

- Speaker 1: Welcome to the Bill Walton Show featuring conversations with leaders, entrepreneurs, artists and thinkers, fresh perspectives on money, culture, politics and human flourishing. Interesting people, interesting things.
- Bill Walton: Welcome to the Bill Walton Show. Today I want to talk about the health of the Republican Party [00:00:30] and the state of the conservative movement in America. Is it possible that a governing majority can be created after Donald Trump? Or having struggled in the last three elections, are we destined to go the way of the state of Virginia? With me to talk this through is one of the most interesting couples in Washington, Mercedes and Matt Schlapp. Mercy is director of strategic communications for the Trump/Pence reelection campaign. Matt is chairman of the American Conservative [00:01:00] Union, the sponsor of CPAC. Together, they are raising five beautiful daughters and have a farm near Rappahannock County, Virginia, where I live. Mercy, Matt.
- Mercy Schlapp: Thank you for having us.
- Matt Schlapp: Great to be with you, Bill.
- Bill Walton: Yeah, it's great to have you here. We've had such great conversations off-camera. It's fun to get you in here and go at it here.
- Mercy Schlapp: Usually out in Rappahannock, which is one of the most beautiful areas in the country.
- Bill Walton: It is. You just left the White House after two years. What was that like?
- Mercy Schlapp: It was a very [00:01:30] special and, what would I say, exciting time being at the White House. It was obviously a huge honor to serve the president. I worked in the Communications Office, so we dealt with the everyday battles. So while there was the sense of we have this purpose and we have to keep pushing the president's very successful agenda that we've seen so far, it was the constant fight against media outlets, liberal media outlets, [00:02:00] that had one goal in mind, which has been to derail this president and literally fight us tooth and nail when it came to any stories that they were publishing that were obviously anti-Trump. So we had the battles every day, but at the same time we knew that we were doing the work for the American people, and the results show that, which is a booming economy right now and Americans benefiting because of [00:02:30] what President Trump has pushed in terms of economic policies.
- Bill Walton: We won't hear much about that.
- Mercy Schlapp: Not [crosstalk 00:02:35].
- Bill Walton: Was everybody in the White House playing on the same team?

Mercy Schlapp: I think that White House always has a big-

Matt Schlapp: Would you like a drink of water before you answer the question?

Bill Walton: We're doing this at a time of day, maybe we should go straight to the martinis.

Mercy Schlapp: Look, I'm going to say this, and you all understand this clearly because you all both have strong personalities, there were a lot of individuals with very strong personalities and very strong opinions of [00:03:00] what we needed to do in terms of coming up with the president's agenda and passing the president's agenda. Now to that, I will say that President Trump was always the ultimate decider. He was the one that would bring us all in. We had different opinions. Different advisors would go in with our arguments, and you could be the one sitting in the room, in the Oval Office, and the one that you're saying, "Please don't pick on me. Please don't pick on me," and then he'll look over and [00:03:30] say, "Mercedes, what do you think?"

Bill Walton: You don't get to hide in the corner?

Mercy Schlapp: There is no hiding in the corner.

Bill Walton: Now Matt-

Matt Schlapp: Or hiding in the curtains.

Mercy Schlapp: That's [crosstalk 00:03:36].

Bill Walton: Did you have to...? Curtains.

Matt Schlapp: Jim Comey-

Mercy Schlapp: Jim Comey.

Matt Schlapp: ... famously said, "I tried to hide in the blue curtains in the Blue Room," and the President calls him forth.

Bill Walton: So did you have to do any nighttime therapy when she came home from the White House?

Matt Schlapp: Yeah, my job was to have the bottle of red wine open, poured on many days. Look, it was a great experience because I think, for Mercy and I, [00:04:00] we've kind of always done things together. We met at the Bush White House and obviously the 2004 reelection campaign was a big deal. We had worked on the 2000 campaign. Then we started a business together after we left the White House.

Bill Walton: With Koch Strategies.

Matt Schlapp: Uh-huh, Koch Strategies. The Trump campaign in 2016 was very much interwoven in our marriage, with our kids. It was obviously a controversial political moment. We lost dozens of really [00:04:30] close friends from the Bush era who were disgusted over our-

Bill Walton: The Never-Trumpers?

Matt Schlapp: Yeah, disgusted... I don't know if all of them were Never-Trumpers, but they were disgusted that we had, in their view, turned their back on establishment Republicanism to support this whole new approach to politics, this disruption in the order, and that became Donald Trump. So we felt like it was us against the world a lot of times. It [00:05:00] was people making snide comments. I remember walking into a cocktail party in Philadelphia and having a group of people I'd known for a decade or more all talking and laughing and then having a serious conversation. I walked up, and literally the conversation just stopped. It was like the record player went, "Rrr." It was so obvious they were either talking about me or Trump or horrible people like me. It was a real eye-opener for me because I've been included [00:05:30] in Washington as one of the people in the club or whatever, and I realized, "Wow, they're kicking me out of the club." It felt terrible and great all at the same time.

Bill Walton: Both you and Mercy bring a real-world view to all this, though, because your work with the Fortune 100 company with Koch Strategies. I mean you're in the C suite. You know what people are thinking. That's unusual in this town. Now, you say you keep red wine open when she came home. Now, this wasn't Cuban wine, was it?

Mercy Schlapp: No, we do Cuban [00:06:00] espresso usually, a cafecito at 3:00 o'clock in the afternoon.

Matt Schlapp: The communists in Cuba have destroyed all their drinks. I don't think their coffee is as good anymore. Their cigars are definitely not as good anymore.

Bill Walton: Your father was a Cuban dissident and went up against Fidel Castro.

Mercy Schlapp: That's right. I think one of the reasons why I felt at an early age that I wanted to go into public service, that I wanted to work in politics was because of my father's experience. He was a very successful businessman [00:06:30] in Cuba, and when Fidel Castro came into power, the dictatorship, they took away his businesses. So my father had two options, either be quiet and just follow the communist swell that was happening in Cuba or fight back. My father joined a group of counter-revolutionaries and fought against the Castro regime, ended up in jail for six years.

Mercy Schlapp: So he taught me at a young age [00:07:00] that, first of all, love America. America's a very special place, and always remember that you have a responsibility to protect our freedoms and our democracy because this democracy is fragile, and you can lose it in an instant. So I knew at that point, and I'm talking... I mean at 15 years old, I said I want to go to Washington and try to make a difference here and work in politics. It's where my [00:07:30] life has led me. It's led me to my husband where we met at the White House. I feel very strongly as we talk to our youth, I talk to our daughters and talk to our daughters' friends that there is real this real sense that we can lose America.

