for me to say I don't want to do things in it.

Cut to MS Cianci in car.

CIANCI

Oh, look at this bride. Stop, I wanna say hello to the bride. Isn't that nice?

NARRATION

There will be politicians like Buddy Cianci as long as there are closely-knit towns like Providence.

Cut to MS Cianci walking up a brick path to bride and groom

NARRATION

Places where the age of high technology has not broken the bonds between the voters and their elected officials.

CIANCI

How ya doing? That's the prettiest sight I've seen. I only see demonstrations here, you know, and riots and things.

GROOM

How are you doing?

CIANCI

Great.

GROOM

Good to see you.

CIANCI

Good. I'll just give the bride a kiss. Isn't that nice?

BRIDE
Thank you.

CIANCI
Beautiful. Congratulations. Where are you going on your honeymoon?

BRIDE & GROOM
St. Martin's.

CIANCI
Oh, how nice

LS- trio pause for several seconds and pose for pictures.
Cut to black.

Card: "Buddy is now serving his fifth term as mayor. Recently, a poll named him the man Rhode Islanders would most like to date."

Opens with CU Mike Turpen, Oklahoma Democratic party leader, being interviewed outside.

MIKE TURPEN

I used to believe that in Oklahoma, you could go to all 77 counties and go to every bean dinner and every fish fry, every Lions' Club, Ladies Night, every Court house, every coffee shop. I did it that way, you know the high touch way, you gotta go shake the hands you gotta go talk to the people, and you gotta let somebody shake your hand, look you in the eye, and size you up, that's the Oklahoma way.

Jump cut to Turpen at a different angle.

TURPEN

And then my pollster sat me down once and my TV guy sat me down once and said, "Mike, you been to all 77 counties. You've talked to the people. You've moved the people. But, you've only met 5% of the people, man. Now you gotta meet the other 95%. Are you ready just to sit down, get on the telephone, raise some money and just get on television?"

Cut to interview with Mario Cuomo, former Governor of New York.

CUOMO

If they were to put on television a Lincoln-Douglas debate, nobody would watch it in this country. Why? Cause they've got 79 other channels. Bink, wrestling, bink, wrestling in the mud.

Nude women. Stay there for a bit. You wanted to go back to a two hour debate between two guys vying for Commissioner of Deeds? So it's television I think.

Cut to black.

Fade up to shots of cameramen coming down a hallway, with Mariachi trumpet music.

Cuts to CA gubernatorial candidate Kathleen Brown walking down same hallway with cameramen filming her.

Dolly shot by cameramen and tripods at an outdoor event.

Technician pinning a lavalier on Kathleen Brown in a crowd of people.

NARRATION

With more and more Americans living in suburban sprawl, the old ways of person-to-person politicking are less effective. Nowadays, a hand's not worth shaking unless there are at least ten cameras there to record it.

Cut to shot of Governor Wilson and another man from behind walking down a hall with being filmed by cameras.

Cut to shots of Brown shaking hands with people and saying "Thank you, thank you."

NARRATION

And if you have 35 million hands to shake, you've no choice but to keep your campaign electronic.

Music surges anew as we drive by the Brown bus.

Title: "Magical Media Tour. Bakersfield, CA"

Cut to Kathleen inside the bus giving an interview to Mark Coogan, a local news reporter.

KATHLEEN BROWN

This is hour sixteen of our twenty-nine hour marathon tour through California. This is like Harry Truman, when he took a whistle-stop tour across California. We're leaving the pollsters, we're leaving the pundits, we're leaving the consultants behind and we're taking my plan to rebuild California to the people.

COOGAN

It will only be any good though if there are cameras waiting at the stops in the middle of the night.

KATHLEEN BROWN

Hey, we got cameras right here. This is for 1996, they're looking at the future, you're today, and...

COOGAN

That's the problem.

NARRATION

So if you can dream up a stunt that will pull in coverage for free, well that's fewer TV commercials you have to pay for.

Cuts to Kathleen Brown exiting bus at a campaign stop and shaking hands.

