

Trippi & Associates - Media Giraffe Profile

Trippi & Associates

Joe Trippi - Consultant

"The bottom is coming together to try and change the top-down society that has ill-served the American people . . . "[b]oth parties are guilty of that and it's why Dean's campaign was so successful getting the numbers of people it did involved in the campaign. That wasn't possible until this new technology, the Internet, came along."

*Joe Trippi, as quoted in a*North Adams Transcript

account of an Oct. 5, 2005 speech at Williams College (link below). "

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About

LINK: Wikipedia entry for Joe Trippi

Joe Trippi is a Democratic political campaign strategist and apostle of the use of new media and the Internet to change the political debate. he is the author of, "The Revolution Will Not Be Televised: Democracy, the Internet and the Overthrow of Everything."

Trippi spoke about the book and his vision for the future of politics at Williams College, on Oct. 5, 2005. Read news account [HERE](#), or [HERE](#). Or listen to an MP3 audio (17meg download) of his Oct. 5, 2005 talk at Williams College. In the Williams talk, Trippi speaks about how the Internet has and will disrupt politics as usual for the two major U.S. parties, and predicts the possibility that the American people will elevate a third-party candidate to the White House in 2008 or 2012 unless the Democrats stop relying on \$1 million checks and instead upon the grassroots.

See also Joe Trippi's blog, and Trippi's bio on his blog site. An excerpt:

"Joe Trippi -- heralded on the cover of The New Republic as the man who "reinvented campaigning" -- was born in California and began his political career working on Edward M. Kennedy's presidential campaign in 1980. His work in presidential politics continued with the campaigns of Walter Mondale, Gary Hart, Richard Gephardt and most recently Howard Dean.

"As a campaign manager, Trippi has run presidential, Senate, gubernatorial and mayoral campaigns. He was selected by former Vice President Walter Mondale to manage Iowa's first-in-the-nation caucuses in 1984 and later went on to run several key states for the Mondale for President campaign. In 1988, Trippi was the Deputy National Campaign Manager for Richard Gephardt's presidential campaign.

"In 2004, he was National Campaign Manager for Howard Dean's presidential campaign, pioneering the use of online technology to organize what became the largest grassroots movement in presidential politics. Through Trippi's innovative use of the internet for small-donor fundraising, Dean for America ended up raising more money than any Democratic presidential campaign in history, all with donations averaging less than \$100 each

"Trippi began his work in media consulting at the Democratic media firm of Doak, Shrum and Associates, where he was involved in developing the strategy and producing the media for the successful campaigns of Jerry Baliles for Governor of Virginia and Bob Casey for Governor of Pennsylvania. Trippi was also instrumental in the re-election campaigns of U.S. Senator Alan Cranston of California and Mayor Tom Bradley of Los Angeles.

Joe Trippi has been profiled in GQ, Wired, Fast Company, The New Republic and The New York Times Magazine. He is an MSNBC political analyst and former Harvard University fellow. He currently heads the Washington, DC political consultancy, Trippi & Associates.

In addition to his work in politics, Trippi works with a number of high-tech companies including Wave Systems, Progeny Linux Systems, and Smart Paper Networks. The father of three, he lives with his wife, Kathleen Lash, and their terrier, Kasey, on the eastern shore of Maryland.

Links

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