

New York Times, the day after LaRouche appeared in a paid slot on New York's WNEW television.

In St. Louis the coverage in part reflected the concerns of leading industry and labor figures in that area. The conservative *St. Louis Globe-Democrat* twice covered LaRouche's warnings of war, which seems to coincide with the concerns of a grouping of former military officers in the region over U.S. strategic policy.

Coverage also appeared in Seattle, Pittsburgh, and New Jersey, in some cases, apparently prompted by honest individual reporters. In Macomb, Michigan, the *Daily News* is owned by the McGoff chain, which is independent of Zionist lobby interests that play a large role in censoring LaRouche.

Raising funds

The media campaign was also aimed at raising funds. Citizens for LaRouche report that at the end of March they had raised more than half of the required money to qualify for federal matching funds. Federal law dictates that a candidate must raise a minimum of \$100,000 by raising contributions of \$250.00 or less in 20 different states with a minimum of \$5,000 in each state to show broad based support. In 1976, LaRouche's campaign organization, Committee to Elect LaRouche, successfully reached the matching fund threshold, the only campaign other than Democrats and Republicans to do so.

Thus far, CFL officials say, they have raised more than \$70,000, most of which is eligible for matching. They have contributors in more than 30 states and have raised this amount within the first two months of the campaign. CFL officials are predicting that they will top the matching fund threshold by early summer.

However, CFL officials are quick to point out that, "To win an election you need to be prepared to spend \$20 million at a minimum. That's our goal."

LaRouche officials plan to spend at least \$10 million before September 1979. Ironically, this is long before both the major networks plan to sell time to the LaRouche campaign.

What's behind this strategy? According to CFL media spokesman Salisbury, "Our aim is not to create an image by bombarding people as honest, cheerful, trustworthy and obedient. David Garth and Jerry Rafshoon couldn't make it in the LaRouche campaign. We deal with content. We speak about breaking international situations—because we know about them. And we speak to the 70 percent of the American population which supports progress. We do this through statements about policy, how the world works and how we would move it to eliminate drugs, use their talents to degrees beyond their imagination to build cities, implement nuclear power and more.

"All you have to do is listen to LaRouche once to

see why he's the most qualified candidate. It's not a matter of style."

The conservative goal of nine to 10 million adults directly reached via the initial media drive was significant in itself. But beyond that, the impact on the "unchanging" political scenes in Washington and New York was more indicative of how the media effort thrust LaRouche into the political forefront.

Ratings on the New York WNEW-TV spot on March 12 were termed very good by a noted New York television critic. The three Nielson and Arbitron points indicated that more than 500,000 individuals viewed the broadcast, in addition to viewers of cable TV in four states.

In Detroit, station personnel at WGPR-TV were so enthused by the results of the two LaRouche broadcasts that they offered a thirteen week television series.

—Anita Gallagher

'A last-minute call for sanity'

The following is the text of an advertisement which was placed in several national newspapers by Citizens for LaRouche, the presidential campaign organization of Lyndon H. LaRouche. The copy illustrates LaRouche's approach—in-depth education around issues—as opposed to the popular "image-making" orientation favored by many political media advisors. In most papers, the ad appeared together with a photograph of the candidate, and a reproduction of a 1976 LaRouche campaign poster which warned: "Pulling the lever for Carter will trigger thermonuclear war." Ads which were coordinated with LaRouche television or radio broadcasts also contained the time and station carrying the broadcast message, and included a pitch for funds.

The present military invasion of Vietnam by Peking is directly modeled, as Peking's statements imply, on the formula used by Adolf Hitler and Josef Goebbels for the Nazi invasion of Poland in 1939.

Despite evasive "doublespeak" from the Carter Administration, this Chinese action has the full support of the British government and has occurred with de facto encouragement of the Carter Administration.

This latest atrocity, combined with the continuing insanity of the Israeli government and the Carter Administration's massive complicity in the destabilization of Iran, brings the world in fact to nuclear war. My own estimate that we are now close to the edge of World War III has been corroborated by responsible, high-level

sources in Western Europe and other locations.

So far, all efforts to elicit sanity from the Carter Administration have failed.

The British influence

It is well known that Mr. Carter is under massive, overreaching influence from the family of British Ambassador Peter Jay, and that British policy for the United States is enthusiastically supported by such influential figures as Zbigniew Brzezinski, James R. Schlesinger, Henry A. Kissinger, and Assistant Secretary of State Warren Christopher. Mr. Carter is fully under British influence and stubbornly refuses to heed warnings from France, the Federal Republic of Germany, Japan, the Vatican, and other responsible agencies which have attempted to persuade the Carter Administration to abandon its lunatic course.

Unless this is changed, we are now on a course that escalates directly and rapidly into World War III.

This convergence on the brink of thermonuclear war has occurred in the way I outlined in my half-hour nationwide television address of Nov. 1, 1976, as the 1976 presidential candidate of the U.S. Labor Party.

The danger of war has arisen not through conflicts within the industrialized nations, but as a result of the Carter Administration's commitment to the monetary policies of the British government, the International Monetary Fund, and the World Bank. The Carter Administration has, as I warned on Nov. 1, 1976, followed the British colonialist policy toward the developing sector, a policy of opposing high-technology and agricultural development, and demanding genocidal policies of combined austerity and labor-intensive servitude. It is the political consequence of this U.S. adoption of British colonialist policies, a policy of perpetuating enforced backwardness in developing nations, which is the dynamic bringing us to the brink of war.

