

# Don't be a junk mail junkie!

by Jeffrey Steinberg and Charles Tuttle

If you are one of the countless millions of Americans whose home and office mailboxes are stuffed with a daily diet of “anti-establishment” junk mail, newsletters, and investment offers you can't refuse, beware! You have been targeted by one of the most stubborn and pervasive consumer con-jobs to come along in decades, one that also aims to twist your brain and transform you into a rage-driven pawn, in a decidedly anti-American, high-stakes political game.

The standard appeal of all the junk mail goes something like this: You (the victim) have been singled out for “membership” in an elite, albeit anti-establishment club, because you are more concerned, more “patriotic,” and better informed than most of your friends and neighbors. You understand that “The Media” is run, top-down, by a tightly knit Liberal cabal, that keeps most people around you confused, dazed, and disinformed. You know that the world economy and financial system is careening out of control, and that most people around you are going to lose their shirts. You also know that with the proper “inside” information, you can survive and prosper when there is “blood in the streets,” just like the big Wall Street survivors.

The standard pitch-lit always features shocking, but usually false or grossly exaggerated allegations against prominent public figures. Since 1993, “public target number one” of the junk mail moguls has been President William Clinton, who has been accused of everything from the assassinations of his former campaign manager and Commerce Secretary Ron Brown, and his White House deputy general counsel Vincent Foster, to the Oklahoma City bombing, to being a Chinese spy.

In many instances, the so-called promotional material is just a pretext for spreading vile hate propaganda against the President, and there is no real expectation of any financial return on the mailing. One recent mass-circulation “emergency” mailing by the *Wall Street Underground* consisted of a 38-page “secret report” claiming to provide “proof” that President Clinton ordered the assassination of Ron Brown. (Brown died, along with 39 CEOs of prominent American industrial firms, in a plane crash, during a tour of Bosnia and Croatia.) The report was pure disinformation, aimed at drawing the most gullible recipients into a rage against the President.

Printing industry experts estimate that the *Wall Street Underground* mailing, which went out with first-class postage, cost hundreds of thousands of dollars. Nick Guarino, the sole

proprietor of the *Wall Street Underground*, is a convicted swindler, who runs his junk mail operation from offshore, using a fulfillment house in Minneapolis to handle his mailings and screen all phone inquiries.

*EIR* has conducted an exhaustive study of this multibillion-dollar-a-year “media junk food” industry. The investigation has been abetted by many *EIR* subscribers, who have been victimized by this direct mail onslaught, and have helped us to piece together some previously unpublished details about how the tightly knit world of right-wing direct mail operations works.

## The ‘anti-establishment’ hoax

Among the current generation of print media, the most powerful and overtly anti-American conglomerates, the Hollinger Corporation and News Corporation, are directly owned by British Commonwealth figures. News Corporation, which also owns Fox TV, is the proprietary of Australian Rupert Murdoch. A few years ago, when televangelist and leading “Get Clinton” activist Pat Robertson ran into financial problems, Murdoch came through with a billion-dollar takeover of Robertson's The Family Channel cable TV outfit, leaving Robertson to continue to broadcast his 700 Club. A year earlier, Murdoch put up the seed money for launching a new neo-conservative weekly magazine, *The Weekly Standard*.

In the case of Hollinger, a direct outgrowth of the World War II British secret services, the owner is the Canadian-born Conrad Black. Black is a charter member of Prince Philip and Prince Bernard's 1001 Club, the super-secret financing arm of the Anglo-Dutch oligarchy's worldwide environmentalist movement.

In keeping with that London-centered oligarchical pedigree, Hollinger Corp. has been designated as the “war room” for the British secret service campaign to destroy the institution of the U.S. Presidency, via “Clintongate” and all its subsets, “Troopergate,” “Filegate,” “Fostergate,” and “Monicagate.” From 1993-97, Hollinger's point-man was Washington, D.C. *Sunday Telegraph* bureau chief Ambrose Evans-Pritchard, a self-confessed British MI6 stringer, whose father was a top British intelligence Africa-hand.

Hollinger is “High Tory Establishment.” Its international advisory board is chaired by Lady Margaret Thatcher, and co-chaired by Henry Kissinger, the confessed British agent and leading hate-object of most populists and other American anti-establishmentarians.

Kissinger's longtime friend, William F. Buckley, Jr., is another Hollinger board member. And here is where the hoax begins to unravel.

