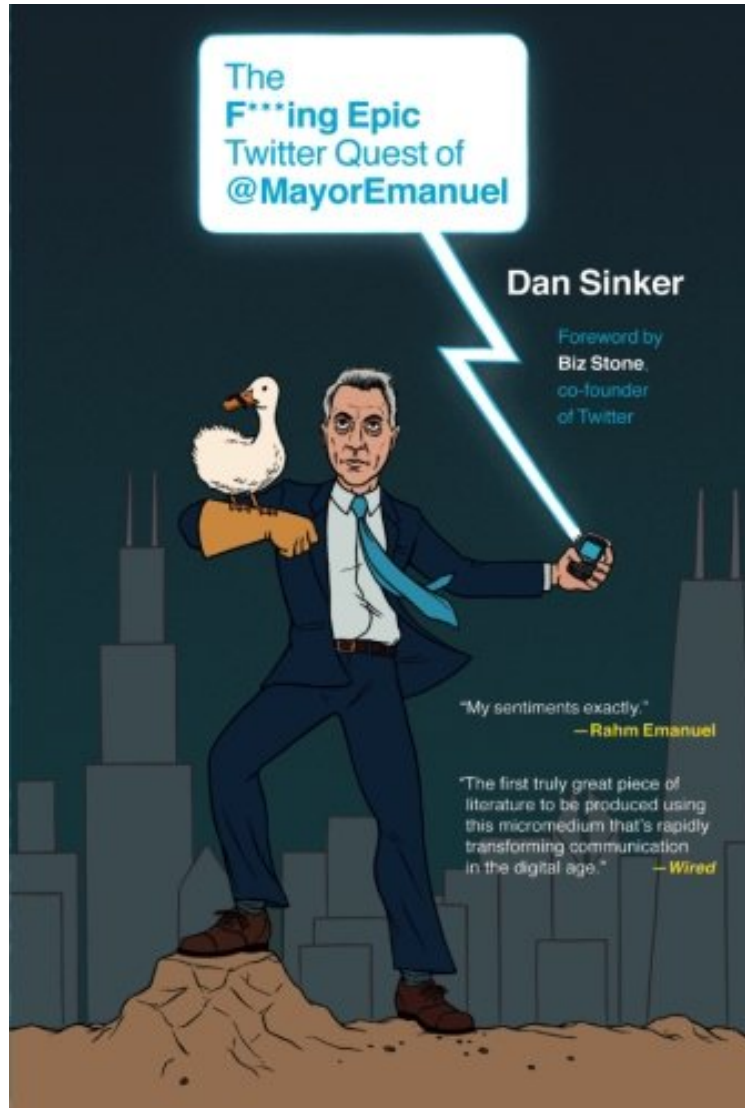


(Online library) The F\*\*\*ing Epic Twitter Quest of @MayorEmanuel

# The F\*\*\*ing Epic Twitter Quest of @MayorEmanuel

Dan Sinker

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**Dan Sinker : The F\*\*\*ing Epic Twitter Quest of @MayorEmanuel** before purchasing it in order to gage whether or not it would be worth my time, and all praised The F\*\*\*ing Epic Twitter Quest of @MayorEmanuel:

1 of 1 people found the following review helpful. I loved it!By emmejayThis book is a Twitter feed that aggregates into an entertaining epic poem.It's journalist/web-geek Sinker's unrestrained tweets under the fictional persona of Rahm Emanuel (former Obama White House Chief of Staff) during the man's 2010-11 campaign for mayor of Chicago. I'm enamored of Emanuel and fascinated by his pit-bull, \*anti\*-people personality. I was especially fascinated to watch him glad-hand Obama supporters at one of the debates last month, and when I found myself