Cut to CU Amy Wallace and Mitchell Benson, two print reporters, on the tour bus.

AMY WALLACE

It's twenty-nine hours to bring the campaign back to the people, that's what I think it's about. Is that right?

MITCHELL BENSON

Twenty-nine hours to bring the campaign back to the people, bring the people back into the system, and..

AMY WALLACE

...turn the lights on..

MITCHELL BENSON

...turn the lights on, and shed the demons, and uh...

AMY WALLACE

...talk about the plan.

MITCHELL BENSON

Talk about the plan.

Cut to MS Kathleen Brown talking to reporters, with a crowd of supporters behind her holding

signs.

KATHLEEN BROWN

I have a written economic plan to rebuild California.

Zoom into close-up of plan

KATHLEEN BROWN

Pete Wilson has no plan.

Cut to Brown back on the tour bus talking to reporters.

KATHLEEN BROWN

I've got a written plan to rebuild California. That is unconventional in this day and age in California. My opponent only has thirty-second spots.

Cut to MS Mitchell Benson.

BENSON

As someone who accompanied Kathleen Brown to a lamb slaughterhouse several months ago, and nearly lost my breakfast, lunch and dinner on the slaughterhouse floor, I've got a horrible feeling that we've got another dead-animal stop on this trip. (laughter)

Cut to brief WS of turkeys hanging along a rod as they are processed.

Cut to shot from inside of darkened bus. A man, presumably a campaign worker, climbs onto bus, as a female campaign worker asks him a question.

FEMALE CAMPAIGN WORKER

Can you tell me what cameras are out here please?

MALE CAMPAIGN WORKER

What cameras are out here?

FEMALE CAMPAIGN WORKER

Yeah, what stations are here? Do you know?

MALE CAMPAIGN WORKER

Um, no. I think 24...

FEMALE CAMPAIGN WORKER

There's five of them? That's fine.

Cut to Brown and cameras in a hallway at Zackie Farms. Cut to Kathleen Brown speaking to a couple of seated workers at the plant.

WORKER 1

We start the plant.

KATHLEEN BROWN

Well, you start the plant, great...

WORKER 2

Nine o'clock last night.

K. BROWN

Nine o'clock last night. Well, we started at 8 a.m. yesterday morning. Have you gotten a chance to read my plan to rebuild California? Well, let me give that to you.

Cut to various shots of Brown greeting workers at the plant. They are surrounded by TV lights and cameras. Cut to MS cameraman shooting the scene.

NARRATION

It may look like retail politics and it may sound like retail politics, but the players are merely props in a larger show, for customers who are hundreds of miles away, hopefully watching on their TV's. What's left is ritual.

Cut to CU local cameraman

CAMERAMAN

I don't really like it that much. I don't think it's really that important, considering we have a ten o'clock news, this is three o'clock in the morning, we're gonna be showing this ten o'clock tonight, and I think it's really not that important, you know. Just because it's their last stop in Fresno before the election, that's the only reason we're here.

PRODUCER

Somebody must have thought it was important

CAMERAMAN

Oh, sure, the guy that assigns things and is still in bed right now, he thinks it's important.

Cut to WS of bus driving towards and past cameraman.

Cuts back to bus and Kathleen Brown phone interview.

BROWN

Yes you can call me Kathleen. It is a big party, we've got cookies and water and diet drinks and a lot of cameras and reporters. We are seeing California the old fashioned way.

Cut to WS of skyline whizzing by on a bridge, as the tour bus passes through view of camera.

Cut to WS of a crowd of supporters standing in a plaza holding up a banner.

PRODUCER

Why are you doing in the middle of a plaza?

MALE SUPPORTER

We're background. We're background for Kathleen Brown's interview upstairs.

FEMALE SUPPORTER

She's getting interviewed up there. We're the background. They're shooting this way and they can see us standing here as she's being interviewed. See, it's a visual thing.

Cut to clip of interview with Kathleen Brown with supporters in background, boxed in red.

K. BROWN

That's why I'm out on the road, that's why I've been in a bus for twenty-four hours, that's why I've got a written economic plan endorsed by economists, business leaders, law enforcement, and educators.