## The Buckleyite underground

*EIR* has discovered that, of the hundreds of organizations and newsletters that have flourished on the Right since the inauguration of Bill Clinton in January 1993, churning out their daily doses of propaganda, virtually every one is a spawn of the Buckley apparatus. In fact, about the only exceptions to this rule are publications like *Strategic Investment* and *Intelligence Digest*, which are both directly British. *Strategic Investment*, though published by Agora Press in Baltimore, Maryland, is run by Lord William Rees Mogg, former editor-in-chief of the London *Times*, and a member of the governing council of the British Broadcasting Corporation. Lord Rees-Mogg's "American cousin" is an Oxford University graduate, James Dale Davidson, who runs the National Taxpayers Union, an anti-government group which recently entered into a coalition with the most radical of the U.S. environmentalist groups, to press for the shutdown of much of the Federal government. The coalition is called "Green Scissors."

*Intelligence Digest* is the long-running propaganda sheet of British Israelite Kenneth de Courcy, a member of the English landed aristocracy, and a man with a long pedigree of shady intelligence operations. In the 1960s, de Courcy abetted the escape of confessed Soviet spy George Blake from a British prison.

William F. Buckley, whom author John B. Judis dubbed "The Patron Saint of the Conservatives," is not only a Hollinger advisory board member, along with the cream of the English aristocracy and colonial/corporate elite. He is a card-carrying member of the New York Council on Foreign Relations (CFR), a member of the Yale University super-secret Skull and Bones society (along with McGeorge Bundy, scion of the Ford Foundation; and George Bush, the man who gave the phrase "new world order" a bad name). Buckley also did a stint with the CIA before launching the "New Right" in the 1950s.

Buckley was personally responsible for ushering Henry Kissinger into the Nixon administration as President Nixon's National Security Adviser; and, to make matters worse, Buckley did everything in his power, in 1972, to convince Richard Nixon to appoint Nelson Rockefeller as his Secretary of State. It is hard to imagine a pedigree more hostile to the average right-wing populist victim of the junk mail onslaught.

Add to this Rockefeller-Kissinger pedigree, the fact that William F. Buckley has been one of the more long-standing advocates of drug legalization and decriminalization of pedophilia.

Yet, the majority of the junk mail operations are run by lifelong Buckley assets and loyalists, like Richard Viguerie, the recently deceased Morris Liebman, and a slew of veterans of the 1960s and '70s Young Americans For Freedom move-

ment, which was founded by William Buckley. To this day, YAF is a fixture on the junk mail circuit, shipping off millions of copies of *Campus Leader*, the newsletter of the Young Americans Foundation, its tax-exempt front. The latest issue of *Campus Leader* calls on all YAFers to bring the discredited Iran-Contra cocaine cowboy, Ollie North, to speak at their campus.

In a 1980 self-promotional autobiography, *The New Right: We're Ready to Lead*, Richard Viguerie spelled out the "junk mail revolution" in unambiguous detail:

"You may not have thought of it, but the U.S. mail is the principal method of communicating for conservatives. . . . You can think of direct mail as *our* TV, radio, daily newspaper and weekly magazine. Some people persist in thinking of direct mail as only fundraising. But it's really mostly advertising [emphasis in the original].

"Raising money is only one of several purposes of direct mail advertising letters. A letter may ask you to vote for a candidate, volunteer for campaign work, circulate a petition among your neighbors, write letters and postcards to your Senators and Congressmen, urging them to pass or defeat legislation and also ask you for money to pay for the direct mail advertising campaign.

"Direct mail is, in fact, the third largest form of advertising in the country, spending about \$7.3 billion in 1978, third only to television and newspapers. . . . It is the advertising medium of the underdog. It allows organizations or causes not part of the mainstream to get funding. . . . It is not a cheap medium, but it is a highly effective one if you know what you're doing. And conservatives do."

In a more candid moment in 1976, Viguerie told a group of conservative money-bags: "My political principles? That's easy. M-O-N-E-Y."

Viguerie got into the junk mail propaganda business early. In 1961, he was hired by William Rusher, the publisher of Buckley's *National Review*, to serve as the account executive for the newly formed YAF. Viguerie, who twice flunked out of college in his native Texas, and then became chairman of the Harris County (Houston, Texas) Young Republicans, moved to New York City, where he was assigned by Rusher to work out of the Madison Avenue offices of Marvin Liebman, Buckley's de facto propaganda minister.

Liebman had been with the Young Communist League in the 1930s, was kicked out of the U.S. Army as a homosexual, and then made a "Damascus Road" conversion to right-wing Zionism, working as a fundraiser for the Irgun. He next became a top fundraiser for the International Rescue Committee of Leo Cherne, working under one of the earliest of the direct mail gurus, Harold Oram, another converso communist. The IRC was a joint British-American intelligence front (Cherne would chair President Ronald Reagan's Foreign Intelligence Advisory Board, where he would work closely with Henry Kissinger to launch the illegal judicial railroading of Lyndon LaRouche).

