

Collections \* Qvc

# Erin Elmore: From QVC to RNC

0 Likes | 0 Comments | @ | email



Erin Elmore: At the RNC



GALLERY: Alicia Keys: At the DNC

By [Howard Gensler](#)

POSTED: June 17, 2016

VERSATILE Erin Elmore, the former *Apprentice*, TV anchor, QVC guest host and PhillyGossip favorite, is spending the first half of her summer in Cleveland.

Elmore, who studied poly sci at the University of Miami and got her law degree at Villanova, has been named Deputy Press Secretary for Caucus Operations at the Republican National Convention, working, she said by phone, as "the liaison between the convention and Donald Trump."

Surprised that she's working in Republican Party politics, Elmore said her TV and *Apprentice* background got her foot in the door.

"The minute Donald Trump dipped his toe into running," she said, "I started getting phone calls from media outlets."

Her appearances were so popular and frequent that Elmore became a Trump surrogate and participated in conversations with the candidate. (She explained that there are three tiers of campaign talking heads: Supporters are fans of the candidate who can say whatever they want; surrogates stay on message; and staff basically develop the message.)

Working as part of the Trump campaign allowed Elmore to meet a number of RNC bigwigs, including David Urban, former chief of staff to Sen. Arlen Specter.

The connections led Elmore to her new gig and six weeks in Cleveland, leaving her husband and son back in Philadelphia. Now, instead of wrangling a 3-year-old, she's wrangling reporters (not that much different), possibly Trump (not at all different) and "controlling people who want to be part of the machine."

It's way more interesting than arguing with Hillary and Bernie surrogates on a TV news show, she said. "I'm surrounded by brilliant people from all walks of life, some of whom have been working on conventions since the '80s."

And while she admits to having some friends upset with her party's candidate, she said her "real friends want me to succeed and see this as a really wonderful opportunity."

"I'm working on a presidential campaign and how many people get the chance to do that?"

### We Recommend

**NEW YORK TO 2nd AMENDMENT: DROP DEAD**

February 16, 2004

**Joan Collins On Tv, Peddling Her Jewelry**

August 18, 1991

**Did Pa. GOP Senate hopeful join Todd Akin club?**

August 28, 2012

**GOP candidates mix it up in first debate**

August 8, 2015

### Find More Stories About

- [Qvc](#)
- [ClevelandCavaliers](#)

While touring the Quicken Loans Arena to get the layout for the convention, she got to watch the Cleveland Cavaliers' practice.

TATTBITS

\* **Alicia Keys** and her **We Are Here Movement** will headline an exclusive DNC opening celebration on Monday, July 25, at the Politico Hub (2 Commerce Square). Keys will participate in a panel discussion on criminal-justice reform and civil rights and give an intimate musical performance.

The event is invite-only to attendees and press, but will be live-streaming on [POLITICO.com/live](https://www.politico.com/live).

Promoted Links