Cut to MS another local cameraman outside the building in San Francisco with his camera on his shoulder.

PRODUCER

So what happens now? Is this gonna be on the news tonight?

CAMERAMAN

This? Oh, yeah, I'll be editing it, so we'll put on a little bit of each stop. The whole thing will be a minute thirty. Twelve hours condensed into a minute thirty.

Cuts to news anchor introducing bus tour survivor/reporter. Divided screen with live shot.

ANCHOR

Eyewitness News reporter Mark Coogan is live now with us from San Francisco with the full story. Mark?

Coogan live shot.

COOGAN

Well, Gene, since 7 am yesterday in Sacramento, Kathleen Brown has been on the move.

Cuts to package of bus tour with footage of Brown at campaign event at Universal City, the bus, news crews, etc.

Cuts to CU of Brown on the phone from the bus.

BROWN

We are seeing California the old fashioned way.

Cuts to Fresno campaign stop with lots of cameras at Zackie Farms.

COOGAN

3 am in Fresno and a media jackpot. 5 TV cameras are waiting at the Zackie Farms chicken processing plant where the graveyard shift is on lunch break.

Cut to shot of Brown being interviewed by several reporters. Fade to fuzzy TV static. Sound of TV reporter's summary remains.

Fade to black: "The following week, Kathleen Brown pulled her campaign ads off the air for lack of money. She lost to Pete Wilson, 57 to 39 percent."

Opens with Rudy Cheeks interview.

CHEEKS

The one thing that we've become expert at is marketing. And politicians, not unlike soft drinks or

anything else, just are marketable commodities.

Cuts to Nancy Bocskor interview. She is a GOP fundraiser.

BOCSKOR

I've always told candidates that it's 95% image and only 5% issue. And I wish I could tell you that wasn't true. I wish that the electorate would decide on whether or not they're going to vote for a candidate because of his or her stand on taxes, the economy, whatever. And actually it's whether they not, whether or not a voter likes a person's smile, whether a person was friendly when they first met him...

Cuts to Bill Simpson interview. Simpson is a Washington lobbyist and former political operative in Mississippi.

SIMPSON

I was talking to a political guy in Mississippi one time, and we were talking about issues, and we were talking about the good ones and the bad ones and the weak ones and the strong ones and the vote getters and the non-vote getters and all that, and he said to me, "Bill you take all the issues and give 'em to the other guy, give me a devil to beat."

Cut to WS of guy stealing a woman's purse with sound of still camera clicking photos.

BARRY BARON OC

That was absolutely perfect!

Camera pulls back to include Baron, freelance photographer for GOP causes.

BARRY BARON

Ha ha can't do any better! He's got this maniacal devil look you know.

Camera circles around the scene.

BARON

Oh, Cut. (laughs) I'm sorry. You have to say cut or they don't do it and they're union or something. I don't know.

NARRATION

For as long as politics has been practiced in America, there's also been a dark side to getting the voters' attention.

Cut to MS of Baron acting out scene for actors..

BARON

We catch the eggs flying in mid-air and all this kind of thing and then the reality really becomes real. I mean, it really happens.

NARRATION

For candidates with a law-and-order message, a staged crime scene may be just the thing for direct mail.

Cut to WS of guy stealing woman's purse.

Goes into still frames of scene of guy stealing woman's purse with sounds of camera and then into real time as the guy runs past the camera and camera follows him over to Baron.

BARON

The first thing you do when you go home is probably look at your mail. You sit over the trash can in the kitchen and you sort it out and you get all the bills and put them over there and sometimes I throw the bills away but not really. And junk mail goes by you. Well political mail sometimes to most people looks like junk mail.

CU of ad "tired of being stepped on by politicians" camera pulls out to full shot of it

BARON VO

But if you can get a piece of mail into somebody's hands and it has a question, "what will you do?"

Cut back to Baron with actor

BARON

You have got to open that page out of sheer curiosity, human, human interest and if you get that 12 seconds, they've sold you.

CU of still photo of woman fighting off the 2 guys trying to steal her purse- one guy has a gun.

