*Catfish Strategy: The Power of Positive Poking* is a story, revelation and explanation; some comedy, mystery, and inspiration to action.

The story is how a young boy who couldn't manage a canoe on the Iowa River took on America's shipping and broadcasting industries. The revelation and explanation are what he learned about how Washington works. The comedy is provided by FCC decisions so bizarre as to be funny. The mystery is: “Why the catfish?” – only revealed by reading the book. The inspiration to action comes from asking, “How could a catfish strategy benefit you and your country?”

Here are some comments about the author during the years he was getting into all this trouble:

“Nick Johnson is currently the citizen’s least frightened friend in Washington and this book tells why.” – John Kenneth Galbraith, Harvard Economist

“Johnson … has singlehandedly undertaken to reform U.S. television … [and] has written a most engaging polemic.” – William F. Buckley, National Review and Firing Line

“In Washington in general, it is difficult not to regard Johnson as a superstar, one of our few friends.” – Rolling Stone

“We won’t see another Nicholas Johnson for a long, long time. Corporate America simply will not again make the mistake of allowing men like him in sensitive positions.” – Chicago Daily News

“In a business known for its phony glad hand, [Johnson is] the one person who gets a sincere cold shoulder from the industry. – Marvin Kitman, *New York Times*

“It’s a shame this book wasn’t around in the ‘60s, so my brother Dick could have read it to me.” – Tom Smothers, Smothers Brothers Comedy Hour