

WFO 8/2

## America's Right Turn

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*How Conservatives Used  
New and Alternative Media  
to Take Power*

RICHARD A. VIGUERIE  
and DAVID FRANKE

*Foreword by Tim LaHaye*

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*Conservative starting think  
it would be better if Geo. Bush defeated*

**M**y dedication is to the hundreds of men and women who have worked with me at my various companies for almost 40 years. Of course I cannot begin to name them for fear of leaving some out and also boring you, the reader. However, without the encouragement, dedication, loyalty, leadership, intelligence, and incredibly hard work of my world-class team, I would have achieved very little.

In fact, a good number have gone on to run their own companies. I sometimes say that I don't run a direct mail agency so much as I run a university. Many if not most of my competitors are former executives at my companies, but this has been good for the conservative movement since with few exceptions they have continued to work for right-of-center causes.

The A-team men and women of the Viguerie companies came together at a point in time and helped change the course of history. You made a difference—thank you. May God bless you and your families.

*Richard A. Viguerie*

**F**ew 21-year-olds have the opportunity to participate in the very beginning of a new political movement that ends up as the dominant ideological force in the nation. I had that opportunity, with my college roommate Doug Caddy, in 1959, as we started the first nationwide conservative activist organization. How ironic that both of us now disagree with so much of what the movement has become—but that's life.

Even when you have grown apart ideologically, you remember the friendships, the idealism, the fun that made life anything but boring. So I dedicate this book to six people who contributed so much to me in those early years: to Doug; to my Greenwich Village roommate in the early '60s, present coauthor Richard Viguerie; to Louis K. Timolat, whose underwriting of my scholarship to the first *Human Events* journalism class made it possible for me to move from Texas to Washington, D.C., and begin my lifelong career in alternative media; and to the three greatest editors I've had in my lifetime—M. Stanton Evans at *Human Events*, Bill Buckley at *National Review*, and Neil McCaffrey at the Conservative Book Club and Arlington House Publishers. With their red pens (this obviously was before the computer era) those three made mince-meat of my copy, but from them I learned. They are not to be faulted if I didn't learn enough. Thank you, one and all.

*David Franke*

BOOKNOTES  
2004-09-05

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C-SPAN AIR DATE

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785. Richard Viguerie  
America's Right Turn: How Conservatives Used New and  
Alternative Media to Take Power

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Jim Robinson - Free Republic.com  
Joseph and Elizabeth Ferals.com  
Matt Dudge - 1998 - Women

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Helony care - stopped by talk radio

46% of Congress said so

90% said television COH, yes how far the liberal

grants have fallen P184

New York Times

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1970's

Social - New Right vs. Old Right - economic  
P126 - Weyrich, Friedner  
Dolan, H. Phillips  
M. Blackwell, Vequiere

Phyllis Schlafly - FEBA - newsletters  
1964 book a choice not a choice - Tom Paine

Morrisblew's Panama Birthday Cake Service  
McCormack fund raising letter 7 pages vs. 1 page  
raised 27 million

152 Roger Craver

Volvo -  
Direct mail for Comm. Cause Koyak Auto - Dry Carwash

Hal ~~Ward~~ Warwick -

Berkeley based - Ron Bellum

Tom Hartman / Alan Cranston / Gary Hart / Geo. McGovern 2nd time

Direct mail important or left mixed -

international issues - nothing on Iraq  
4 to 5 million cont. direct mail to liberal cause

Vigneri predicts 2 million + to comm. cause

Hal Malchow Mar 2003 interview

DNC insiders list is a mere 300,000

Helene Clinton has 250,000

liberal market is really shrinking / Gingrich 95-96 big golden

News mail is "too positive" ought to go negative P163

Structure of White House did great - Clinton did great  
Impeachment - Clinton's Legal Experts - 1190 returns

Religion  
Patrolism  
Anti Communism

Chap 7

Taft - Walter Winchey  
direct mail gun for Readers Digest  
1st documented case  
of going directly to  
constituents - blue collar  
workers  
P 89 ↑

Viguerie - National Review  
answered in National Review  
exec secretary for YAF

didn't like asking for money  
RR in Toy box  
copied 15,000 names of  
Goldwater supporters from  
Home check

By 2000 - 5 million contributors to  
conservative cause by direct mail

National Review  
James Burnham  
Ayn Rand

Tom Paine - went in  
the back door because of  
Religion

Robert Welch in 1958

Human Events

Goldwater -

Conscience of a  
Conservative

New Right meetings  
at Viguerie's home