Bill Walton: Well, I think the word "fragile" is the right word. Civilization's kind of a thin veneer, and the Constitution's a piece of paper to a lot of people that doesn't mean much. If you take away all the civilizing influences and the role of the Constitution, [00:08:00] you don't end up with something that's very pretty.

Mercy Schlapp: Well, and we dealing with right now academic institutions that are basically brainwashing our youth where it is talking about from issues of, for example, teaching sex education to middle schoolers on how to use a condom, for example, in different school districts, or this issue where you have 36 different genders. I mean there is this sense of pushing these [00:08:30] liberal ideas in our public school systems and not giving choices to parents for them to say, "Wait a second, I don't really feel comfortable with my kid going to school here. Let me put them in a different school, in a Catholic school, in a Christian school."

Bill Walton: Where are your kids in school now?

Matt Schlapp: They're in private school. They're in Catholic school, all of them. We have two in high school and three in what I guess you would call middle school.

Mercy Schlapp: So as a parent it's troubling to see that [00:09:00] you have our academic institutions really taking on this liberal agenda across the board, and it starts when they're young when you're able to influence and talk to them about the realities of just even a conversation agenda or even talking about the dangers of socialism which are very real now in the United States, something we haven't seen in generations of that.

Matt Schlapp: My theory on this is, I don't know if you agree but I think you do, which is liberals don't really create anything. [00:09:30] Socialists don't create anything. It's entrepreneurs that create things. It's conservatives that create culture and create institutions. Then over time the parasites on the left are great at coming in there in insidious way taking them over, and conservatives kind of back back out. They're like, "Well, we started it. We got it going. Oh, they have their point of view. Maybe we should have multiple points of view." And they'll kind of recede, and the left comes in aggressively and completely takes it over.

Matt Schlapp: Bill, they've done it almost every [00:10:00] major institution in our society. This is not just public schools. This is private schools. This is churches. This is

foundations. This is other institutions. Part of the Trump disruption is, "Dammit, no more. No more. We are drawing a line in the sand." By the way, our point of view matters as well. We are being pushed away from tables. We are being pushed out of rooms. We're being called haters, and we're being told to shut up and to back off. We paid for these institutions. We pay massive [00:10:30] amounts of taxes for all of these public institutions, and this has to stop.

Bill Walton: You're watching the Bill Walton Show. I'm here with Matt and Mercy Schlapp, and we're talking about the deconstruction of a lot of terrific American institutions and what the two of them are doing to fight back.

Matt Schlapp: Yeah, I think it's time to fight. Fighting has a lot of connotations to it.

Bill Walton: Now, let's put this in the framework of what you do when you're chairman of [00:11:00] the American Conservative Union and run CPAC. How is ACU trying to bring about the good things that we want to bring about?

Matt Schlapp: Well, I know you do a lot of the work with me. I'd love your point of view on it.

Bill Walton: Yeah, let's do that, both of you.

Mercy Schlapp: Oh, great. Well, I have enjoyed watching American Conservative Union and CPAC grow. I mean it's become an international phenomenal, and Matt can speak more on this, but you have countries coming to us, leaders of these countries coming to us saying, "We [00:11:30] love what you're doing with CPAC in the United States. Can we have some of that? Can you teach us how to organize from a grassroots perspective?" Because they all feel there's several components... I'll say one story. When we were CPAC Brazil that all of a sudden they start talking in Portuguese and then all of a sudden they'll go, "Blah, blah, blah," and then they'll go, "Fake news!" Then everyone jumps up. They're like, "Yes!"

Bill Walton: Do you speak Portuguese?

Mercy Schlapp: No, I don't.

Bill Walton: How do you say "fake news" in Portuguese?

Matt Schlapp: No, no. No interpreter needed for "fake news."

Mercy Schlapp: "Fake news" was in English.

Matt Schlapp: [00:12:00] No interpreter needed for Make America Great Again. The crowd would erupt.

Mercy Schlapp: [crosstalk 00:12:03] why because they're facing similar issues where the media predicted that Bolsonaro was never going to win, now the current president of Brazil. They are ones that have been incredibly critical of that president. They are left, left-leaning. They're saying, "We need a voice. We need an outlet." Like, we don't have several of these more conservative media outlets in their country. So it's interesting how what we're experiencing here [00:12:30] in the United States and these other nations, there are some similarities that we're seeing.

Matt Schlapp: We're talking about thousands of people, thousands coming together in a foreign city to try to figure out what this whole conservative movement is in America [crosstalk 00:12:47] Trump is-

Bill Walton: So let me be clear about this. You're running CPAC meetings in Brazil? You have CPAC meetings?

Matt Schlapp: Yeah, we have five international.

Bill Walton: I think you also ran one in Hong Kong.

Matt Schlapp: Yep, we did. We ran one in Tokyo. We ran one in Seoul, South Korea. We ran one in Sydney, Australia. [00:13:00] These events were so successful that they want to annualize them.

Bill Walton: Tell me how you put one of these together-

Matt Schlapp: Well, we started off in Japan literally.

Bill Walton: ... because ACU was doing none of this before you showed up.

Matt Schlapp: ACU, when I-

Bill Walton: What, has it been about five years?

Matt Schlapp: Yeah, five, six years. I have to give my predecessor credit because he had started to do battle ground CPACs in the country, what we think of that concept in... We'll do CPACs in every battle ground state next year, every consequential state. [00:13:30] But I was walking down the halls of CPAC, Bill, where you and Sarah have been, and this Japanese fellow walks up to me, this is five, six years ago, and says, "Hey, I started a Japanese Conservative Union." I was like, "Oh, that's kind of interesting."

Matt Schlapp: This man, Jay Aeba, who now has had three CPACs in Tokyo in a row, literally thousands of conservative Japanese coming together. Believe it or not, people will wear their MAGA hats. Some people will wear their MAGA hats to these international events. We engaged them in a conversation about what is

conservatism, [00:14:00] the dignity of the individual, and these practical solutions that can bring people-

Bill Walton: Now, are these economic conservatives, social conservatives?

Matt Schlapp: It's a little-

Bill Walton: Here we have the Constitution. That's unique.

Matt Schlapp: It is unique.

Bill Walton: So if you're a Japanese conservative, what are you conserving?

Matt Schlapp: The first step for most of these conservatives in Japan is their fear of communist China. The reason why we've had so many CPACs in Asia, Bill, is because obviously they have an immediate [00:14:30] connection to the fact that conservatives in America fight communism. We've always fought communism as your father experience was in Cuba. And the fact that China is such a danger in that neighborhood. So we have immediate credibility with Japanese conservatives. The second question is they've experienced, and you would know this from your business career, decades, really a generation of economic stagnation, what we don't fully understand over here [00:15:00] is basically rampant socialism.

Bill Walton: Japan's been flatlined for a couple decades now.

