

# CLARK PRESIDENT

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Dear Friend:

Long before anyone in the campaign expected it, Ed Clark has begun to show significant, "balance of power" strength in the national opinion polls!

A national survey in early September, conducted by the Los Angeles Times, showed Ed Clark with three percent nationally -- which translates into over two million votes and far more than the probable margin of victory between Jimmy Carter and Ronald Reagan in many states.

(I can remember Ed's 1978 campaign for governor of California, and how he didn't reach three percent in the polls until late October, before finishing with nearly six percent, and over 375,000 votes.)

For a new and dramatically different political party trying to crack the Two Party Monopoly in America, this showing in early September is nothing short of phenomenal. And it's doubly impressive given the fact that the national news media -- the TV networks in particular -- haven't given us much coverage thus far.

To what can we attribute this impressive early showing? There are a number of factors.

First, of course, is the dedicated support of thousands of Libertarians who have worked for nearly a year in their own communities, distributing literature and telling their friends and associates about the real alternative in 1980 -- Ed Clark and the Libertarian Party.

The fact of Ed Clark's full-time campaign (in 32 states so far) has had tremendous impact. Ed's personal appearances -- his low-key, articulate way of explaining Libertarian principles and solutions -- have impressed voters and reporters alike.



The national exposure which Ed has gotten thus far -- "Issues and Answers," "Today," "Good Morning America," and others -- has had a substantial effect on voters, letting them know about this "reasonable radical" candidate named Ed Clark.

But perhaps more than anything else, I think, it's been the five minute national network TV ads that have run since mid-July.

So far, there have been 25 of these ads, virtually all in prime time (and many which have finished high up in the Neilsen ratings). Between 10 and 20 million people, on average, see each ad. That means that tens of millions of Americans have had the chance to find out about and consider the Libertarian alternative not just once, but many times -- and, as you know, repetition is a key element in effective advertising.

We've produced three different five minute ads for national TV: one showing Ed Clark explaining his basic positions on major issues; one denouncing draft registration and explaining the Libertarian foreign policy; and the most recent ad, starting with a graphic of the Statue of Liberty and a summary statement about the Libertarian Party, and continuing through a candid interview with Ed Clark and a film of his speech before the American Economic Council.

Each of these ads has generated tremendous response -- and the number of callers keeps growing with each viewing. In short, there's no question that the Clark national TV ads have been essential to our success thus far.

As you know, an advertising campaign such as Clark's develops its own momentum, as more and more ads are run, and more and more people respond. Once a successful campaign starts, it becomes more and more important that it continue, with even more repetition and effectiveness.

It's critically important, then, that Ed Clark's national TV ads continue from now all the way through November 3, the day before the election. The only way we can do that, of course, is to make sure we have enough money to pay for them, at a cost per ad of about \$25,000.

Here's where we stand today:

September 24-30	3 ads @ \$25,000 = \$75,000
October 1-31	15 ads @ \$25,000 = \$375,000
November 1-3	4 ads @ \$25,000 = \$100,000
TOTAL	22 ads @ \$25,000 = \$550,000

Of this total, we've managed to raise \$325,000, which leaves \$225,000 that we still need to raise if we're going to keep all our TV ads on the air.



I should mention here that we're planning -- if we can afford it -- to produce one more version of the Clark ad, keeping the Statue of Liberty theme and the "Time for a New Beginning" song, and incorporating man- and woman-in-the-street endorsements of Clark, each giving the reason he or she supports him. This can be a powerful final statement for the campaign -- but it, too, will cost money, as much as \$25,000 just to produce it.

So there you have it. We have 22 time slots available to us for five-minute ads, and we hope to produce one more new ad to run in some of these time slots. We need \$575,000 to do all this; we have \$325,000 in the budget right now.

### Is That All There Is?

Is television advertising the only thing we hope to do before Election Day?

Absolutely not! Television is only one of many important elements the Clark campaign needs to keep building momentum from its present level of success.

If we're really going to have an impact -- if Ed Clark is really going to get millions of votes in November -- then we need to do more in these last few weeks to reinforce the Libertarian message at the local level.

One of the best ways to do this is with radio advertising.

Available to the Clark campaign right now is a nationwide package of 30-second radio time slots which can get Ed Clark's message out dozens of times in the last few weeks of the campaign in virtually every American city and town that's big enough to have its own radio station.

This package has an extremely favorable "economy of scale" -- that is, buying the package of ads brings the cost per ad down to where they're far less expensive than if we were to buy them individually.

But this package, favorably priced as it is, is still quite expensive: over \$84,000 for the whole thing.

Raising the money, on top of the TV ad money the campaign needs, is a real challenge. But think of the benefits! In addition to the TV ads... in addition to thousands of Libertarian activists showing their support for Ed Clark every day... in addition to Ed's full-time campaigning and his increasing coverage by the news media ... the Clark campaign can reinforce its message and its presence in this election by purchasing these radio ads.

And these ads have another special attraction: they'll be running locally on your home town radio station, helping your own efforts for Clark and other Libertarian candidates in your own community.



## You Choose

It takes another \$250,000 for a full run of TV ads, and \$84,000 more to buy the local radio ad package. That's a lot -- but it can be done if every Libertarian, every Clark supporter, and every person who wants to see the Libertarian effort succeed in 1980, makes one more major contribution to the Clark campaign right now.

You may already have been on the receiving end of Clark fund-raising letters before, asking you to send money to the campaign. And you may be one of the many Clark supporters who has been exceptionally generous already, helping to make the difference between success and failure in important campaign projects.

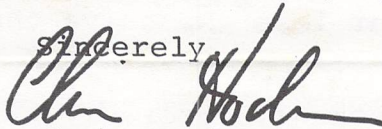
With about five weeks to go before Election Day, it's time now to make another generous commitment. I'm asking you to double or even triple what you would ordinarily give, so that Ed Clark's nationwide Libertarian campaign can not only continue, but also can accelerate. (If you haven't contributed to the Clark campaign before, I hope you seize this opportunity to do so now.)

You choose. If you want, you can designate where your contribution should be spent on the enclosed response card. Tell us, for example, if you would prefer to buy local radio advertising rather than the nationwide TV spots.

But first, make another choice. Choose whether you want the momentum of the Clark campaign to continue and build from its present level. Choose if you'd like to see this year's Libertarian effort achieve what the polls say we can achieve. Choose whether you want to help establish beyond a doubt that the real political alternative in 1980 is the Libertarian Alternative.

Please make your choice now -- and I hope you'll choose to send your maximum contribution to the Clark campaign today.

Sincerely,



Chris Hocker  
National Coordinator

P.S. The Clark campaign is sponsoring a raffle -- for a round trip ticket for two people, plus one night's hotel accommodations, to the Clark for President Victory Party to be held in Los Angeles at the Airport Marriott on Election Night, November 4!

Raffle tickets will be widely available from local Libertarian organizations, but you can make sure you're included by sending in your contribution of \$50.00 or more to the Clark campaign right now; we'll fill in your name and address on the ticket and send you the stub -- along with our sincere thanks for your generous support.