

MEDIA RELEASE

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FOR IMMEDIATE RELEASE

MUP TO PUBLISH PAUL HOWES' CAMPAIGN DIARY

Melbourne University Publishing (MUP) is pleased to announce the publication of Paul Howes' campaign diary in November.

Paul Howes has been branded as one of Labor's 'faceless' men, the union boss accused of removing Kevin Rudd from the highest office in the land when the polls started to wobble, the kingmaker (or should that be queenmaker?) who installed Julia Gillard in the top job.

What drives Paul Howes and why was he so passionately committed to the return of the Labor government?

His diary of the 2010 election campaign is an insider's account of modern campaigning ALP-style. Strategy meets stuff-ups in this fascinating day by day chronicle of the five week campaign and the seventeen days of uncertainty that followed.

Week by week Howes chronicles the highs and lows of a campaign dogged by leaks, intemperate interventions from a host of former leaders, usually about each other; policy messages obscured by the soap opera within the Labor Party and the national fixation with Julia Gillard's ear lobes.

Despite the toxic atmosphere, the True Believers remained locked in the political equivalent of modern warfare—sandbagging safe seats and obsessive management of the message and the media. Throughout the campaign Howes and his colleagues were steadfastly dedicated to returning Labor for a second term and the election of Julia Gillard as our first female Prime Minister.

Paul Howes was elected National Secretary of the Australian Workers' Union in 2007 at the age of 26—one of the youngest people in the history of the labour movement to hold a national leadership position. His diary is an unvarnished, brutally honest, at times laugh-out-loud, partisan account of how Labor won the 2010 election.

Louise Adler, CEO and Publisher-in-Chief is proud to add Paul to MUP's stable of political writers. She says "Paul Howes is a fearless man fuelled by conviction in a climate of timid, poll-driven, political values. For all the chatter about ruthlessness, ambition and opportunism, Howes is the next generation of true believers."

Paul Howes' campaign diary will be released in November.

To request further details please contact Terri King at MUP
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