Matt Schlapp: That's right. The government is too big. They tax too much. People can't afford some of the things to make their life better because taxation is what it is. They're realizing that they need to find a different way.

Mercy Schlapp: In CPAC Brazil, their big focus was free markets. It was all about how do we improve trade relations with the United States. So all on the economic sense is it is about bringing prosperity to these [00:15:30] countries and to their people.

Bill Walton: Now, do they have the issues with the elites versus the rest of us that we have in America?

Matt Schlapp: Oh, yeah.

Bill Walton: It seems like this is maybe... If you look at Brexit, you look at what's going on-

Matt Schlapp: I'm going to jump out of my chair-

Bill Walton: Jump out of your chair.

Matt Schlapp: ... because I didn't realize this. We went to Australia, and we had Judge Pirro with us and some congressman with us. Nigel Farage came down. In the middle of CPAC Australia... First of all, to start CPAC [00:16:00] Australia, they tried to ban me, Dan Schneider, and Raheem Kassam from even being able to fly to Australia because Dan and I had the audacity to be life members of the NRA, and because we were then associated with gun violence, they tried to literally, this is a democracy, to prevent us from flying into Australia. Then we get there and Parliament tries to pass a law to say that CPAC is actually a criminal enterprise [00:16:30] in Australia. There's a lawsuit going on about this. Then I walk outside the event and there's 100 crazy-looking Antifa protesters in Australia. So what I want the American listeners-

Bill Walton: Antifa in Australia?

Matt Schlapp: That's right.

Mercy Schlapp: Right.

Matt Schlapp: What I want the American listeners to understand is that this crazy idea of 56 and 32 genders and pushing this kind of crazy gender ideology on seven and eight-year-olds here in America, this is alive and well in every major city on the globe. The Green New [00:17:00] Deal and the idea that fossil fuels are immoral and that capitalism is a cancer, this is alive and well and very well funded by European and American left-wing billionaires all over the world. The same problems that we see us facing in the Commonwealth in Virginia or in America, it's a bonding experience with these activists all over the world because they are facing the very same things. I'll give you an example. In Brazil, we were there as a guest of the Bolsonaro family, the president of Brazil [00:17:30] and his son, Eduardo. He was explaining to me that fourth graders have aggressive sexual education. We can all have a conversation about what a more mature person needs to learn in terms of sexual information, but we have a daughter in fourth grade.

Bill Walton: How old are your girls?

Matt Schlapp: Well, we have five-

Mercy Schlapp: Ty range, so 16 to seven.

Matt Schlapp: But I mean a fourth grader, Bill, getting-

Mercy Schlapp: She's a 10-year-old or not even a 10-year-old.

Matt Schlapp: ... detailed descriptions how on to orally satisfy either a [00:18:00] male or a female lover is child abuse. This is something for parents to determine what they do. It's not for school systems. So I said to them-

Mercy Schlapp: Every-

Matt Schlapp: ... I was like, "How do you stop that?" He said, "We have three-year contracts with these big corporate textbook companies. We can do nothing to stop this until we get to the third year." He said, "We're one year into it, and in two years all those textbooks are coming out. They're going to learn math, and they're going to learn history, and they're going to learn English. We're going to let parents and churches-

Bill Walton: How are they going to do that, though? Because [00:18:30] people who try to change education, you get textbook publishers. You get the curriculum developers. You've got the teachers' colleges. You've got this whole group of people who are thriving with the existing system. How do you pull the textbooks?

Matt Schlapp: Well, I'm not going to tell you that I have the absolute game plan, but I will tell you in Brazil, one of the reasons why Bolsonaro is the president, one of the reasons why Trump is the president here, even if Trump doesn't fully understand it, is the idea that not even conservatives, just ordinary, [00:19:00] common sense people are repelled by this aggressive, radical stuff that's going on in schools and in these institutions. All I can tell you is that there's an SOS. There's a white flag. There's a cry for help. And there's the resulting political success of those who are saying, "No more."

Mercy Schlapp: I think to President Trump's credit, it is because he is the fighter. It is because he speaks up. He's not silenced. He speaks up for those individuals who have felt for too long [00:19:30] that identity politics is what is in play. They have to be careful of what they say or how they say things. For President Trump, look, he's going to speak his mind. I think it resonates with so many Americans who for too long feel like they have to be silenced. I mean we're seeing this on college campuses where the conservative kids feel that they have to be quiet, and they cannot speak up and say, "I'm a Trump supporter," for example, because they'll be bullied.

Mercy Schlapp: What is worrisome with [00:20:00] where the left is going is that, when Hillary Clinton said the word "deplorable," they want us to feel like we are less than them. How can we not agree with what they are saying? How can we not agree with their beliefs? Quite frankly, I think for everyday Americans, they're like, "I just want to live my life and raise my family and do what I can to help my community and leave me alone. Government, leave me alone."

Matt Schlapp: By the way, they have the values [00:20:30] that made us great.

Mercy Schlapp: Yes, exactly.

Matt Schlapp: The left has tried to undermine all of that.

Mercy Schlapp: Sorry. When Beto O'Rourke-

Matt Schlapp: You're watching-

Bill Walton: You guys are doing great. You guys are Fox experts. You're watching the Bill Walton Show. I'm here with Matt and Mercedes Schlapp, and we're talking about really a world-wide phenomena, a push back against elites and some very bad and toxic ideas.

Matt Schlapp: Well, we have to give you all the Fox hand signals. One of them is-

Bill Walton: Oh, I need Fox hand signals, please.

Matt Schlapp: ... the Chris Wallace hand signal is like, "Come [00:21:00] on. Wrap it up. You're tiring me. Let's go." So we'll teach you some of these.

Bill Walton: Okay, wrap it up.

Mercy Schlapp: Matt had a experience. We bring up Hong Kong as being one of those examples of-

Matt Schlapp: Very moving, yeah.

Mercy Schlapp: ... eye-opening experiences. Obviously, as a wife, I was very concerned that Matt or anyone from the CPAC crew would get arrested.

Bill Walton: When were you in Hong Kong?

Matt Schlapp: Right at the beginning of all this, but what was the timing? I'm sorry.

Mercy Schlapp: You can't even remember when happened yesterday.

Matt Schlapp: I'm so bad at remembering days. [00:21:30] It was August.

Mercy Schlapp: It was August.

Matt Schlapp: It was August. The protests had been going for a while. Really Westerners had not been invited, and there was a bit of a controversy about whether they really wanted Westerners. Because they've approached these protests with diffuse leadership. There's not one leader. When they had the Umbrella Revolution of 2014, Bill, they were able to decapitate the protests by taking out its leaders. They also wanted it to be Hong Kong. You will remember there was [00:22:00] a time when they would have said, "Chinese," but they don't say, "Chinese." They say, "Hong Kong. They're Hong Kongers. Most of them want their own independent entity. Some of them want complete independence from China.