Exemplary is the case of Kampuchea. General Alexander Haig, working in complicity with the British government and Peking, installed the Lon Nol regime in Cambodia. This complemented the successful combined efforts of London and Henry A. Kissinger to push the United States into an invasion of Cambodia during the spring of 1970. In the course of ensuing developments, a puppet of the Peking regime, Pol Pot, gained insurrectionary authority over Cambodia. The Pol Pot

LaRouche reaches America

Paid messages by Presidential candidate Lyndon H. LaRouche, Jr., chairman of the U.S. Labor Party, have reached an estimated audience of more than 3 million, based on circulation and audience data from the media which have carried LaRouche messages, and have spurred coverage of the campaign by numerous other media. Following is a grid of the LaRouche campaign's paid media effort to date.

Date	City	Media	Time/Size	Audience
Feb. 23	New York City	WMCA-Radio	8-8:30 pm	473,000
Feb. 27	Detroit	Detroit News	1/2 page	633,708
Feb. 28	Detroit	WGPR-TV/uhf	8-8:30 pm	50,000
March 1	Chicago	Chicago Tribune	1/2 page	762,810
March 3	St. Louis	St. Louis Globe Democrat	1/2 page	271,755
March 10	Indianapolis	Indianapolis Star	full pg.	215,000
March 11	N.Y.C.	WNEW-TV	1/2 hr.	500,000
March 12	Philadelphia	Telesystems Cable-TV	1/2 hr.	2,000
March 14	Philadelphia	Telesystems Cable-TV	1/2 hr.	—
March 15	Seattle	KXA-Radio	1/2 hr.	100,000
March 30	Upstate NY	Upstate New Yorker	full pg. Teamster/monthly*	40,000

regime then conducted the most massive case of genocide in modern history, murdering half the population of Cambodia.

Zero growth genocide

The Pol Pot regime's genocide was an implementation of the "zero-growth" doctrine associated with Mr. Aurelio Peccei's Club of Rome, and also with the World Wildlife Associations headed by Britain's Prince Philip and the Netherland's Prince Bernhard. Those organizations are the flagship organizations for the so-called environmentalist movement internationally. It is also relevant that the method used to effect genocide in Cambodia was essentially an intensified version of the worst features of the Mao Tse-tung "Cultural Revolution" of the 1960s in China itself.

The Pol Pot regime adopted a policy of ending the role of urban, industrialized development, and of forcing the entire population back toward barbarism to the most primitive labor-intensive forms of communal rural life. This pushing of the population from a relatively higher to relatively lower level of average technology means in every case a reduction of the size of the population which can be sustained by a given territory. So, although brutal murders exceeding the worst practices of the Nazi SS were an important part of the depopulation of Cambodia. It was the combination of Schachtian austerity measures and "zero-growth" policies which made the depopulation inevitable by one means or another.

The Carter Administration's support of the genocidal doctrines of "zero-technological growth," of enforced relative backwardness of former colonial nations, dovetails with the Carter Administration's adoption of the "geopolitical doctrine" associated historically with Lord Alfred Milner, the Webbs, Halford Mackinder, the Nazi Karl Haushofer and Georgetown University's Father Daniel Walsh. It is the combination of the British doctrine of "zero-technological growth" and the "geopolitical thrust" which has brought us to the brink of war.

Forceful action required

Since the Carter Administration plus the Kissinger forces of the Republican National Committee have both proven themselves impervious to rationality, the only chance for preventing the world from being locked into an irreversible course toward thermonuclear war is concerted, forceful political action.

First, all responsible governments and political forces must now publicly declare the Carter Adminis-

tration to be insane. No diplomatic or kindred political considerations must block public declaration of what all responsible forces know to be a simple matter of fact.

Second, a series of forceful, practical, and economic actions must be taken against the governments of Britain, Israel, and Peking, to discredit and isolate this Carter-London-Jerusalem-Peking axis. We must also aim by these means at popular action within China to oust the gang responsible for the Cambodian genocide and the invasion of Vietnam.

Third, we must accept the possibility that the Soviet Union might be forced to take effective action against the Peking regime, if the Peking regime persists in its present, criminal course.

It must be generally understood for this contingency that the Peking regime is prima facie a regime guilty of war crimes under the specifications of international law adopted at Nuremberg, and is also a regime which is complicit in crimes against humanity in connection with the genocide in Cambodia. No nation must aid Peking if Peking pushes matters to the point the Soviet Union can no longer withhold action.

Fourth, there must be general and efficient recognition of the fact that the impetus toward general thermonuclear war is located within the anti-European Monetary System policies of the London and Washington administrations, in the support for genocide policies of austerity and enforced backwardness upon the former colonial nations. That combination of neo-Schachtian austerity measures and "zero-technological growth" must be identified as the policy-outlook which leads to acts and conditions already identified in international law as crimes against humanity.

Pass judgment now!

In general, every form of concerted action possible must be taken now to politically humiliate those governments and political forces which are responsible for pushing the world to the brink of thermonuclear war. We know how humanity's future courts would judge the Carter Administration and Henry A. Kissinger—after such a war had been fought. By passing judgment now, we still have a chance to prevent war from occurring. Those who will not take such political actions invite radioactive destruction upon themselves—and perhaps upon us all.

All must act as if the very existence of nations depended upon such action at this moment. We dare not assume for a moment longer that there is any margin for delay in bringing the London-Carter-Peking lunatic thrust toward war to a halt.