WS of same ad with text "Because of liberal politicians like Dianne Feinstein, career criminals are paroled to commit crimes again and again," with sound of camera clicking.

CU of guy with nylon over his face holding gun close to the camera

WS of above image in ad with text "Republican Rob Romain thinks this guy should be in jail"

CU of woman falling, with purse in foreground being stolen.

WS of same image with text "Crime is out of control. We can watch or we can do something about it."

Cut back to photo shoot. Baron is sitting behind the camera.

BARON

Make sure the purse is in your left hand and you can fly with it. (Laughs) One of those kind of things if you want to do that.

ACTRESS VO

I'm not worried about it being abused.

Cut to MS of above actress standing with the two other actors

ACTRESS

Basically I trust Barry- he's fairly conservative and I am too.

Cut to WS of Barry demonstrating the action of the thief stealing her purse with the actress.

ACTRESS VO

Doing this as a freelance actress I feel like I can help out in my own little way

Cut to of actress and Baron showing her how to fall with her grocery bag.

ACTOR

Just as long as we're not the next Willy Horton that's that's my...

ACTRESS

Do you guys get that? Willy Horton?

WS of woman actress being attacked by the two actors with guns.

BILL SIMPSON VO

If you can put something before them that scares them, that they think is against their best interest--

In background Baron giving directions.

BARON

Look at the gun, look at the gun, look at the gun.

Cut to interview with Bill Simpson, former Mississippi political operative, now a Washington lobbyist.

SIMPSON

Then I think that they will vote against that kind of a picture if you present it to 'em and I think that's why negative campaigning works.

Cut to attack ad on Ernesto Ancira.

COMMERCIAL VO

Ernesto Ancira lied. Just like a used car salesman. Ancira lied about Gregory Luna's position on crime. The police denounced Ancira. He lied about Gregory Luna's ...

Cut to MS of Hank Sheinkopf, Democratic media consultant, on the phone at his desk feet up on the desk with lap top in the foreground.

SHEINKOPF

First order for business is to get one spot written to get it around to get it produced and to get up on the air with a target of Tuesday, OK? Let's get me that material. Let Austin and I talk about it and let's figure it out from there alright? (sits up in chair and puts glasses on) No fucking around guys. We'll make this guy bleed. I don't know if I can win it for you but I love your brother and you've been my friend and we'll do the best we can.

Dissolve to CU Sheinkopf on the phone

NARRATION

Hank Sheinkopf devises media campaigns for aspiring Mayors, Presidents, Judges and Congressmen.

SHEINKOPF

No that idiot, that idiot Republican Congressman on the coast.

NARRATION

His sworn mission: to vanquish Republicans at every turn.

SHEINKOPF

I got stuff going up starting next Wednesday, for that woman Weiner who's going to bust his ass. Because he's one of those Nazis that have just been...

Cut to CU Sheinkopf in kitchen interview.

SHEINKOPF

You know I have a reputation of being a tough guy. Well I am. I've fought for everything I've gotten in life but that doesn't mean that I ought to become a Republican, and say, "Well I fought for it you, get off your ass and fight for it too." It means I have an obligation to do what's right and I think I'm involved in important things. I think telling a powerful no for little guys, which is something I like to do, is important.

Back of Sheinkopf walking in between columns and opens the glass doors into the courthouse
Lower third: "Alabama State Courthouse 8 a.m".

SHEINKOPF

We're going into the chief's office.

MS shot of Alabama State Supreme Court Chief Justice Sonny Hornsby putting a book into the bookcase and turning towards Sheinkopf's TV cameras (he's in profile)

HORNSBY

My opponent has accused me of negotiating a secret deal to stack our courts -- that is absolutely not true.

Cuts to a wider straight on shot with the camera pulling back to include the camera crew
Lower third: Chief Justice Sonny Hornsby

HORNSBY

But I do support the state's settlement for two good reasons: #1 it keeps the federal government from taking over your state courts, and #2 it keeps you from losing your right to vote on all of the judges. I trust you.