Matt Schlapp: But the fact that Americans actually took to the streets, and we went to two protests with the students and with these mostly young people. The first day, some of the Hong Kongers were a little... some were disgruntled that we were there, and of course the communists have completely infiltrated as well. There are spies everywhere. By the second day, it [00:22:30] was really so gratifying because I look very American obviously. I have big white hair. I'm taller than most of the people there and all these-

Mercy Schlapp: You're taller than most of my family too. Let's [crosstalk 00:22:40].

Matt Schlapp: These people would walk ahead of me-

Bill Walton: If somebody had to say, "Kansas and Notre Dame," they might conjure you up.

Mercy Schlapp: Yeah, yeah.

Matt Schlapp: That's right. So these young Hong Kongers would walk up to me, and it was so moving to hear, they said, "Would you please go back to America and tell your president that we appreciate him because the first time in 30 years we have [00:23:00] an American president who's fighting the communists in Beijing." They felt such a kinship with Americans.

Matt Schlapp: Now, the secondary thing they did to me is the second night we were right across from the police station. They had their weapons out pointed at the crowd, and they kept putting up these warning signs saying they were going to start shooting. Now, that could be rubber bullets. That can be tear gas. It can be different things. But they've shot people too. So we were very close. We were right across the street. We were there with some other Americans, some supporters [00:23:30] of CPAC. It's unnerving. I can't tell you how many people I had... once again, mostly young people, although it's all ages, but it's mostly young people coming up. They'd communicate by these interesting apps. They'd say, "We're going to start moving a block here, or we're going to move back 20 feet or whatever." So they're constantly communicating.

Matt Schlapp: The one thing they kept saying to me is, "We're very worried about you." I'd say, "Why?" They're like, "Well, you stand out, When they start shooting you have to run really fast." I was like, "Oh, okay, I got it." Then another guy would come to me and say, "No, when I say [00:24:00] you have to run fast, you're going to have to run fast, and we're worried you can't run fast." I was like, "You just wait till that moment happens." I was like, "I will be running. I can't run for a long period of time, but I can do a quick burst here."

Bill Walton: You're going to use tennis player skills.

Matt Schlapp: Exactly. I can run from the net to the baseline, and then I'll be tired.

Mercy Schlapp: But the bigger story here, and this is the message I think for our youth as well is that they've got 28 years. Just think about it, in 28 years these 18 year olds, 20-something year olds are looking at their lives and saying, [00:24:30] "We're going to be under Chinese communism, if not earlier."

Matt Schlapp: They're going to face what your dad would faced if he [crosstalk 00:24:34].

Mercy Schlapp: If not earlier, yes. They are going to lose the freedom of speech, their freedom to practice their religion. They're going to be, from an entrepreneurial-

Bill Walton: Those 28 years is what? The-

Mercy Schlapp: That's when-

Matt Schlapp: When the deal is-

Mercy Schlapp: ... the deal is done.

Bill Walton: The deal ends?

Matt Schlapp: Yeah.

Mercy Schlapp: Exactly.

Matt Schlapp: And the commies can completely take over Hong Kong.

Bill Walton: Well, the Chinese Communist Party absolutely wants to take both Hong Kong and Taiwan.

Matt Schlapp: Totally.

Mercy Schlapp: Yes, completely.

Matt Schlapp: Totally.

Mercy Schlapp: It's full reign. But [00:25:00] thinking about where these young people... they're looking at their future and it's bleak because they know that they're going to lose their rights. I say that because I think it's important to understand where we are as a country. I mean are we at a point that we're going to turn towards this if you're conservative, you're not allowed to speak up? I mean are we going move towards that direction?

Matt Schlapp: [00:25:30] Do we have 28 years in America?

Bill Walton: Well, do we have the language to communicate with people? Because if you look at what happened in Virginia, we know, we're close to it but most people

may not, Virginia was a red state 25 years ago, and it's not. Governor, both senators, both houses of the legislature are now pretty significantly Democrat. But there are two things going on. One, the demographics have changed in Virginia enormously. [00:26:00] I think in Fairfax County, for example, we had 3% Asian 20 years ago, and now it's 20%. So that's one factor, demography. Then the other one is just I think we've lost our ability to message our ideas-

Mercy Schlapp: And it's sad when you think that-

Bill Walton: ... and we've got to message our ideas to different looking people that they don't look like they came from Kansas and went to Notre Dame.

Matt Schlapp: Yeah, totally.

Mercy Schlapp: First I think it's very unfortunate what we've seen in Virginia because when you have [00:26:30] the governor and the lieutenant governor basically, I mean talk about they've had a disastrous last year through Lieutenant Governor Fairfax's alleged sexual harassment cases and allegations, and then you've also had Governor Northam, between blackface and then his extreme position on abortion, you would think that they would be just isolated.

Bill Walton: I have a theory on the blackface but keep going.

Mercy Schlapp: What I'm saying is that, first [00:27:00] of all, I feel that there is a need to almost revamp the Virginia Republican Party to a certain extent. I think that you're right when it comes to messaging because we should be winning on messaging. I've done Hispanic outreach for over 20 years. I did it back under George W. Bush and understand that community, and for us the message for the Hispanic community is very simple. They're more aligned with us when it comes to values, and when [00:27:30] you talk about the economy and you talk about opportunity, they listen. They want to know more. But the Democrats have done a more effective job, to a certain extent, of really going into the communities and gaining their support early on in the process.

Bill Walton: My theory about the blackface is I think that that was engineered almost on purpose because we were going to kill them on the abortion question. What he said about the baby, "Well, we'll-

Mercy Schlapp: "We'll keep the baby comfortable."

Bill Walton: ... keep the baby comfortable." I thought we had [00:28:00] a winning issue-

Matt Schlapp: Bill, He's a pediatric-

Bill Walton: ... and they changed the subject.

Matt Schlapp: He's a pediatric surgeon so when he says, "I know what happens in these cases," I actually think he does know what happens in those cases.

Bill Walton: Culturally though, where's the Hispanic and Latino community on abortion?

Mercy Schlapp: They trend towards being more pro-life I think especially when it comes to abortion at 40 weeks. You would find a vast majority of them agree as do most Americans that they wouldn't agree with that. [00:28:30] They would probably be more supportive of a 20-week ban. You find that it's usually churchgoers. They want to protect their... They want to make sure that they're able to practice their religion freely. In addition to that, I think that you find that they're more pro-life. But remember, we lost in Fairfax too, and we lost in Virginia in the suburban areas, so it's the woman voter that we also need to message to. You look at this election, obviously, in Virginia, [00:29:00] it's early on in the year in terms of in an off-presidential election year. The Democrats have been better organized in Virginia than we have. I don't think we did enough of invest-

Matt Schlapp: And better funded.