imagining what was going on in his head, I pulled this from my bookshelf. Sinker began his @MayorEmanuel feed (bio: "Your next motherf\*\*\*\*\* mayor. Get used to it, a\*\*\*\*\*." [see note below]) on the day rumors surfaced that Emanuel would run for the office that had been occupied by father-and-son Daleys for 43 of the last 56 years. Annotated with background and context where necessary, his couple-thousand tweets cover Emanuel resigning from the White House; returning to Chicago and facing residency challenges; finding innovative housing when the tenant renting his home refused to vacate early; commenting on his fellow candidates and the voters; and running his campaign. The real Emanuel blurbed the book with "My sentiments exactly," and the entries do sound spot-on. For example: "Speech preview: I've spent these last weeks listening to your problems. And gone home every f\*\*\*\*\* night and poured bleach in my ears." and "Who the f\*\*\* is in charge of cleaning the CTA stations? Because at this point I wouldn't mind taking a f\*\*\*\*\* meeting with that a\*\*\*\*\*." [annotation:] The actual Rahm Emanuel visited every single CTA L station (The L is the public train system in Chicago, so named because much of the line is elevated aboveground) during his campaign, many of them multiple times. Most of them are not very clean. Emanuel's campaign team is mostly David Axelrod and Carl the Intern, but along the way they add a dog ("Hambone") and a duck ("Quaxelrod"): "I've been shaking hands outside of PetSmart all morning. Last day I let Hambone and Quaxelrod set my f\*\*\*\*\* schedule." The tweets also reflect non-mayoral events that happened along the way, e.g. the national mid-term elections, the rescue of the Chilean miners, Super Bowl XLV, Chicago's Snowmageddon storm, and Jeopardy's Watson computer challenge. Sinker wraps up by detailing his coming out as the feed author and meeting Emanuel. I loved this book! I'd expected to read a few dozen pages and then tire of the format, but while I wasn't looking it developed a whole story arc, and became a touching homage to Chicago. I had to detox from only five days of tweet-reading, vs. five months for those who followed it live. But like them, I'm so sad there's no more.-----Note: The language is extraordinarily profane and vulgar ... and it faded completely to background after I'd read a couple hundred entries. I didn't sanitize it here but I did limit it. 1 of 1 people found the following review helpful. Great for a Quick LaughBy mrkabtI've read through the entire twitter feed before but this book overs and easier and more complete way to read this story. Along with placing everything in the right order (Twitter forces you to read backwards, or load all the tweets and read from the bottom up), Sinker provides you some very funny, and relevant comments that help to put each tweet into both a historical perspective and to give context as to what was going on in his head. 1 of 1 people found the following review helpful. HilariousBy ThunderRoadThis book left me rolling in laughter. I read this during a long car trip and laughed the entire time. I wish the @MayorEmanuel story was still continuing. This book is easy to read over and over again and does not stop being funny. I'm thankful for the additional context provided by the author since I'm not from Chicago and don't know all the important players in Chicago politics.

Primary Colors for the social media era, the wildly profane, viral phenomenon that resulted from a fake Twitter account deftly satirizing Rahm Emanuel is the first significant Twitter epic in today's digital age. With web sensations such as Stuff White People Like and Sh\*t My Dad Says making the leap from the Internet to the bestseller lists, it's no surprise that this unique and hilarious first-person account of Rahm Emanuel's fake mayoral campaign via Twitter has already been featured in The Atlantic, Wired, The Colbert Report, and is still an unfolding story. Now, fans can read the entire six months of collected tweets of @MayorEmanuel with commentary and annotations from creator Dan Sinker. When rumors circulated that Rahm Emanuel would enter the Chicago mayor's race, suddenly the "real" Rahm became overshadowed by a decidedly different Rahm, @MayorEmanuel. Via Twitter, this fake Rahm spun a faux-insider's story unlike any other—in real time. Garnering a passionate following on Twitter and hailed by the press, @MayorEmanuel's journey is an entertaining, modern-day anti-hero's quest as he travels a surrealistic Chicago landscape, picking up friends along the way, including advisor David Axelrod, Carl the Intern (a high-school-aged MacGyver), a puppy named Hambone, and a duck named Quaxelrod, to name a few. Both a surprisingly literary romp as well as an inside peek into an historic mayoral race, The F\*\*\*ing Epic Twitter Quest of @MayorEmanuel is a bold and exciting foray into a new form of participatory, real-time storytelling.