Camera has panned over to Sheinkopf looking down at monitor.
MS of monitor.

HORNSBY

I trust you. I trust you. I trust you.

Sheinkopf giving direction.

SHEINKOPF

I trust you, buh buh buh buh buh. Pause, Sonny. The Courts belong to you.

Cuts to Director with gesticulating fists.

DIRECTOR

You know this. Just preach it, preach it.

Cuts to reaction shot of Hornsby smiling.
Cuts to Sheinkopf at shoot standing by lights.

SHEINKOPF

What's really going on here is that these fancy-assed boys are conspiring with the fools in

Washington to try to destroy us and telling you that's OK. Well, I'm not going to let that happen. And I'll do anything I can to stop 'em including kicking 'em in the ass. I mean, that's really what you're saying but you can't say that.

Cuts to Hornsby smiling. Pan to the director looking at the monitor.

SHEINKOPF VO
That's the argument.

DIRECTOR
Sonny, just stand still in place for me a minute. Just look at camera.

SHEINKOPF VO
Alabama politics are the purest in the country, 'cause you always know who the enemy is. And that's I guess why I fit so well down here. My competitors used to say--
Cut back to kitchen interview with Sheinkopf.

SHEINKOPF
-- "How do you get down there? You don't talk like them," you know, obvious meaning, "Hello, kike from NY, you're not supposed to be there, " I don't mind that. They used to call me kike I used to hit 'em on the head with a baseball bat. And I've done it, and I'm known for it.

Cut to WS Hornsby reciting his lines to himself in the corner

HORNSBY
My opponent has accused me. My opponent has accused me of negotiating a secret deal.

Cut to MCU Sheinkopf on the phone.

SHEINKOPF
Congressman, I think the following is going to happen. I think that 3 and a half weeks out, if he has enough money, he's going to bang your brains in. He's going to call you a tax and spend liberal, a Bill Clinton surrogate, one of the Washington insiders. And at that point, the day he opens his mouth you have to be prepared to kick the shit out of this guy and leave him dead in the street. But in order to lay that in you've got to have enough positive information to make that work.

Cut back to WS of Hornsby shoot with Hornsby in the far background and Sheinkopf in foreground watching the monitor

HORNSBY
I trust you to decide cases as jurors and to elect your judges. The courts belong to you.

Sheinkopf turns to Director and shakes his hand.
Cuts to MS of Hornsby.

SHEINKOPF OC

That's very good. That's it. That's the one.

DIRECTOR

Last take. That's the one. That's it.

HORNSBY

Let's quit now. Ya'll say, 'that's a wrap.' Thank you. Thank you.

Cut to Hornsby on monitor
Lower third: "Editing Room. Austin, Texas"

HORNSBY

-- It keeps you from losing your right to vote on all the judges. I trust you.

SHEINKOPF OC

I mean, can we just animate him or do something? He looks like a fucking dead man up there, I mean, you know.

COMMERCIAL VO

Sonny Hornsby, working for justice.

Cuts to MCU profile shot of Sheinkopf in editing room.

SHEINKOPF

I think that that fucking close out blows and what I want to do.

EDITOR

I'll re touch it.

SHEINKOPF

Let's get him freezed and squeezed to right corner, matte it and get the logo in. Alright? And then, let's get it out.

Sheinkopf walks off camera.

Cuts to CU Sheinkopf interview with temporary filing cabinet behind.

SHEINKOPF

You got to do this stuff in a way that's, kind of ironically, is entertaining, that brings people in, forces them to want to be involved, because you've got three seconds and then they're gone.

Cuts to editing room monitor and another cut of the Hornsby ad.

COMMERCIAL VO

Circuit Judge Perry Hooper Sr. put convicted felon Jerry Hamilton back on the streets and stopped a District Attorney's effort to revoke Hamilton's probation. He personally intervened with another judge to free Hamilton and he signed a bank note so that Hamilton could buy a car, perhaps the same car he used in the kidnapping and murder of young court reporter, Missy DeVaughn?