In the 1950s, Liebman was introduced to Buckley and the two men became partners for life. In addition to his commercial clients, Liebman's PR firm reportedly also received money from both the CIA and the State Department for special agit-prop projects during the Cold War. In the early '60s, for example, Liebman teamed up with soldier of fortune and Chicago police department informant Robert K. Brown, in running mercenary recruitment and fundraising operations for anti-communist rebels in the Congo. It was a dry run for the 1980s Iran-Contra secret parallel government program.

In 1962, Viguerie became executive secretary of YAF, and he and Liebman moved their offices to Washington, D.C. After working for the 1964 Goldwater for President campaign as a publicist, Viguerie set up his own Capitol Hill firm, Richard A. Viguerie Company (RAVCO), in December 1964. According to one published account, he hired Kelly Girls to hand-copy the names of all of the Goldwater contributors who had donated more than \$50, and he gathered up the mailing lists from the string of conservative causes and front groups he and Liebman had done work for in recent years. In 1965, Viguerie was dumped from YAF, and, according to several accounts, he pilfered the YAF mailing list as he was walking out the door, adding to his now formidable list of fundraising targets. But Viguerie's formal departure from YAF only placed him into an even more pivotal position within Buckleyland.

Liebman, Viguerie's first mentor, was soon off to London, where he wrote a string of plays extolling the homosexual life-style, and had his own share of strange encounters in the Piccadilly sex and drug scene (Liebman recounted some of these escapades in his 1992 autobiography, *Coming Out Conservative*). Liebman returned to the United States in 1975, in time to help Robert K. Brown launch *Soldier of Fortune* magazine, and to launch the career of another gay future Reaganaut, Terry Dolan.

Viguerie, on the other hand, found himself a new mentor, direct marketing expert Edward N. Mayer, Jr., and began picking up clients—all from the stable of young conservative politicians who had cut their teeth in YAF. In 1965, Viguerie also got his first contract to do fundraising work for the Reverend Sun Myung Moon's several front groups. Moon would show up again and again as Viguerie's fairy godfather, every time he got into financial trouble.

In 1968, Viguerie bagged a fundraising contract with George Wallace's American Independent Party Presidential campaign. The next year, in a special election, he managed the fundraising direct mail operations for Phil Crane, winning him the Republican nomination and a seat in the U.S. Congress. Crane was the first of a crop of "Conservative Revolution" radicals to enter the Congress, filled with the ideas of the Mont Pelerin Society of free market ideologue Friedrich von Hayek.

By 1971, Viguerie had figured out that direct mail fundraising has another advantage: The vast majority of the money

raised goes to the direct mail firm—not to the cause. That year, to give just one example, Viguerie raised \$1.2 million for a group called Citizens for Decent Literature. He kept 84% of the money.

In 1973, Viguerie was hired to retire the 1972 campaign debt of the George Wallace Presidential campaign. The recommendation to bring in Viguerie came from Morris Dees, who had been milking the Democratic Party with the same direct mail fundraising schemes employed by Viguerie (Viguerie had been approached by the 1972 George McGovern campaign to fundraise, and had referred them, instead, to Dees). Dees would later surface as the head of the Southern

## Media blackout of the real stories

With the media cartelized and under their thumb, the Club of the Isles has the ability to black out even major news events, and/or, through selective reporting and outright cover-up of facts, to falsify current history in a way that, unfortunately, seems plausible to the average citizen. Here we present brief case studies on this media manipulation on issues of vital strategic importance.

### Mubarak's accusation of London as a source of world terrorism

A sequence of hourly news reports on Sunday, Nov. 23, 1997, on National Public Radio broadcasts, shows a flagrant pattern of news tampering and blackout. Beginning in the morning, NPR, which heavily uses news feeds from the BBC, reported on a press conference that Egyptian President Hosni Mubarak made at Aswan, in which he cited London, by name, as a center for harboring terrorists, in particular those who had killed 62 tourists at Luxor, only five days earlier. Over the course of subsequent hourly broadcasts, this story was changed to add the United States as co-responsible, which President Mubarak did *not* say. Then the story was changed to *omit* any mention of London at all; then dropped. Here is the sequence:

9 a.m. EST: NPR, as the second leading news item, reports that President Mubarak has accused *London* of harboring the terrorists responsible for the Nov. 17 mass shootings of tourists. The radio broadcast notes that this is not the first time that Mubarak has singled out London.

10 a.m. EST: NPR reports that President Mubarak has accused *Britain and the United States* as culpable in harboring the terrorists responsible for the Luxor atrocity.

Poverty Law Center, an outfit linked to the Anti-Defamation League of B'nai B'rith, which professes to defend minorities from persecution. Dees has been accused of racial bias and of defrauding his contributors, using the standard direct mail tactic of siphoning off the vast majority of money to cover overhead costs and salaries of his "public interest" law firm.

