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Press Release

A Presidential Speech Writer's Personal Look at Politics and Rhetoric.

[East Lansing, MI] – [March 15, 2011] William F. Gavin's new book, *Speechwright: An Insider's Take on Political Rhetoric*, is to be released November 1, 2011 by Michigan State University Press and will be available for sale through their website; www.msupress.msu.edu and through fine book stores.

For almost thirty years, William F. Gavin wrote speeches at the highest levels of government. *Speechwright* is his insider's view of politics, a shrewd critique of presidential and congressional rhetoric, and a personal look at the political leaders for whom he wrote speeches. While serving president Richard Nixon and Ronald Reagan, William F. Gavin advocated for "working rhetoric," well-crafted, clear, hard-hitting arguments that did not offer visions of the unattainable, but instead limited political discourse to achievable ends reached through practical means. Filled with hard-earned wisdom about politics and its discontents, *Speechwright* describes Gavin's successes, his failures, and his call for political rhetoric built on strong argument rather than the mere search for eloquence.

About *Speechwright*:

Gavin has written a must-read book for anyone interested in the American presidency. Both scholars and practitioners of political speechwriting will want to have this book on their shelves.

—Martin J. Medhurst, Distinguished Professor of Rhetoric and Communication, Baylor University

Imagine a high school teacher who sends a letter to Richard Nixon and ends up in the White House, writing heartfelt speeches for Ronald Reagan and almost every other Republican of note for thirty years. It actually happened and Bill Gavin is that guy!

—Richard Reeves, author of *President Reagan: The Triumph of Imagination*, *President Nixon: Alone in the White House* and *President Kennedy: Profile of Power*

About the Author:

William F. Gavin is a former speechwriter for President Richard Nixon and the author of the novels *One Hell of a Candidate* and *The Ernesto "Che" Guevara School for Wayward Girls*.

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Author: William F. Gavin

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For more information about *Speechwright* or William F. Gavin please contact:

Julie Reaume, Marketing Manager
Michigan State University Press
Phone: (517) 884-6920
Email: reaumej@msu.edu

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