Mercy Schlapp: We haven't invested. We kept hearing that between the school boards and all these delegate races, Soros was throwing money in there.

Matt Schlapp: He was.

Mercy Schlapp: We don't have that on the Republican side, and I think that hurt our chances of winning.

Matt Schlapp: Bill, remember, our billionaires who are supposedly on the right on the conservative side, most [00:29:30] of them when they get pressure, and they get it, they walk away. Then they try to do virtue signally so they can still get invited to the cocktail party in the Hamptons or so their kids aren't made fun of in school.

Bill Walton: You saw what the business round table did with the stakeholder values and corporations.

Matt Schlapp: Yeah.

Bill Walton: They said, "Well, we don't think we ought to be just working for shareholders. We ought to be working for all our communities."

Matt Schlapp: Which means you're working against shareholders, just so we're clear. You can't do both.

Bill Walton: That would be-

Matt Schlapp: It's clear to me [00:30:00] that it's very clear.

Bill Walton: Then Elizabeth Warren took that up, and she took it seriously. Now they've even doubled down the pressure on the corporations, so they virtue signaled. They thought they were going to buy people off with this statement. Didn't work.

Matt Schlapp: Look at corporate America. We have a president who worked with Republicans in Congress and it was Republicans in Congress to pass the most consequential reduction in corporate income taxes and other tax treatments [00:30:30] that we've certainly seen in my 51 years of life. Literally, literally if you went down the top 500 corporations in America, how many of them really fund Republican politicians? I'd say very few. I think most of them tend to be left-leaning. So even though the policies, the deregulatory policies, the tax policies coming out, most Republicans are beneficial to these corporations, they would rather [00:31:00] choose politicians that would harm their company for some other [crosstalk 00:31:03].

Bill Walton: We speak from firsthand experience here. Your consulting firm works with these corporations on how to deal with what's going on in Washington. What's a typical CEO like in one of these big companies?

Matt Schlapp: Well, obviously my clients are perfect and wonderful, and these are really-

Bill Walton: Let's talk about the people that don't hire you.

Matt Schlapp: Talk about the people that I don't... How about the people that I get to watch? What I would say is is that what I'm seeing [00:31:30] is is that... Look, in 1950s your typical American CEO would mostly be a WASP, a churchgoer who's a Republican who probably has fairly conservative pro-family views on most issues. That would have been social acceptable, maybe even socially expected. That has completely flipped. So your typical CEO today if they are conservative, they are completely closeted in their political [00:32:00] views, that they are told by their general counsels, who mostly would have gone to an Ivy League law school, that they can't have Christian views on things like family issue, life, marriage, etc., because that puts you in the hater category. You'll be anti-woman. You can't manage people if you have those views. Then their HR directors, which is a whole other kettle of fish, they tend to be very left wing. All their trade associations are. So all the influences around the CEO-

Bill Walton: And their foundations.

Matt Schlapp: [00:32:30] Yes. Then you have these foundations which were almost all started by conservatives. So you look at the Pew Foundation, Bill, of which I know you've read a lot about, it has been explained to me that old man Pew funded Billy Graham's first crusade. He invited Billy Graham over to his house, and Billy Graham was told when he was done with dinner to look under his plate, and

that was the first check for the first crusade. The Pew Foundation today now funds every left-wing thing you could ever imagine.

Matt Schlapp: So what's [00:33:00] happened with this corporate culture is that all of us who are buying the products are going along with this idea that America expects corporations to fund the left because as conservatives and as consumers, we just want to get the cup of coffee and get out of there. But what I've increasingly realized is that if... I'm not a boycott guy, but we should express our views on what we think. [00:33:30] When asked by CEOs on how you handle the political change, my advice to them is to run their company and leave the culture to the people and to their consumers and to their clients and to the people and society. Let them determine where the culture's going to be. It is not corporate American's job to lead the charge with all of this left-wing change.

Bill Walton: You're obviously not advising Google.

Matt Schlapp: No, I'm not. That would [00:34:00] be accurate.

Bill Walton: Because we had somebody on Dr. Robert Epstein, and they unearthed a video inside Google.

Mercy Schlapp: Oh, mm-hmm (affirmative).

Bill Walton: Have you heard about that?

Mercy Schlapp: Mm-hmm (affirmative).

Matt Schlapp: Yes.

Bill Walton: Where it's meant for internal consumption. It talks about how they want to make Google's values America's values, and they want to use the search engine to bring that about. Are you familiar with that?

Mercy Schlapp: Yeah, I'm very familiar with it. I think that's where you enter into the danger zone which is so much of the corporate influence [00:34:30] on our society... and we depend on products like a service engine like Google. I think my seven-year-old would have said Google when she was five. It's part of the vocabulary. It's kind of like Facebook. You see this with the challenges... For example, even now when Twitter has said we're not going to do any political ads because they know that they're up against the Trump machinery when it comes to these political ads.

Mercy Schlapp: It just shows how [00:35:00] much power that the corporations have in being able to influence public opinion. Right now we're in the game of influencing public opinion. This is why we're seeing the impeachment hearings on the Hill as we speak because the Democrats know, for example, that they need to put on a

show and that they got to move public opinion to try to derail this president because they can't win in the election year against the president. But I think when you look at these corporations, it's the same thing. It's, how can you influence public opinion? That's, [00:35:30] I think, something that raises concern.

Bill Walton: You're watching the Bill Walton Show. I'm here with a very delightful and entertaining Matt Schlapp and Mercy Schlapp, and we're talking about the role of corporations in America today, in the world in fact. We're about to talk about the Trump campaign and what we think is going to happen in 2020.

Mercy Schlapp: Schlapp?

Bill Walton: Mercy, you're pretty close to that. You're-

Mercy Schlapp: I have to say I'm working at the campaign. Brad Parscale, talk about someone who [00:36:00] understands.

Bill Walton: Brad Parscale, that other guy from Kansas?

Mercy Schlapp: He's the other guy from Kansas. He's so tall.

Matt Schlapp: He's a taller Kansas [crosstalk 00:36:05].

Bill Walton: Six-foot-12.

Matt Schlapp: He is actually a very brilliant guy. He's a person who understands marketing, social media, and numbers expertly, and he's a fascinating guy to talk to. I think like everything Trump has done, sometimes he makes decisions, you scratch your head. You're like, "What is he thinking?" Brad's not a particularly political person. He'd be the first person to say that, but he's somebody who understands the new field that campaigns [00:36:30] will fought on.

