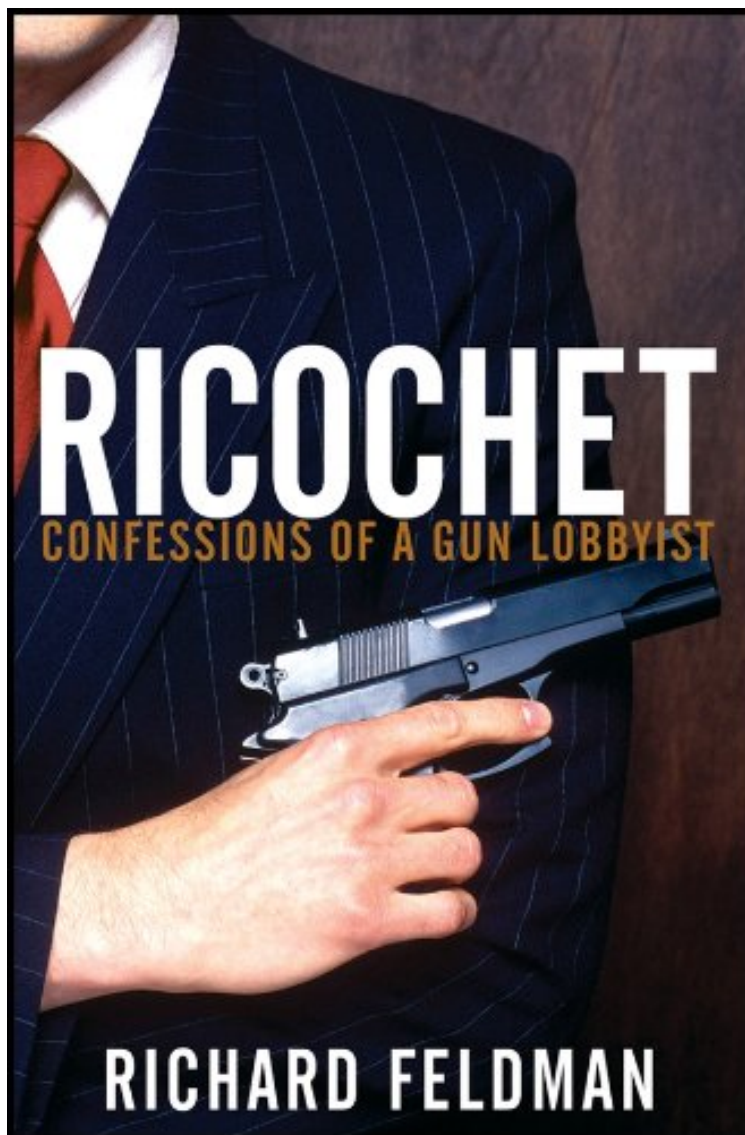


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Ricochet: Confessions of a Gun Lobbyist

Richard Feldman : Ricochet: Confessions of a Gun Lobbyist before purchasing it in order to gage whether or not it would be worth my time, and all praised Ricochet: Confessions of a Gun Lobbyist:

3 of 4 people found the following review helpful. InsightfulBy Will VizzardEven though the author and I would disagree on some of our perceptions regarding issues of firearms policy, he offers significant historical information about and insight into the world of firearm lobbying . Those who favor strict gun regulation persist in trying to portray the NRA et al as creatures of the firearms industry. The NRA leadership portrays itself as the thin red line defending

private gun ownership. As the author makes clear, the NRA and to a lesser extent other firearms rights organizations, are better understood as businesses. Like many "non profit" organizations, the NRA most benefits its leadership. Ironically, the NRA needs gun control advocates to survive. The more vehement and the less knowledgeable regarding guns the better. Although control advocates cannot manage to pass significant controls, they do lend credibility to the NRA's narrative. Repeatedly the NRA has managed to convince large numbers of gun owners that nationwide confiscation is right around the corner. The most bizarre example being the run on guns immediately following Obama's reelection, in spite of the Supreme Court recently deciding landmark cases finding the Second Amendment established an individual right to possess firearms and incorporating that right under the 14th Amendment. Thus federal, state and local governments are all precluded from pursuing prohibition. Yet the doomsday scenarios keep the dollars rolling in and to maintain the power and economic status of its top NRA leadership. The author clearly has a personal ax to grind. But most former insiders who become whistle blowers do. There likely is another side to the chronology of events directly involving the author. However, his overall history holds up well.

