

Television

Taking our message to America!

Ads!

Dear friend,

By the time you get this letter Harry Browne for President ads will be running on Larry King Live!

Turn on your television!

By the time you get this letter our radio ad campaign will have expanded to the Lowell Ponte network, syndicated on 70 stations across the nation! Lowell Ponte is a Libertarian who promotes Harry's campaign on his show everyday. *The drumbeat is getting louder!*

By the time you get this letter Harry will have appeared on...

- ★ *Politically Incorrect* with Bill Maher! (Nationwide cable TV.)
- ★ *Up to the Minute* — a CBS network news show! (Nationwide.)
- ★ McLaughlin's *One on One*! (Nationwide PBS.)
- ★ TCI News's *Race for the Presidency*! (Nationwide.)

And more radio talk shows than we could possibly list here.

By the time you get this letter the bi-partisan debates commission will almost certainly have decided not to include us in the first debate. But we'll still continue our campaign to be included in future debates, because *the drumbeat is working*.

- ★ We're being talked about on radio shows all across the country. **The number of talk show hosts who have endorsed Harry's inclusion now numbers nearly 200!** And more than 60 have pledged to vote for him!

Nearly every political show on television has mentioned Harry in connection with the debates, including...

- ★ Capitol Gang
- ★ Crossfire
- ★ This Week with David Brinkley...

And many other shows, more than we could possibly mention here.

And more newspapers and columnists have editorialized for Harry's inclusion, including major, influential papers like...

- ★ *The Wall Street Journal*
- ★ *The Arizona Republic*
- ★ *The Tampa Tribune*
- ★ *The San Francisco Examiner*
- ★ *The Ft. Lauderdale Sun-Sentinel*
- ★ *The Independent Business Daily*
- ★ *The Los Angeles Times*

We've also had pro-inclusion editorials in...

- ★ *The Manassas Journal Messenger*
- ★ *The Oakland Tribune*
- ★ *The Knoxville News-Sentinel*
- ★ *The Odessa American*
- ★ *The Seattle American-Journal*
- ★ *The Daily Oklahoman*

Plus new ones, almost everyday.

And the New York *Times* has even carried a story about Harry's campaign. (Which they picked up from one of our press releases.)

Our publicity barrage is working!

What's more, the campaign has produced a thirty-minute video tape that will be broadcast on PBS stations all across the country — **several times during the month of October.**

- ★ This video features excerpts from Harry's acceptance speech at the convention, and an interview with one of Harry's biggest and most famous supporters — Covert Bailey, who is also a best selling author, one of the most popular stars on PBS, and the host of the famous Health Rider infomercials that have been all over television for the past two years.

Keep reading and I'll tell you how you can get a copy of this tape to show to your friends!

But the question is...

- ★ **Do you want to see more Harry Browne for President TV ads on Larry King?**
- ★ **Do you want to see us saturate CNN with Harry Browne for President commercials?**
- ★ **Do you want to see us expand our ads to Headline News, and perhaps to other stations between now and election day?**

If the answer to these questions is **yes**, then now is the time to act — we have less than a month till election day.

Less than a month to reach more people, win more votes, recruit more members, and get more of the kind of media coverage I've told you about in this letter.

But our coffers are more than empty...

And with the kind of good news I've described above it's easy to see why.

If we're to run more than just a handful of TV ads between now and election day, then we desperately need your help now.

- ★ **Can you send your best contribution today?** Remember — the FEC allows you to contribute as much as \$20,000 to the Libertarian Party, and the LP can spend up to \$10 million on its presidential campaign.

How much can you afford for TV ads — \$20,000, \$10,000, \$5,000, \$1,000, \$500, \$250, \$100, \$75, or \$50?

Whatever you can afford will help us to expand our TV advertising campaign.

We're ready to go national. We're ready to blitz television with

hard-hitting ads. We're ready to bring Harry Browne's message to millions *more* Americans.

All we need now is your help.

We have less than a month to go. Let's charge hard. Let's buy those TV ads!

Sincerely,



Perry Willis

National Director

PS: You wanted TV — you got it. You paid for 50 state ballot status, and we did it — ahead of Perot! The Browne campaign promised a 30 minute video, you paid for it, and we delivered it. We promised to get radio talk show hosts on our side, you gave us the resources we needed to do it, and we did it. So ask yourself this — how many TV ads do you want? How many times do you want us to appear on Larry King Live? These ads cost thousands of dollars.

Your contribution is our budget.

PPS: The party has more than doubled its size — adding more new members in the last few months than it used to recruit in entire years previously. We have just four weeks to capitalize on the membership growth potential of this presidential campaign — let's not squander this opportunity. **Contribute all you can.**

PPPS: If you send \$250 or more we'll send you a copy of our 30-minute PBS tape by return mail. Thank you for all you've done.

PPPPS: They've excluded us from the debates, and the Republicans and Democrats are hoping we'll just shut up and go away. But we won't. Now, we're going to bring our message to the American public — our way. **Will you help?**

Libertarian National Committee, Inc.

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Details Inside