Mercy Schlapp: I think he also understands... He talked to us about the simplicity of messaging. It was one of the topics we had a conversation with him just yesterday. Really for Brad, what he's been able to do is build out a very sophisticated not only marketing online campaign but a strong political team, a strong communications team, and really building out this huge volunteer [00:37:00] network system across this country where you have those people who go to the rallies who maybe went to vote in 2016 but now is saying, "Wait a second. I want to do more. I want to help the president get reelected." I mean the fact that the president is able to... Whenever a rally is scheduled, you're talking about 70,000 RSVPs in less than 24 hours easily. I mean it is-

Matt Schlapp: We've never seen this in politics.

Mercy Schlapp: Exactly. We talk about this all the time.

Bill Walton: Walk me through that.

Mercy Schlapp: [00:37:30] This is something we don't-

Bill Walton: So Trump decides to go to Baton Rouge-

Mercy Schlapp: Quickly.

Bill Walton: ... and hold a rally.

Mercy Schlapp: Tens of thousands-

Bill Walton: So how does that come about?

Mercy Schlapp: Obviously, they do a lot of the marketing through the website. They do a lot of the marketing through local media, through ad buys down there saying, "President Trump is coming." But before you know it, it is tens of thousands of people who will RSVP, and you only have 20,000 seats, for example, or 30,000 seats. So it is remarkable to watch [00:38:00] the energy that this president brings.

Matt Schlapp: Compare it to what's going on on the Democratic side in the venues they can't fill or the Republican campaigns we've been involved in the past where you're really trying to find a smaller venue because it's hard to get... If you get 10,000 people, that's a big crowd for a president.

Mercy Schlapp: Elizabeth Warren just had 1,500 people.

Matt Schlapp: Yeah, and Mark Sanford just had one person. So you have all of these examples where they'll have a big, [00:38:30] big stage, Bill. You do the stagecraft. They have a big, big stage that if you ever get the pan out of the crowd, it's 15-feet deep. It's like there's not too many people there. So this dynamic of the rally... By the way, 30% of them at many of these rallies are Democrats, so this is something that doesn't get covered because it scares the left. But there's a lot-

Bill Walton: No, no. That's the first time I've ever heard that.

Mercy Schlapp: Oh, yeah.

Matt Schlapp: Yeah, yeah, yeah.

Bill Walton: 30% are Democrats?

Mercy Schlapp: Yes.

Matt Schlapp: So this is not just a spontaneous thing where people just show up. You sign up. You have to give them some information about who you are. [00:39:00] They know who's a Republican, who's an Independent, and who's an Democrat. It's very skewed Independent and Democrat-

Bill Walton: Now, are these-

Matt Schlapp: ... unlike anything we've seen in Republican politics.

Bill Walton: Are these Democrats that expect to vote for Donald Trump?

Mercy Schlapp: Well, the goal is to get them there to vote. Obviously, registering voters is critical.

Bill Walton: But they're showing up because it's such an amazing thing to be part of?

Matt Schlapp: And they like Trump.

Mercy Schlapp: Well, and they like Trump. But they're not your average Republican voter. I guess that the way to describe it. You have your voters that every year or every two years they'll go vote. Think about it. [00:39:30] The dynamic that we see in a lot of these states is in 2016, for example, you had 8.5 million more people that were Trump voters that went out to vote that really never voted before. So when 2018 happened, which was a midterm election, those 8 million people, they stayed home. They didn't vote. Why? Because they voted because Donald Trump was on the ticket not because Congressman Joe Schmo was on the ticket.

Matt Schlapp: And they've seen a Republican Congress, quite frankly, sometimes not be as aggressive as they would like them to be.

Mercy Schlapp: That is true.

Matt Schlapp: What does it matter if the Democrats run the House?

Bill Walton: [00:40:00] So '17, '18, '19, those were the three elections Trump was not on the ballot.

Matt Schlapp: Right.

Mercy Schlapp: That would be correct. Even looking at Virginia-

Matt Schlapp: That's right.

Mercy Schlapp: ... I mean Virginia's a little trickier because I think it's more complex, but there is a sense of those Trump voters who just stay home because they want to vote for Trump but they are not necessarily convinced with Republican

establishment. They're not necessarily convinced with Republican local candidates. But that's the problem that we're seeing. They have to realize that if it doesn't trickle down, we [00:40:30] lose the most important elections-

Matt Schlapp: Bill, can I say-

Mercy Schlapp: ... which are the local elections as well. We need to make sure we have Republicans-

Bill Walton: Well, that's what Soros is targeting.

Mercy Schlapp: That is right.

Matt Schlapp: Let me add something more here which is what's up is down. We're in a moment where truth is dead because there is fake news and what's being reported as truth is not truth. Think about this. Trump has the highest numbers with Republicans than any Republican president in my 51 years. He has the highest numbers with them. We've just explained to you that when [00:41:00] it comes to the rallies and his grassroots appeal, he has the highest numbers of Democrats and Independents coming to his events than any Republican we have ever seen, certainly in the age of this divide that we're in. How is it that all of the reporting is about how his numbers are so bad and he's in such a weakened position with these two facts? It makes no sense.

Mercy Schlapp: And-

Bill Walton: Well, that's what I wondered about, I opened with this, is that we've got the conservatives, we've [00:41:30] Republicans that are not really necessarily the same people, and then we've got Trump.

Matt Schlapp: Yeah, but all the press coverage is on the Republicans who actually really aren't Republicans. They're swamp creatures. So back to the Virginia question, I would say the biggest dynamic that's happened in Virginia is the expansion of government, the expansion of the swamp. The swamp recruits from blue areas for blue people to take these jobs and to-

Mercy Schlapp: Blue people? I didn't know there was blue people, Schlapp.

Matt Schlapp: Well, people that tend to trend blue politically. There are blue people. Be careful.

Mercy Schlapp: Blue people is when you don't have oxygen.

Matt Schlapp: [00:42:00] You've just offended somebody. There's the guy who took too much silver. I don't know. But the-

Bill Walton: You're right. Somewhere somebody's going to be offended by that.

Mercy Schlapp: Oh, I'm sure.

Matt Schlapp: The point is that if you look at all of that and you actually cover... If you just put your analytical cap on and you look politically, the people that really understand politics in this country, Bill, they think Trump is going to win. That's why you have people like Hillary Clinton and Deval Patrick and Eric Holder talking about running.

Bill Walton: And that's why we need to impeach him.

Matt Schlapp: That's right.

Mercy Schlapp: [00:42:30] That is-

Matt Schlapp: It's actually logical.

Mercy Schlapp: ... reason number one.

Matt Schlapp: It's actually logical.

Bill Walton: You're not going to win.

Matt Schlapp: So why don't we just say it the way it is. Adam Schiff has to have the Schiff whiff because it's the only way to, quote, unquote, stop him. They've tried everything.

Mercy Schlapp: Schlapp, you can kind of nursery rhyme with that.

Matt Schlapp: The Schiff whiff.

