

1 State of Arkansas  
2 84th General Assembly  
3 Second Extraordinary Session, 2003

HMR 1008

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5 By: Representatives Martin, Bradford, Childers

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8 **HOUSE MEMORIAL RESOLUTION**

9 HONORING THE MEMORY AND ACHIEVEMENTS OF JERRY  
10 LEWIS RUSSELL, JUNIOR.

11  
12 **Subtitle**

13 HONORING THE MEMORY AND ACHIEVEMENTS OF  
14 JERRY LEWIS RUSSELL, JUNIOR.

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17 WHEREAS, the tremendously successful political consultant Jerry Lewis  
18 Russell, Jr., born July 21, 1933, in Little Rock, Arkansas, died in Little  
19 Rock on December 5, 2003, at the age of seventy (70); and

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21 WHEREAS, Russell was a loving husband to Alice Anne Cason Russell, a  
22 loving father to Leigh Anne Russell, Jerry L. "Sam" Russell, III, Susan  
23 Frances Russell, and Andrew J. Russell, III, a loving grandfather to Chris  
24 Russell, Andrew J. Russell, IV, Ethan Lewis Russell, Marc Miller, D.A.  
25 Miller, and Sarah Broaddrick, and a loving great grandfather to Bethany Anne  
26 Russell; and

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28 WHEREAS, Russell served his country faithfully in the Korean Conflict;  
29 and

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31 WHEREAS, Jerry Russell was a master of both the written and spoken  
32 word, a champion of history, and frequent ally to the political underdog; and

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34 WHEREAS, Russell put on workshops for political candidates and made  
35 presentations on political topics to audiences nationwide; and

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1           WHEREAS, Russell, a former columnist for the Arkansas Democrat, edited  
2 and published a monthly informational letter called Grass Roots Campaigning  
3 about political techniques, psychology, and philosophy; Short Takes, a  
4 monthly newsletter about media, politics, advertising, and people in  
5 Arkansas; and three (3) historical newsletters; and wrote a monthly column,  
6 "Grass Roots Campaigning", in the Kentucky Gazette; and

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8           WHEREAS, Russell was also extremely active in the preservation and  
9 protection of Civil War and Indian War historic sites, served as founder and  
10 chairman of numerous historical societies such as The Confederate Historical  
11 Institute and Civil War Round Table Associates, and has been honored by  
12 organizations throughout the United States for his leadership on behalf of  
13 Civil War historic preservation; and

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15           WHEREAS, Russell was a highly successful political consultant and  
16 trusted confidant to candidates he determined had the toughness and  
17 commitment to run for political office, winning over seventy percent (70%) of  
18 his races; and

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20           WHEREAS, Russell consistently reminded us that "all politics is local",  
21 and that public service is a high calling; and

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23           WHEREAS, Russell changed the way political campaigns were run and will  
24 forever be remembered for his campaign jingles that we could not help but  
25 recall again and again during election season; and

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27           WHEREAS, Russell was a giant among political animals, political  
28 consultants, political educators, political historians, and political  
29 writers,

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31 NOW THEREFORE,  
32 BE IT RESOLVED BY THE HOUSE OF REPRESENTATIVES OF THE EIGHTY-FOURTH GENERAL  
33 ASSEMBLY OF THE STATE OF ARKANSAS:

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35           THAT the House of Representatives of the Eighty-Fourth General Assembly  
36 honors the memory of Jerry Russell with grateful appreciation for his

1 contributions to history and politics.

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