

DAVID F. NOLAN

MISSION VIEJO, CALIFORNIA

Dear friend of liberty:

I'm excited! More excited than I have been at any time since the Committee to Organize a Libertarian Party met in my living room 23 years ago.

Let me tell you why.

Recently, I attended the annual convention of the National Association of Radio Talk Show Hosts (NARTSH). I was there because I was doing a weekly call-in show in Los Angeles, co-hosting with my old friend Alan Bock, senior columnist at the *Orange County Register*. We went to the convention because we knew that national producers and syndicators would be there, and we wanted to promote the idea of taking the show national.

It was an eye-opening experience.

Almost everyone there was already aware of libertarian ideas and the LP. As we conversed with other participants, about 20% of them openly identified themselves as libertarian, *often doing so before either of us did!*

We discovered that the talk radio industry is a hotbed of entrepreneurial spirit. Keynote speaker Norm Pattiz, founder of the Westwood One network, told us that **"the greatest days of talk radio are still ahead."** Thanks to the proliferation of satellite relays, it is now possible to produce a show anywhere in the U.S. (or the world, for that matter!), uplink it to a satellite, and feed it to stations all over the planet. There are currently more than 800 talk stations in the U.S. alone, with that number likely to double by 1999. *The marketplace of ideas is alive and well!*

Best of all, we found that the latest entry into the burgeoning field of satellite syndication, Nelson Broadcasting, is based right in our back yard, about 35 miles north of San Diego.

Alan and I met with Dennis Nelson, president of Nelson Broadcasting, and he described **his vision for a new, quality- programming network**. We gave

him some tapes of our past shows, and he promised to listen to them. A couple of weeks later, he called us, and invited us down to their studios in Oceanside.

At the meeting, he told us that he'd like to carry our program, and suggested Sunday evening as a time-slot.

This would allow us to review events of the past week and preview the coming week: a Libertarian version of MacNeil-Lehrer, as it were. **"You offer a different perspective," he said, "One that needs to be heard.** I like the way you make your points without coming across as mean-spirited or angry, the way so many commentators do. *This is the kind of programming we want to carry.*"

Since that meeting, we've taken several important steps.

- ▶ **We've signed a contract** with Nelson Broadcasting to begin our weekly broadcasts in October; probable start date is October 23rd.
- ▶ **We've produced a demo tape**, made up of segments from our L.A. show, that Nelson has been uplinking to their satellite channels for stations to audition.
- ▶ **We've produced a "head sheet"** (copy enclosed) which is being sent to every talk station in the United States.
- ▶ **Perhaps best of all, we've found a way to utilize radio, "800" phone numbers** and the ubiquitous fax machine to get libertarian material into the hands of anyone who wants it... *at a profit!*

We learned about this last angle from Michael Reagan at the NARTSH Convention. If you've ever heard Michael's show, you know that he constantly offers listeners the opportunity to get material sent to them by fax, for \$4.95 a pop. All they have to do is call an "800" number, enter a credit card number and the phone number they want the report faxed to, and it's done!

Orders pour in by the hundreds, or even thousands!

We can use this technique to get LP proposals -- like Operation Safe Streets and Project Healthy Choice -- into the hands of interested listeners while they're still interested. Even better, a listener can have libertarian material faxed to his or her Congressman, local newspaper editor, or anyone else! No more waiting for

U.S. Snail. Instant inquiry fulfillment that actually *generates revenue!*

200 Stations by 1996

Dennis assures us that *we can be on 25 stations by next Spring*, if we get Libertarians around the country to help us. That number can be doubled every six months, to a total of 200 stations by the time of the 1996 elections. And that will give us the kind of media presence that will make it very difficult to exclude the Libertarian candidate from the Presidential debates!

(Let's face it. The reason that Andre Marrou was excluded in '92 was that the "big media" had ignored the Marrou-Lord campaign throughout the entire campaign season, and NOBODY WAS RAISING A STINK ABOUT IT. If we can give our candidates the exposure they deserve, week after week, it will be a different story in 1996. Incidentally, to my knowledge, only one nationally syndicated columnist made a real point of protesting Marrou's exclusion from the debates last time. That columnist was Alan Bock!)

Your Support Is Needed

For years, libertarians have complained about the unfair treatment we get from NBC, CBS, and the other broadcast media. Now, thanks to advances in technology, we don't have to sit on the sidelines and bitch any longer. *We can create our own alternative media.* All it takes is time, energy, commitment, and a surprisingly small amount of money.

There are four things you can do today to help make The Fourth American Revolution a success.



First, you can become a national sponsor. If you have a business that can legitimately benefit from radio advertising, become our "Snapple". Make a commitment to buy one or two spots per show for the first six months; we'll make you a hell of a deal! For more information contact our advertising manager, Marge Tendler, at 310-376-3068.

Second, you can contact the Program Directors at talk stations in your area and urge them to carry The Fourth American Revolution on Sunday evenings. Make copies of the enclosed promotional flyer, and send them to every likely station, by mail or by fax! Call the stations to find out who's in charge of programming, get a bunch of people to send them the flyer, and then make follow-up calls. Tell them to call Nelson Broadcasting for more information; their phone number is on the flyer.