Bill Walton: Where are you guys-

Mercy Schlapp: Say that 10 times quickly.

Bill Walton: Say what again? The Schiff whiff?

Mercy Schlapp: The Schiff whiff.

Matt Schlapp: That could be problematic.

Bill Walton: It is.

Matt Schlapp: That could be problematic.

Mercy Schlapp: Yeah.

Matt Schlapp: I'm not going to do that.

Bill Walton: [00:43:00] Does the impeachment help or hurt? I think it helps Trump. I don't think-

Mercy Schlapp: Well, right now we're-

Bill Walton: I think most people look through this.

Mercy Schlapp: Right now what we're seeing from fundraising numbers is that it's hugely helping us from a fundraising perspective from small dollar donors basically saying, "I'm mad. This is not right what they're doing to my president, and I'm giving money." We have seen just even the enthusiasm from our supporters just saying, "We will do what we can to fight [00:43:30] for this president." It is the fight of our times. Those-

Bill Walton: If you went to central casting and you wanted to say let's pick somebody to lead our movement, and you came up with Adam Schiff-

Matt Schlapp: I know. I call him-

Bill Walton: I mean what a bad face to lead-

Matt Schlapp: You might remember this.

Bill Walton: ... the impeachment.

Matt Schlapp: I call him Don Knotts. That's what he reminds of.

Bill Walton: Sure, yeah, absolutely.

Matt Schlapp: Every time I see him, the Barney Fife of Democratic politics.

Mercy Schlapp: Well, I think-

Bill Walton: I wish he were as funny as Barney.

Matt Schlapp: Yes, that's right. I wish it was funny.

Mercy Schlapp: The problem becomes is that [00:44:00] I think the American people, they hear the word "impeachment," but there's so many details to it, so many different witnesses that only the Democrats are able to put out. They haven't allowed Republicans to come up with their own subpoena, their own witnesses. It is a one-sided, unfair process and a story. This is very clear that Nancy Pelosi said she didn't want this to be a partisan impeachment. Well, guess what, Nancy? It's a partisan impeachment.

Mercy Schlapp: [00:44:30] It really, I think, for the Democrats will backfire politically. I think they're trying so hard, we're going to keep talking about this, swaying public opinion. That's their goal. They want to create doubt in the minds of the American people to say, "President Trump should not be president. He should be impeached." They're going to keep doing this. They have so many of the media outlets that back them up and will continue for 24 hours just talking about this impeachment process just like the same way they've done with the Russian [00:45:00] hoax which we know at the end of the day there was nothing there. There was nothing there that they could use against the president.

Matt Schlapp: The Russian investigation, the Mueller investigation had nothing to do with Russia. The impeachment investigation has nothing to do with crimes or an impeachment. These are all fights. They're proxy fights. It's a battle for the soul of the country. It's a battle for whether or not a conservative or a patriot or someone who understands America's founding still has a voice in our country. If we don't fight these battles [00:45:30] and win them even when they're a little bit ugly, we will not recognize our country.

Bill Walton: You're watching the Bill Walton Show. I'm here with Mercy and Matt Schlapp, and we're talking about Donald Trump, impeachment, and why we think impeachment might help reelect Donald Trump.

Mercy Schlapp: Well, that and it depends if it's... You see these Democrat candidates just so weakened that when you are talking about Bloomberg going into the race or Hillary Clinton or Deval Patrick, they're unsettled with their own-

Bill Walton: Well, that's an issue. The scenario [00:46:00] that people are saying, the House votes 218 whatever to impeach, and then goes to the Senate. The Senate may move to dismiss it. That doesn't happen. Then the Senate votes. Trump wins. But they may not have the 218 votes.

Matt Schlapp: That's right.

Bill Walton: How many districts did-

Mercy Schlapp: 24 districts that you had these Democrats who won where Trump won basically. They're Trump districts where now you have these Democrat House members. So-

Matt Schlapp: 24 won. I think it's up to 30 [00:46:30] current incumbents including ones that were in Congress before that are in Trump districts, so it's quite a lot. Trump is very popular in these districts, and if they vote to impeach him with no crime, imagine that, no crime, yet they vote to impeach him so they can stop him, that's a hard thing to go back into your public library and argue in a town hall.

Bill Walton: The electoral map, does that help us, hurt us in 2020?

Matt Schlapp: I think we're in a jump ball. We've gone through the states, [00:47:00] and we got some do-or-die states. We've got states like North Carolina and Florida, and even Texas, people get a little worried about with the purple aspect of Texas which-

Bill Walton: Well, Texas has a tendency... it could become more like Virginia.

Matt Schlapp: That's right. But by the same token, I think, look, the way Republicans view politics, it's kind of like how when we were talking about the Commonwealth of Virginia, most of us come from politics from a very logical standpoint. We've done practical, logical [00:47:30] things in our professional lives, and we worry about where we're not doing as well. But I would posit something else. There's a real opportunity. Donald Trump won that electoral vote in Maine. That was no accident. The Bushes were in Maine forever. Donald Trump got the electoral vote. We did a CPAC in Minneapolis. I tell you, those people are on fire in Minnesota. We have almost won Minnesota not only last time but previously. It's never on the targeted list. We never give it much love or attention. [00:48:00] Minnesota is very flippable. But what Donald Trump did in Pennsylvania, Michigan and Wisconsin-

Mercy Schlapp: [crosstalk 00:48:06].

Matt Schlapp: ... he did something very novel. He listened to what people in communities wanted to see from their government. He listened. We didn't tell them what the Republican view was. We listened to them about what would solve their problems. He did that very uniquely, and I think it's why he flipped those states.

Mercy Schlapp: Again, these seats are... everything is so close. I mean Pennsylvania, I think we won by only 44,000 votes. [00:48:30] You look at Michigan. You look at Ohio, and Ohio, I think we're in a much stronger position. Of course, we're going to spend a lot of time, we're going to target Pennsylvania, Michigan, Wisconsin, Minnesota. I know we've talked about also spending time in those states. More so it's seeing how can you... We don't want it to be as close. We want to expand our lead especially when you look at states like Pennsylvania, which it's tricky.

Matt Schlapp: I think the-

Mercy Schlapp: [00:49:00] I mean this last election we lost some seats in the [crosstalk 00:49:01].

Matt Schlapp: But Donald Trump has such a unique person. You said central casting, Bill. I don't know if you meant that he is or not from central casting, but he is what he is. He is a unique, rugged American. He does things his way. He doesn't always listen to the people around him about the right way to market this or that. He has his own gut that he follows, and it's a pretty good gut. It's a gut that gets him to 50. He's not the kind of guy, I think, that gets to 60, 62, 63 because he's [00:49:30] so idiosyncratic. He's such an individual. What makes people love

him, and a lot of people in this country love him, is also the same thing that makes a lot of people hate him.

