

PLAYBOY



JEFF GREENFIELD *vox populist*

MOST KIDS WHO TRY TO BREAK into politics do it the hard way: a lot of precinct canvassing, maybe a big chance to lick envelopes or paint posters. Not Jeff Greenfield, who, at 29, already has written speeches for Robert Kennedy and John Lindsay, has served as a consultant on Senatorial and Presidential campaigns handled by Dave Garth Associates and has co-authored two popular political books. A 1967 *cum laude* graduate of Yale Law School, New York-born Greenfield says he got into politics by a fluke. "Every year Senator Kennedy would hire a 'bright young law student' as a legislative aide. Well, this B. Y. L. S. needed a job, so Bobby put me to work writing speeches." He was still at it when Kennedy was assassinated in June of 1968. Then, after several months of "getting my head together," Greenfield joined Lindsay's staff, but he left in 1970 to work for Garth, mapping out John Tunney's California Senatorial campaign, John Gilligan's race for the Ohio governorship and, this

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year, Lindsay's Presidential-primary effort, which he accurately predicted would fold "if the mayor doesn't run ahead of George McGovern in Wisconsin." Politics has also provided fodder for Greenfield's books. Last year, with former Kennedy scout Jerry Bruno, he turned out *The Advance Man* and, more recently, with Jack Newfield, he's confronted the politico-business establishment with *A Populist Manifesto: The Making of a New Majority*. Challenging the distribution of wealth and power, *Manifesto* proposes reforms that range from nationalizing utilities to banning huge mergers. According to FCC Commissioner Nicholas Johnson, "Any Presidential candidate who would run on this book could win." But even if 1972's Democratic nominee did so, we doubt if Greenfield would get into the campaign. "I'm ready to finish a book on the Fifties rock-'n'-roll generation," he says. Is he dropping out of politics? "Let's just say that after July they won't have Greenfield to kick around anymore."