



## Daniel McClung

July 5, 1942 - June 24, 2025

Daniel Frederick McClung of New Orleans, Louisiana died at age 82. The son of a grocer and the youngest of eight, Dan was born on July 5, 1942 in Summersville, West Virginia. Caught up in the wave of excitement surrounding John F. Kennedy's 1960 campaign for president, Dan pursued a life in politics. A natural talent, his meteoric rise would see him advising powerful governors, senators, mayors and members of the United States Congress all before turning 40.

After attending West Virginia University, he began his career as West Virginia Deputy Secretary of State, then served under United States Postmaster General Lawrence O'Brien in President Lyndon Johnson's administration. The lure of political consulting, a relatively new profession, captured his imagination and he joined consulting pioneer Matt Reese at Matt Reese and Associates.

An opportunity to manage Moon Landrieu's campaign for mayor brought Dan to New Orleans, which he would call home for the rest of his life. After helping Mayor Landrieu win, Dan became assistant to the mayor at 28.

Stepping out on his own, Dan ran U.S. House Majority Leader Jim Wright's successful re-election campaign in Ft. Worth, Texas. He formed his own political consulting firm, Campaign Strategies, Inc., and built a client roster of

the state's leading Democratic office holders including U.S. Senator Lloyd Bentsen, U.S. Representative Jack Brooks and Governor Ann Richards. He also advised a generation of mayors in Houston over 20 years, including the city's first female mayor and first black mayor.

Dan is survived by his wife Barbara McClung, his son Matt McClung and partner Tara Faircloth, his son Deegan McClung and wife Maura Whang, along with their daughter and Dan's granddaughter Oona Louis.

The family will be holding a private gathering to celebrate Dan's life.

In lieu of flowers, the family requests those who wish to express sympathy consider donating to their favorite charity in Dan's name.

New Orleans Funeral and Cremation Service

"Celebrating Life"

# Tribute Wall

ME

“ Dan was a great strategist. He helped my brother, Rodney Ellis, win his very first campaign as a Houston, Texas City Councilman. He taught me how to run a phone bank and with his help we had a smooth operation. Our family is forever thankful for the guidance he gave us and the lessons we learned about running a winning operation. Here we are more than 42 years and three offices later (City Council, State Senator, and now County Commissioner) still using the Campaign Strategies we learned from Dan and his team of warriors. Please accept our sincerest condolences and know that we will keep you in our prayers for strength and perseverance after the loss of a wonderful soul. Melody Ellis

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**Melody Ellis** - June 27, 2025 at 10:01 PM

DB

“ Dan was a brilliant man. Along with his wife, Barbara, they raised two awesome young men. His spirit will continue through his sons. David Boggs

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**David Boggs** - June 26, 2025 at 02:06 PM