Matt Schlapp: He will have to deal with the fact that in politics he goes right to the division. I would just say that all of the other ways that the Mitt Romneys and the Marco Rubios and the other people that have tried to give this a go-around, this sweet talking, soft talking, walking through minefields carefully, [00:50:00] that is a loser that will not work with the way we are divided as a country because we didn't wake up to what we were fighting until about three years ago.

Bill Walton: You and I have talked about this. The way to win is go directly to the controversy is to go right up-

Matt Schlapp: Go right to it.

Bill Walton: ... and say, "Okay."

Matt Schlapp: What are your values? What would you do to make things better?

Mercy Schlapp: He thinks about it in a unique way as well. I mean you look at criminal justice reform. It was a bipartisan legislation. Obviously, we know that that's something that impacts the African [00:50:30] American community greatly. You're talking about one in three African American men end up in jail. So he really felt that this was an important issue to tackle. We were just inside a prison last week.

Matt Schlapp: We did CPAC Prison.

Mercy Schlapp: We did a CPAC Prison, which was very moving for both of us to be there and being able to talk about, guess what? If you're getting out of jail, there are economic opportunities for you. There are people willing to hire you. We're seeing unemployment [00:51:00] for ex-offenders down right now.

Matt Schlapp: That's right.

Bill Walton: Wait, wait. CPAC Prison?

Mercy Schlapp: Prison.

Matt Schlapp: We went to CPAC Prison.

Bill Walton: Where was CPAC Prison?

Matt Schlapp: In Lancaster, Pennsylvania.

Mercy Schlapp: Chester.

Matt Schlapp: In Chester, Pennsylvania.

Bill Walton: At a federal-

Matt Schlapp: We were in Lancaster [crosstalk 00:51:15].

Mercy Schlapp: We were in Lancaster which is [crosstalk 00:51:15].

Bill Walton: At a federal penitentiary?

Mercy Schlapp: It was federal.

Matt Schlapp: It was the state-run penitentiary.

Bill Walton: Okay, state, all right.

Matt Schlapp: But here's the deal. Invited by the secretary of corrections, the warden, the supervisor welcomed us with open arms. Bill, listen to this. [00:51:30] CPAC with a big CPAC banner that the prisoners fashioned.

Mercy Schlapp: [crosstalk 00:51:36], yeah.

Matt Schlapp: It was a beautiful banner.

Mercy Schlapp: It was beautiful.

Matt Schlapp: We gave them our point of view on what could actually make their lives better. It was very practical. We didn't open up tomes of research. We talked to them about how tomorrow they could start to do things so that when they get out of there, and most of the people in that room were going to get out of there one day, that when they get out of there, they can take care of the people they love without government assistance and then get a job. [00:52:00] They can find dignity, and they can live their American life. Those prisoners cheered and clapped. One guy as I walked in, he said, "Matt, what are you doing here? We don't understand what you're here." I said, "We're here because we don't know exactly why we're here."

Bill Walton: Well, I'm [crosstalk 00:52:17].

Matt Schlapp: It sounds a little bit weird.

Bill Walton: I'm glad you made it out of there.

Matt Schlapp: Exactly. That's a good point. We brought our daughter too. He said, "Why are you here?"

Bill Walton: So what resonated? What did you say?

Matt Schlapp: Let me tell you the answer. So he said, "Why are you here?" I said, "Well, we're going to learn together." [00:52:30] So we talked to them about... We had a guy who runs an HR trade association who talked about how you do well in job interviews. We had a body language expert that taught them how you turn off people immediately in the job interview. We had people explain to them the extent to which there are millions of jobs that the Trump economy-

Bill Walton: And you don't show up in an interview in a hoodie.

Matt Schlapp: All of this stuff, all the practical things. We also-

Bill Walton: Dress for success.

Matt Schlapp: Right, you would know this as an entrepreneur. There was a lot about they have ideas and they want to figure out how they market them. [00:53:00] That guy who asked me as I walked in, "what are you doing here?" I said to him as I walked away from him, I said, "Look, tell us how we did." As I was walking out, he was rocking back in his chair. He had a beard, mustache, and he looked at me in the eye and he said, "Hey, Matt. That was good." We were there all day. We did this all day long. The response from the prisoners was overwhelming. Now, look, there's some bad guys in that room who I don't want to ever get out of prison. I'm not a "open up the doors and let everybody out" guy, but we ought to get practical [00:53:30] over the fact that a lot of these people are coming back out in society and they're coming back out with no skills. They're not ready-

Bill Walton: Did you talk about faith at all?

Matt Schlapp: Absolutely. Let me tell you. You can't not talk about Jesus in a prison. You can't not talk about it. It just comes up every... We had so many presenters who used to be... In that very facility, Bill, we had a guy who was in that very facility, he turned his life around, and now he's a minister.

Bill Walton: We have to wrap up here, but there was a business that we owned that helped, what's the word, bringing [00:54:00] prisoners back into society, re-

Matt Schlapp: Reentry.

Bill Walton: Whatever. There's a bigger word for that.

Matt Schlapp: There's a lot of lingo.

Bill Walton: It was extremely successful. We got into trouble with the New Jersey State Prison authorities because the program was based on faith among other things-

Mercy Schlapp: Yeah, but [crosstalk 00:54:19].

Bill Walton: ... but it was a very Christian program. The left got a hold of that and said, "Well, we can't be using Christianity."

Matt Schlapp: Hey, Bill, the dirty little secret on reentry and the dirty little secret [00:54:30] on recovering from drugs and alcohol, you know the programs that tend to work are the programs that tell you that God loves you and has a plan for you.

Bill Walton: Alcoholics Anonymous is based on that.

Matt Schlapp: Exactly, totally. You don't even have to believe in God to look at the scientific data that tells you when people believe in a higher power that cares for them and wants the best for them and has a plan for them and created them uniquely to be on this Earth to make a difference, you can't look at that data and not say that's what works.

Bill Walton: [00:55:00] Well, I hate to do this, but we've run out of time.

Mercy Schlapp: It was the quickest hour.

Matt Schlapp: I feel like we've got to-

Mercy Schlapp: The quickest hour on television.

Matt Schlapp: Do we get to move on to dinner now and wine?

Bill Walton: We do. I've got page after page of things we ought to cover, but anyway, you'll come back.

Matt Schlapp: Of course.

Bill Walton: We'll continue the conversation. A lot to cover. We ended up on a great note, though, the role of faith and making people's lives better. That's it for now. Thank you for joining us, and we will see you back on the next Bill Walton Show.

Speaker 1: Thanks for listening. Want more? [00:55:30] Be sure to subscribe at the billwaltonshow.com or on iTunes.