Third, you can become a local sponsor; a 60-second spot costs as little as \$15 or \$20 on Sunday evening on many stations. Use your advertising dollars to support Libertarian programming... and don't overlook the possibility of buying spots to promote local candidates, LP events, or membership drives. (You'll find that stations will be a lot more interested in carrying the show if it will generate some revenue.)



And finally, you can contribute money to help cover the cost of the satellite time for the first six months. The money will be used to buy spots for the national Libertarian Party. And if you contribute \$100 or more, I will send you a copy of our one-hour demo tape, containing the best parts of our 13 L.A. shows!

The world is changing at an ever-faster pace. The confluence of talk radio, reasonably-priced satellite distribution, "800" numbers, and fax machines has created an outreach opportunity that is truly unprecedented. *If we seize this opportunity, we will experience growth of a magnitude that we've never before seen.*

Help make the Revolution of 2004 a LIBERTARIAN Revolution!

Your support can make the difference.

Yours for Liberty,

David F. Nolan

PS: Why do we call our show "The Fourth American Revolution"? Basically, it's a "hook" -- almost everyone who hears it is intrigued, and wants to know more. Furthermore, the idea that there is a period of major change every 70 to 75 years is already imbedded in our national consciousness. When asked to name the three most influential American Presidents, most people will name Washington, Lincoln and FDR; we're trying to sell the idea that the NEXT big change, due to occur around 2004, should be in the direction of *greater liberty!*

This whole concept is covered in much greater depth on our one-hour demo tape. **Contribute \$100, and I'll send you a copy!**

The Fourth American Revolution

with Dave Nolan and Alan Bock

Stimulating • Lively • Thought-Provoking • Entertaining

Between now and 2004, the United States will undergo changes as profound as those which led to the original American Revolution, the Civil War and the New Deal. Each week, Dave and Alan look at this "Fourth Revolution," offering unique insights guaranteed to light up the call board and build your Sunday night ratings.



Alan W. Bock, Senior Columnist for the **ORANGE COUNTY REGISTER**, one of the 25 largest newspapers in the United States. He is also a former Washington Correspondent for **REASON** magazine. His columns are syndicated by Knight-Ridder, and appear in papers throughout the country.

David F. Nolan, Founder of the Libertarian Party and Editor-in-Chief of **CALIFORNIA LIBERTY**. His unique political "map," sometimes called the "Nolan Chart," is rapidly replacing the outmoded liberal-vs-conservative model.

Topics range from pop culture to politics, and technology to trivia. And, while the topics may be serious, these guys have **FUN** with them! Regular weekly features include "FutureNews from The Merlin Project" and "The Slagle/Naughton Report," a wickedly witty look at current events by two of America's funniest stand-up comics.

The Fourth American Revolution receives extensive promotion through the Libertarian Party, whose 2,000,000 members and supporters form a built-in base of listeners, callers and sponsors in your area.

Join the Revolution... and make your Sunday nights come alive!

6:00-8:00 p.m. Pacific time.

DATS: SatCom 5, Transponder 19, DATS 03.1
SCPC: Galaxy 6, Transponder 3, Ch. 67.7

nelson
broadcasting
company • inc

(619) 433 4400
FAX (619) 433 1590

NAME

ADDRESS

CITY

STATE

ZIP

YOUR
STAMP
HERE



Fourth American Revolution

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WASHINGTON DC 20003

FROM THE DESK OF
DAVID F. NOLAN

The Libertarian Party
1528 Pennsylvania Avenue, SE
Washington DC 20003



The Information Skyway —
Our Road to the '96 Debates!

A personal message from

★
**DAVID
BERGLAND**



*Yes, I want to help launch
The Fourth American Revolution!*

Enclosed is my contribution: ☐ \$1,000 ☐ \$500 ☐ \$250 ☐ \$100 ☐ \$50 ☐ \$25 ☐ \$15
(Cassette will be sent automatically to \$100-plus contributors.)

☐ Enclosed is my check, made out to **Fourth American Revolution.**

(No corporate checks, please.)

Or: Bill my ☐ MasterCard or ☐ VISA

Account # _____

Expires: _____

Occupation _____

Employer _____

Please use enclosed courtesy reply envelope, or mail to:

Libertarian Party, 1528 Pennsylvania Avenue SE, Washington DC 20003

(To keep costs down, and to make sure that the maximum amount of your contribution is used to get the Fourth American Revolution on the air, the Libertarian Party headquarters is processing all contributions, and forwarding them to us.)



DAVID BERGLAND

1984 LIBERTARIAN PARTY CANDIDATE FOR PRESIDENT

Friends:

I've known David Nolan and Alan Bock for many years and have worked with both of them on Libertarian projects

It's exciting to see them putting together this latest, cutting edge program to spread the libertarian word.

I can't think of two guys more principled and capable to take advantage of the great opportunity for our ideas to fill the current vacuum where sound political ideology should be.

They surely deserve the gratitude and support of all who love liberty.

Yours for Liberty,

David Bergland