

Intelligencer

TOPIC

Full Campaign Employment

The Bloomberg campaign has already hired an astounding, and high-priced, array of talent. Not everybody has traditionally been on the same side. But maybe they won't have to work well together. "They're making sure their enemy has no ammunition," says City Councilman Simcha Felder. "Even if he says to them, 'Go to Florida and relax,' it's still a win-win." JACOB GERSHMAN

Bradley Tusk
campaign manager
After honing Senator Schumer's Sunday press conferences, worked for Bloomberg until 2003. Became **Governor Rod Blagojevich's No. 2**, then left for Lehman Brothers, where he pitched plans for privatizing state lotteries.

Doug Schoen
pollster
Former polling partner of Hillary's Mark Penn and master of the overnight tracking poll. **Pushed a post-partisan Bloomberg White House run.**

Bill Knapp
TV guy
TV-ad guy for the third straight election. A **protégé of Bob Squier**, part of the first generation of modern Democratic consulting. Close to Schoen.

Ken Strasma
vote targeter
Obama's **microtargeting guru** who used computers to scour thousands of data points, from magazine subscriptions to census demos, to find voters.

Maura Keaney
field commander
Christine Quinn's former deputy chief of staff. **Helped run labor group Unite Here.**

Kevin Sheekey
deputy mayor
Was paid \$700,000 to manage Bloomberg's '05 race and then floated the presidential-run balloon. **Not a third-term enthusiast**; still, he'll likely call the shots behind the scenes.

Bill Cunningham
communications adviser (possible)
Past campaign communications director. Also ran the **City Hall press shop** for four years.

Basil Smikle
consultant, outreach
An Anthony Weiner ally until last month, he's worked for Clinton's Senate office and as an aide to Fernando Ferrer. **Good for defense against Bill Thompson.**

Hank Sheinkopf
strategist
Decidedly **not** post-partisan lobbyist-adman and Bill Clinton campaign vet. **Possibly hired to keep him off the mayor's back.** Has worked with Bloomberg rivals Thompson, Ferrer, and Mark Green.

Matt Mahoney
Republican outreach
Rudy Giuliani loyalist who advised the State Senate GOP in their failed attempt to keep their majority. Token Republican.

Howard Wolfson
communications czar
Former Hillary spokesperson, he gave up his Fox News gig and lobbying business to come aboard. He's not cheap—probably around \$700,000—but is skilled in the art of the deft political slur (e.g., **he once called Bloomberg an "out-of-touch billionaire"**). Might not get along with Isay or Sheinkopf.

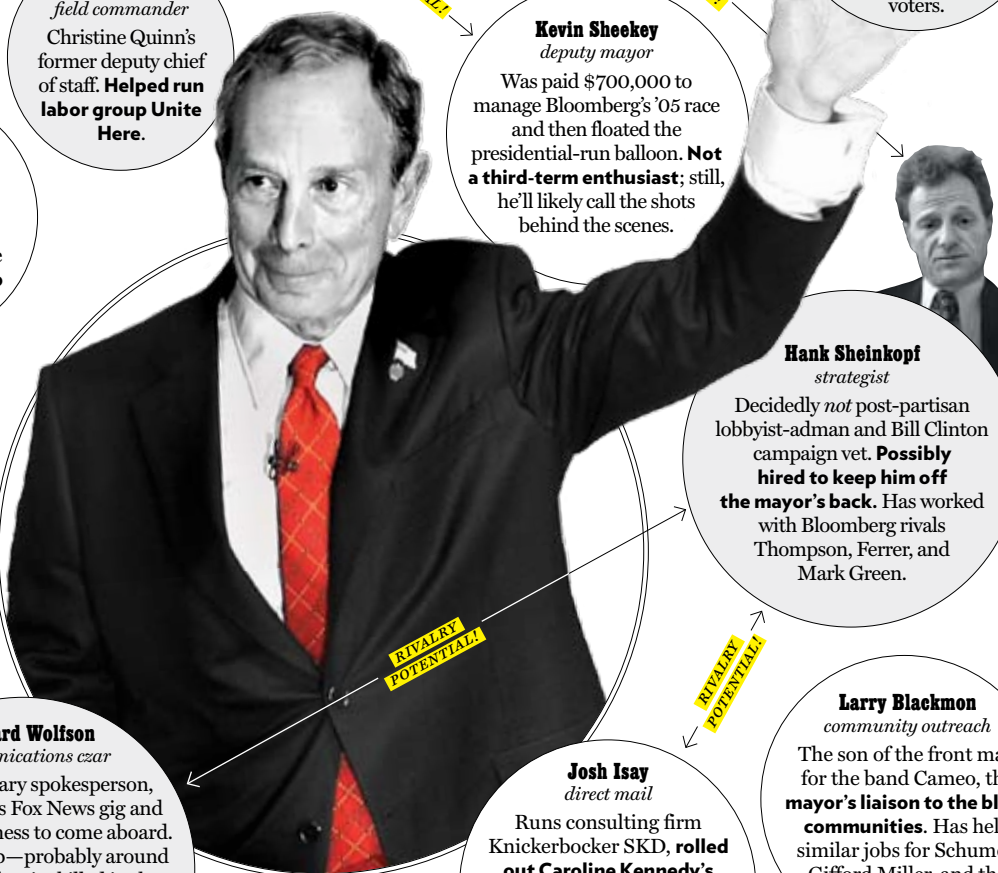
Josh Isay
direct mail
Runs consulting firm Knickerbocker SKD, **rolled out Caroline Kennedy's disastrous Senate bid.** Close to Schumer, Andrew Cuomo, and Quinn. Might not get along with Wolfson or Sheinkopf.

Larry Blackmon
community outreach
The son of the front man for the band Cameo, the **mayor's liaison to the black communities.** Has held similar jobs for Schumer, Gifford Miller, and the New York Jets.

Stu Loeser
black ops
Bloomberg's longtime spokesman, a former Schumer aide, isn't taking an official gig but is expected to take charge of **opposition research**, as he did previously.

Karen Persichilli Koogh
(potential) labor and women outreach
Adviser to new senator Kirsten Gillibrand, she ran Peter Vallone's losing mayoral bid in '01. **Lobbyist husband** used to work for Quinn, DC 37.

Andrea Batista Schlesinger
public-policy adviser
Head of Drum Major Institute and former **Ferrer policy guru**, she's well to the left of the mayor; has scolded him for portraying taxes as a burden.



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