Cut to CU Sheinkopf interview in the kitchen

SHEINKOPF

The public sits around all day long and says "Negative campaigning this, negative campaigning that. It's bad, it's bad, it's bad." It's like pornography. You know? Everybody says "pornography is bad." My question is, how do you know what pornography is? And the average person will look at you and say, "I don't look. I never saw pornography. Let me see some. No, I'm not looking at that." You know? But they look.

Cut to CU Sheinkopf on phone, reading from a script.

SHEINKOPF ON PHONE

"You sent Shirley Brown to Tallahassee because you wanted change. That's exactly what she's doing. Re-elect Representative Shirley Brown. Changing the way Tallahassee does business." That's good, Mitch.

Cut to CU profile Sheinkopf still on the phone

SHEINKOPF

"Steve Brewer, as prosecutor sent rapists and murderers to prison. A husband, father of four," No, he's not a husband, he's husband, right?

Cut back to editor and then back to Sheinkopf

SHEINKOPF VO

I'd like to have "rapists, murderers to prison", or "murdering rapists". You know, if we're gonna take blood, I want to take real blood.

Cut to CU Sheinkopf on phone

SHEINKOPF ON PHONE

Women and children, period. Don't fuck around, get to the..no, go to the point.

Cut to MS Sheinkopf, on phone

SHEINKOPF ON PHONE

Come on, Mitch, I want to eat.

Cut to MS Sheinkopf

SHEINKOPF

Come on, Mitch. I got work to do.

Cut to CU Sheinkopf on the phone

SHEINKOPF

-- protecting you is all that matters." That's very good Mitch.

Cut to CU profile Sheinkopf on phone

SHEINKOPF ON PHONE

That's pretty good, you know. I like that.

Cut to TV monitor, with words "Why did Perry Hooper protect Hamilton?"

ANNOUNCER ON TV

Why did Perry Hooper protect Hamilton? What hold did Hamilton have on Hooper?

More shots of edited images on monitor.

SHEINKOPF VO

You got to force the action. That's what this business is about. It's about combat.

Cut back to interview with Sheinkopf

SHEINKOPF

Power doesn't give up anything. My business is getting power *for* people or holding onto power for people who know how to use power. And in that context, the only way you win is by combat. This is war.

Cut to TV monitor running campaign commercial

ANNOUNCER ON TV

Do you want Perry Hooper to be Chief Justice of our Supreme Court?

Cut to MS Sheinkopf, holding phone

SHEINKOPF

Somebody's gotta avenge this shit, you know? I'm serious, that's my job. I'm the avenger. I'm serious. These are bad people. Fuck you, Mitch. (hangs up phone)

Fade to black.

Cut to Lynn Nofziger interview. He worked as a political advisor for the Reagan administration.

NOFZIGER

Maybe politics has gone down but when you look back at old presidential elections, for example, you will find there was a lot of mudslinging in those. It just wasn't as graphic. I mean, they had to do it verbally rather than pictorially.

Pleasant piano music rises up.

Intertitle: "If TV had been around 200 years ago (Taken from actual campaign literature)"

Cuts to anti-Jefferson ad with histrionic visuals.

COMMERCIAL VO

A nation destroyed, dwellings in flames, grey hairs bathed in blood, female chastity violated, children writhing on the pike and halbert.

It happened in France. But it could happen right here in America if Thomas Jefferson is elected President.

Murder, robbery, rape, and incest will be openly taught and practiced. The soil will be soaked in blood and the nation black with crimes.

Great God of compassion and justice, shield our country from destruction. Vote Federalist.

Paid for by the Adams 1800 Committee. Alexander Hamilton, Treasurer.

Fade to black

NARRATION

So, what is the best way to win elections?

Cut to interview with San Francisco Mayor Willie Brown.

WILLIE BROWN

I've participated in campaigns where I have outspent the other side three to one. I have put more mail and more of everything into the hands of voters and never really reached the voters. So what you really have to do is you have to do it all.

You have to do television, you have to do radio, you have to do specialty mail, you have to door-to-door, you have to do general mail, you have to do voter registration. And then you pray.

Cut to logo.

***** END OF PART ONE *****