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MacGyver), a puppy named Hambone, and a duck named Quaxelrod, to name a few. Both a surprisingly literary romp as well as an inside peek into an historic mayoral race, *The F\*\*\*ing Epic Twitter Quest of @MayorEmanuel* is a bold and exciting foray into a new form of participatory, real-time storytelling. Exclusive: Adam Mansbach's *The F\*\*\*ing Epic Twitter Quest of @MayorEmanuel* Adam Mansbach is the best-selling author of *Go the F\*\*k to Sleep*. Dan Sinker started on a whim with one-liners, capitalizing on a caricature of Rahm Emanuel and utilizing an encyclopedic knowledge of local Chicago and national politics. But as the account started amassing followers, Sinker found characters and a story. He followed the real-time events of the real Rahm, but he added a duck and an intern with MacGyver-like skills. Tweets were strung together in quick succession. They became more like paragraphs. Followers were responding as the tweets were sent. Dan was reading the responses and getting ideas from them, picking up on mistakes he'd made and finding ways to correct those mistakes later in his narrative. Dan Sinker was writing a long-form story, and turning it into a spectators' sport. This may not be the future of the novel, but it is a future of the novel. This is how some literature will be written, and I, for one, am fascinated to see how it's going to work. We have the blueprint in *The F\*\*\*ing Epic Twitter Quest of @MayorEmanuel*, which is presented in full tweet glory along with entertaining annotations and topped off with Dan Sinker's personal story of creating and experiencing the phenomenon that transformed an anonymous prankster who hoped he'd never be unmasked into a folk hero who appeared in every major publication across the country and on *The Colbert Report*. From making snow angels on the frozen ice of Lake Michigan, to dancing with the ghost of Curtis Mayfield, to its emotional climax at the edge of space-time itself, the profane tweets of @MayorEmanuel offer a hilariously surreal--and, at times oddly moving--look at the historic election, a larger-than-life persona, redemption, sacrifice, and the lasting bonds of both friendship and civic pride. --Adam Mansbach "David Shepherd, Paul Sills, Mike Nichols and Elaine May, Del Close and Charna Halpern, Studs Terkel and Lenny Bruce: Meet Dan Sinker. He's one of yours, and one of ours." --Chicago Tribune "The success of Sinker's uproarious Tweeted novel affirms the fact that we are hardwired for stories, however they are delivered. In all, a many-faceted, bravura performance." --Booklist "Indeed, @MayorEmanuel may be the first truly great piece of digital literary work." --The Economist "There were many storylines in Rahm Emanuel's romp to the Chicago mayor's office . . . the performance and identify of @MayorEmanuel, a fake Twitter account, captured the imagination nearly as much as the real politics. . . . The genius behind @MayorEmanuel is Dan Sinker, who has a heart made out of Chicago and balls of punk rock." --The Atlantic "My sentiments exactly." —Rahm Emanuel "The first truly great piece of literature to be produced using this micromedium that's rapidly transforming communication in the digital age." --Wired "Sinker's work is a knowing, cynical, sentimental and hilarious love song to Chicago, its history, its politics, its artists and its people." --Chicago Tribune "The print book could easily have been a gimmick, or just a hard copy for the files. But supplemented by annotations that explain back-stories, the book is more capacious than the feed. The Twitter time-stamps are still there, but readers are not interrupted by other tweets, so the book is more engrossing." --The Economist

About the Author Dan Sinker is an assistant professor at Columbia College in Chicago. A writer, designer, and programmer, Sinker is the founder and developer of the local election tracker *ChicagoMayoralScorecard.com*, the mobile storytelling project *CellStories.net*, and the founding editor of the influential underground culture magazine *Punk Planet*, which published from 1994 to 2007. He lives in Chicago with his wife and son.