2 of 2 people found the following review helpful. Who would have guessed. By AHD While it is a little slow reading, it does give an insider's account of what goes on at a huge lobbying organization. The NRA has always been after the money! 9 of 14 people found the following review helpful. Any Member that doubts fundraising is Job #1 for NRA operations is not paying attention to their mail. By JOHN CAHILL Any Member that doubts fundraising is Job #1 for NRA operations is not paying attention to their mail. NRA staffs at the local and state level are hard working advocates for individual rights. Too many volunteers and some of the State affiliates don't quite get the big picture and resort to partisan bias to guide their mission but the NRA "pros" that lobby the state legislatures know results come from a bipartisan approach and efforts are guided by results in the real world of local politics. The old part of the Association still does excellent work in training and certifying matches. They do a good job on firearm safety, but they could do more. It's obvious that long-range success protecting our rights cannot rely on a one-party strategy. The fight for individual rights must be made in both major political parties. But that strategy at the national level can't be made visible because the fight is the thing that raises money. Trust Richard Feldman on this point. Besides, I'm from Vegas and I can tell you that fight promotion is all about binging in the revenue. A fight can't just be a good contest, there must be personalities involved and it needs a good guy vs. bad guy angle to bring in the bets. Promotion is not about who wins and who loses, it's about the money. Who cares about who wins the fight - how did the cable buy go? How much was bet at the sports book? I was once confused by NRA-ILA daily emails that dished out needless partisan bashing and asked a Federal Lobbyist how he can approach Democrats on a vote when they have trashed them or their colleges with email blast and links to obvious right-wing blogs and bulletin boards. He smiled and said that they know it is just part of the game and the NRA will be there for them if they vote right. So the trash talk is just part of the game, the promotion, keeping the fight in the fundraising. The NRA will always, always fight for you. Just don't expect them to win for you. Feldman's book is a must read for anyone who follows the gun control issue. Certainly there will be disagreements with his account of things. That's inevitable. His recollection on passing the important Gun Liability bill left out an important piece of the process. There was one Senator who could have killed it and that one Senator allowed it to pass by releasing Democrats to vote their conscience and their constituency. That was Senator Harry Reid who had been a sponsor of the earliest drafts of the legislation. He and many other Democrats supported the effort and it was Senator Robert Byrd, he who so often drives Republicans to distraction, that became the 60th co-sponsor making the legislation filibuster-proof and shutting down the liberals who had threatened that maneuver. Kennedy, Kerry, Schumer, and Boxer have not put any serious gun control legislation in play since Reid became Majority Leader. But you saw them on your last NRA fundraising letter and you may see them on the next one. Bill Richardson should clearly be the NRA's top pick among Democrats and top over many front-running Republicans. But the NRA brass have fingers crossed that it will be Hillary or Obama. Either one will be a top money raiser and top recruiter for the NRA. The fund raising letters are already in draft. Mailing dates are set. Through 2016. With just a little Democratic Party luck it's going to be eight great years for NRA coffers.

Ricochet Confessions Of A Gun Lobbyist "Ricochet tells the truth. With each page I can hear the echo of footsteps down the Rayburn Building's marbled halls as Feldman tells the intimate story few know and even fewer survive." Jack Brooks (D-Tex.), former Chairman, U.S. House Judiciary Committee "Ricochet casts an eye-opening spotlight on the shadowy world of behind-the-scenes gun politics. Is it accurate? Absolutely! I was there." John Aquilino, former Director, NRA Public Education "Ricochet is right on target. Feldman's behind-the-scenes memoir vividly describes America's firearms debate and struggle to win in extraordinary detail. I thoroughly enjoyed it." John W. Magaw, former Director of the Bureau of Alcohol, Tobacco, and Firearms

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From the Inside FlapIt's no secret that the National Rifle Association is probably the most powerful lobbying group in America, noted for its no-nonsense tactics and fervent membership. Beyond that, virtually everything about the NRA's political agenda, its financial structure, and how it spends the vast amounts of money it collects from contributors has been kept a tightly guarded secret, not only from the public but from NRA members as well until now. In Ricochet, a onetime NRA lobbyist and avid Second Amendment defender unmasks the inner workings, influence, and goals of this highly secretive political behemoth. From internecine warfare, media manipulation, and executive bankrolling to gun control bills and school massacres, Richard Feldman, former NRA regional political director and lobbyist for the firearm industry, exposes the NRA as a cynical, mercenary political cult obsessed with wielding power while exploiting members' fear in order to maximize contributions. Among the many dirty little secrets that Feldman exposes are the phenomenal salaries received by CEO Wayne LaPierre and other high-ranking NRA officials. These generous remunerations, which place NRA executives among the highest-paid officials of any tax-exempt organization, are funded by biannual "crisis du jour" fund-raising drives, in which members are exhorted to donate additional funds to fend off the latest alleged threat to their Second Amendment rights. Looking back over his long association with the NRA, Feldman reveals the inside stories behind the organization's responses to the Bernie Goetz subway shootings, the Assault Weapons Ban, gun control legislation, the Oklahoma City bombing, the Long Island Railroad shootings, and Feldman's own voluntary gun-lock agreement. He explains how the NRA's inflexible positions have placed the nation's most prominent representative of law-abiding gun owners in increasing opposition to law enforcement, gun makers, and moderate Republicans. The upshot is that the NRA is not an effective advocate for its members' interests. Obsessed with fund-raising, scare-mongering, and wielding political power, NRA leadership undermines commonsense solutions that would protect gun-owners' rights while reducing accidental shootings and gun violence. Ricochet is not for gun control advocates: It is a wake-up call for gun owners who cherish their Second Amendment rights. The message is that the NRA has betrayed your trust, misused your hard-earned donations, and strengthened the hand of those who would take your guns away. Read this hard-hitting exposé to discover how this has happened and what you can do about it.

From the Back Cover Ricochet Confessions Of A Gun Lobbyist "Ricochet tells the truth. With each page I can hear the echo of footsteps down the Rayburn Building's marbled halls as Feldman tells the intimate story few know and even fewer survive." --Jack Brooks (D-Tex.), former Chairman, U.S. House Judiciary Committee

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