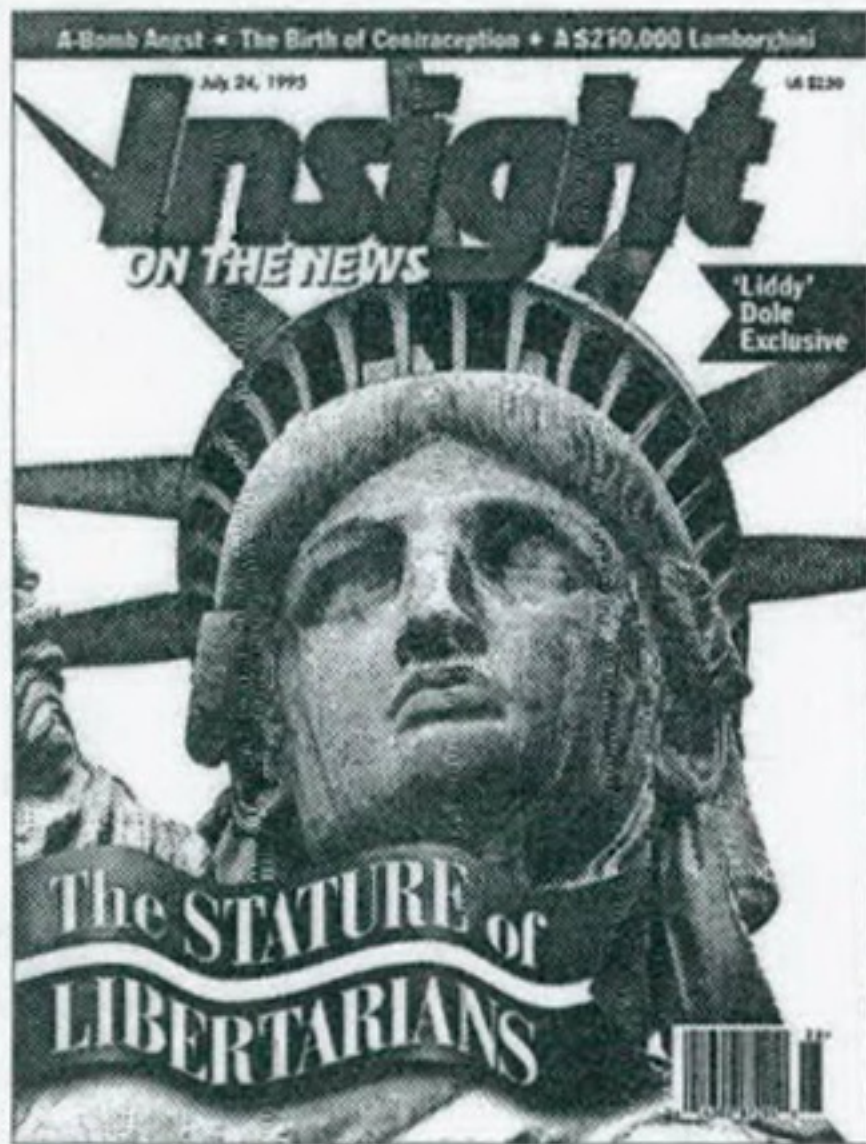




NATIONAL MAGAZINE COVER STORY PROCLAIMS: “THE STATUE OF LIBERTARIANS”

(Details below)

Dear Libertarian:

For years we've been the Invisible Man of American politics. But that's changing. Read on to discover what's happening, and why.

We've complained that the media ignores our candidates and our press releases. But we can't complain any more. I'll tell you how we doubled our media coverage in just one year!

- Would you like to see stories about the LP on national television? It may happen sooner than you think.
- Have you ever dreamed of seeing the LP on the cover of a national news magazine? It's happened! I'll tell you how you can get your very own copy.
- And I'll tell you how we will use this breakthrough to create even more coverage.

So, what happened to make us become un-invisible?

The story began two years ago when my wife Katie and I packed up our belongings and left beautiful New Hampshire. (State motto: "Live Free or Die.")

Our destination was Moscow on the Potomac (a.k.a. Washington, DC) and my new job as Director of Communications for the Libertarian Party.

My goal: To Professionalize our image! That was one of the keys to our success in New Hampshire -- and I knew it was the key to improve our national media coverage as well. I wrote you a letter

with the following urgent message:

- We need an experienced pro in the office to answer phone calls from journalists.
- We need more hard-hitting, credible press releases.
- We need top-notch, professional media kits.
- We must learn something every business knows...

IMAGE COUNTS!

With your help, we bought professional desktop publishing equipment and started producing classy literature, media kits, and press releases.

- We also produced our first public policy briefing paper, Project Healthy Choice.

The result?

- BANG! On December 2, 1993 I was quoted in a front-page article in *USA Today*! The same day, National Director Perry Willis and NH State Representative Don Gorman were quoted on the front page of *Investor's Business Daily*!

The headline? "Libertarians' Increasing Clout."

THIS WASN'T JUST A HEADLINE, IT WAS A PROPHECY!

More than a year later, I asked for your help again. Why?

- Because we were under attack all across the country. Democrats and Republicans were playing dirty tricks on our candidates. I wrote to you and said:

The more credible the Libertarian Party, the more seriously our ideas are taken by the media and the public, and the more often voters hear articulate, persuasive Libertarians... the harder it will be for the Republican's and Democrat's mud to stick.

- To make this happen, I want to take our media coverage and double it. Triple it!

I asked for your help, and you delivered...

■ I bought the most potent, heavy-duty media contact list on the market.

■ It included every influential radio and TV talk show host in America!

■ Our plan was to hit them with unique, stimulating press releases -- the kind they weren't getting from the Republicans and Democrats.

This barrage of press releases would be the hook to get articulate Libertarians on the radio across America. To explain who we are and what we stand for.

Did it work? YOU BET IT DID!

■ In 1994, we issued 24 press releases. During that year, we received 133 incoming media calls and booked 40 radio/TV interviews.

■ But in just the first six months of 1995 -- a non-election year -- I've already received 146 incoming media calls and booked 53 radio/TV interviews.

That's right...

In the first six months of 1995, we already generated more media attention, and booked more interviews, than during the entire previous year!

WE'RE RIGHT ON TRACK TO DOUBLE OUR MEDIA COVERAGE!

When I started working here two years ago, it was rare for our press releases to generate any response. Now, it's a shock if they don't!

What caused this change?

CREDIBILITY & PROFESSIONALISM!

■ By portraying ourselves in a professional way, we've made ourselves credible. And that has led, inexorably, to more media calls, more radio/TV appearances, and many more positive articles, including...

The front-page story of the *Wall Street Journal* (January 20,

1995) and another major article in *Rolling Stone* magazine (April 6, 1995). And...

A remarkable media surge during eight days in June:

- June 7th: *The Hill*, a weekly political newspaper covering Capitol Hill, publishes "Sick of big government? You may be one of us, say Libertarians, who plan third-party push."

The entire article focused on the Libertarian Party!

- June 12th: An article in *New York* magazine, titled "The Rad Right" says that Libertarians have become "the intellectual avant-garde of the Republican revolution."
- June 14th: "Democrats, GOP Agree on This: Strangle Rivals" appears in the *Wall Street Journal*. The article on ballot access attacks features statistics from an LP press release, and quotes from me.

We've never seen this level of positive coverage in a non-election year. But it's just the beginning...

We're starting to get calls from:

- National radio networks (CBS and NBC on June 15th)...
- National magazines (*Time* and *Newsweek* in June), and...
- National television shows (John McLaughlin's *One-on-One* and *Good Morning America* in early July).

But that's not all.

**ON JULY 24TH, WE WERE THE
COVER STORY IN *INSIGHT* MAGAZINE!**

- It is the first cover story about the LP in a national news magazine in the history of the party!

"Libertarians Ride the Wave" is an upbeat, accurate four-page article about the Libertarian Party, with sidebars about Harry Browne and the Cato Institute. (If you haven't seen it, I'll tell you in a minute how to get a copy.)

What is *Insight* magazine?

It's a national weekly news magazine -- a smaller cousin to

Newsweek, *Time*, and *U.S. News & World Report*. In fact, the next step up for us would be a major article in one of those publications. (Can that happen? Read on...)

- Of course, this article didn't come about overnight. It was the product of the small, relentless steps we've taken to develop a professional media program.

In fact, it took us 15 months for us to make the leap from occasional quotations to cover story material.

I first talked to *Insight* reporter Chi Chi Sileo on April 20th, 1994 about a gun sweep in a Chicago housing project.

- It took five more conversations over the next year before she broached the idea of doing a feature story on the LP.

Do you see my point? The cover story occurred after we had built up credibility -- one small step at a time -- with the reporter and the magazine.

SO WHAT ABOUT *TIME* AND *NEWSWEEK*?

CBS and NBC radio? One-on-One and Good Morning America? Can we expect to see features or cover stories in the next few months?

- Perhaps not...YET. Remember, it took more than a year for *Insight* to decide that the growth of the Libertarian Party warranted a cover story.

But it will happen... if we do more of what we're doing.

- And if we take advantage of a strange quirk in media behavior. I'll tell you about it in a moment.

So, what's our next step?

SEND MORE PRESS RELEASES! Now that we've shown we can get them noticed, let's do more of them!

It takes about \$90 of staff time to produce a top-quality press release that will actually get Libertarians on the radio or TV. It costs another \$50 in long-distance charges to fax that release to our entire media list.

- Will you underwrite the production of a future press release with a contribution of \$90? Or contribute \$50 to

distribute it to our entire media list? Your contribution is our budget.

Second, we need to use the *Insight* story as a...

SPRINGBOARD TO MORE MEDIA COVERAGE!

You've heard that journalists have a "pack mentality," right? It's true. Journalists frequently decide an event is news only after another journalist writes about it.

For example, the January story in the *Wall Street Journal* prompted at least a half dozen calls to us from other journalists who suddenly concluded that the Libertarian Party was newsworthy.

Why? Because the *Wall Street Journal* said we were!

■ Insight says we're front-page news. So let's exploit the media's "pack mentality" -- and use this article to generate more coverage!

I want to mail copies of *Insight* magazine to 250 of the most influential journalists across the USA.

- The fellow who called from *Time* magazine, for example.
- The Political News Director at Good Morning America.
- Journalists at the *New York Times* ... NBC, CBS, ABC, and CNN ... *U.S. News & World Report* ... and so on.

I WANT TO TELL THEM: THE LIBERTARIAN PARTY IS NEWS!

- In fact, our growing success may be the most important political news story of the 1990's. I'll ask them: "Are you going to be left behind as this story unfolds?"

We have a unique opportunity to break through the "glass ceiling" of media coverage! To make the jump from talk radio -- to network news!

But we must act now! We must move while the story is "hot."

I've already placed an order to *Insight* magazine to buy hundreds of extra copies of the "Libertarian" issue. That will cost us \$250 dollars. Add in postage costs, staff time, and the price of follow-

up media kits, and the total cost exceeds \$1,000.

■ But this \$1,000 might get journalists all over America talking about the Libertarian Party!

■ This \$1,000 might start a stampede of media coverage!

Will you join 19 other Libertarians and contribute \$50 to do this mailing? Your contribution will help make it happen.

We have one final opportunity right now.

THE READERS OF *INSIGHT* ARE PRIMED AND READY TO HEAR OUR MESSAGE.

We want to reach these people, convince them to join the LP, and become a part of our political movement.

Experience tells us that positive coverage makes people more receptive to our message. But unless we act quickly, those benefits fade away.

■ We want to test a full-page ad in *Insight* magazine as quickly as possible, so it will have maximum impact.

A full-page, two-color ad will bring our message to *Insight's* 90,000 subscribers for only \$5,625. (That's only 6¢ a person!)

Will you join 99 other Libertarians and contribute \$56 to run the *Insight* ad? Your contribution will help make it happen.

Regardless of which project you want to help...

■ Boosting the number of press releases we can send out...

■ Mailing this issue of *Insight* to the nation's most influential journalists...

■ Or buying a full-page ad in *Insight*...

...your contribution right now will ensure that our media coverage continues on a steep upward curve.

■ Your support these past two years has made this media success story happen.

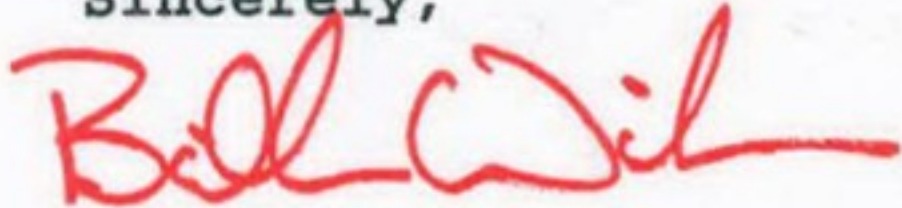
But now I need your help again. With your support, we can ensure

that the *Insight* cover story is just the first of many great articles to come!

But I need to get to work right away on these projects. The opportunity is great, but time is short!

Will you send your most generous contribution today? Thanks!

Sincerely,



Bill Winter

Director of Communications

P.S. Wow! The Libertarian Party on the cover of a national news magazine -- I still can't get over it.

I've got a copy sitting here on my desk, and every few minutes I glance at it to admire the gorgeous four-color cover. It's an eye-catching photograph of the Statue of Liberty, with the words "The STATURE of LIBERTARIANS" on a red, white, and blue banner waving before it.

■ I promise you this: Next time I visit New Hampshire, I'm going to bring this magazine along so I can proudly show my parents and friends.

How would you like a copy of this magazine to show to your friends? Or to flaunt to a Republican or Democratic neighbor? Or to display on your coffee table?

■ Since *Insight* isn't available on every newsstand, I'd like to send you a copy. For any contribution of \$50 or more, I'll mail you a crisp, new copy of this historic July 24th issue.

It's our way of thanking you for your support so far. (And it's a promise of what the future holds.)

Your generous contribution will keep the good news coming. Thank you.



From the "Invisible Man" of politics ... to a cover story!

HERE'S HOW WE MADE IT HAPPEN. (AND WHAT WE'LL DO NEXT!)