In 1973, Viguerie also went to work for Sen. Jesse Helms's (R-N.C.) Congressional Club. The following year, he linked up with Paul Weyrich, a man he had first come to know in the Wallace campaign. By now, the Viguerie, Weyrich, Howard Phillips, Morton Blackwell, Terry Dolan combine was being referred to as the "New Right." During

this period, they set up a string of new front groups, from the Coors family-funded Heritage Foundation, to the magazine *Conservative Digest*.

Viguerie described the reaction from some more traditional conservatives: "Between 1974 and 1978, the New Right received a lot of criticism from other conservatives who felt that we were wasting our time and dividing the resources of the conservative movement by moving in new directions and starting new publications, new political action committees, new research foundations, and new public interest law firms. They were greatly concerned about our massive use of technology such as computerized direct mail."

11 a.m. EST: NPR reports that President Mubarak has accused *Western powers*, of harboring the terrorists responsible for the atrocity.

12 a.m. EST: NPR drops the story altogether.

### **The LaRouche 1996 vote**

In the 1996 Presidential primary campaign, despite the fact that Democratic Presidential candidate Lyndon LaRouche was on the ballot in 26 states, and garnered nearly 600,000 votes—far more than many other prominent primary candidates—his campaign was completely blacked out of the national television, radio, and print media, to the point that the standard media line was that "President Clinton ran unopposed" for the nomination.

LaRouche averaged 6.5% of the vote in the states in which he was on the ballot, and received well over 10% of the vote in a number of those races—far more votes than were captured by the widely publicized bids of Republicans Lamar Alexander, Phil Gramm, Bob Dornan, and Pete Wilson. Had LaRouche received proportional media coverage, his vote totals would have increased significantly, and his input into the Presidential policy debate process would have shaped a very different kind of national election, one that would have, in all likelihood, led to a larger Clinton victory, and a possible Democratic Party sweep of both Houses of Congress.

The fact that a candidate who had fully qualified for Federal matching funds, had received some 175,000 votes in California alone (Ralph Nader, the Green Party candidate, who received significant nightly news coverage, got only 20,000 votes), and had aired four nationwide, prime-time, half-hour TV campaign broadcasts, received *zero* mass media news coverage, says volumes about the top-down control the media exerts over what the American public is allowed to know.

### **Bush's role in Contra drug-smuggling**

On Aug. 18-20, 1996, the *San Jose Mercury News* in

California published an important three-part series, revealing that members of a Nicaraguan Contra organization, the National Democratic Front (FDN), had bankrolled the war against the Sandinista regime in Managua by dumping tons of crack cocaine onto the streets of Los Angeles. The *Mercury News* story, by investigative reporter Gary Webb, provoked an angry reaction from the *Los Angeles Times*, the *Washington Post*, the *New York Times*, the *New York Post*, the *Wall Street Journal*, and the rest of the media cabal.

But, the real story behind the *Mercury News* scandal was the dimension of the Los Angeles Contra-cocaine tale that never appeared in the pages of the *Mercury News*: the role of Vice President, and, later, President George Bush, in supervising the cocaine-for-guns operations in Central America that placed segments of the Federal government in bed with the Colombian cocaine cartel.

The Bush role in the Contra-cocaine business was a perfect instance of rock-solid news. The government documents specifying Bush's role in the Central America program, were all declassified, and publicly available at the Library of Congress and the National Archives. There were thousands of pages of court transcripts, FBI and Drug Enforcement Administration affidavits, and other legal evidence of the Contra-cocaine links. Yet, no news organization apart from *EIR* saw fit to break the story as a high-priority item.

(As reported in last week's *EIR*, the recently released second volume of the CIA Inspector General's report on charges of CIA involvement with Contra drug smuggling, fully confirms the original story reported by this news service—namely, that the smuggling took place under direction of operatives linked to Bush's networks in the National Security Council and other agencies, and was not under CIA control; in fact, under Executive Order 12333, the drug-smuggling operations were protected from normal reporting procedures.)

During this period, Weyrich, in particular, targetted electronic ministers Jerry Falwell and Pat Robertson to draw them into the new scheme, to proliferate single-issue front groups that would issue a steady stream of fundraising propaganda.

In 1975, Terry Dolan, Roger Stone, Charles Black, and pollster Arthur Finkelstein created the National Conservative Political Action Committee (NCPAC), with Viguerie as their direct mail guru. Typical of the kind of fundraising material NCPAC began shipping out by the millions, was a letter signed by Jesse Helms, warning that “your tax dollars are being used to pay for grade school classes that teach our children that cannibalism, wife-swapping and the murder of infants and the elderly are acceptable behavior.”

In 1975, Viguerie also launched *Conservative Digest*, as the complement to Buckley’s own *National Review*. *Conservative Digest* afforded the new crop of New Right single-issue fronts and politicians a forum. In one of the first issues, Viguerie featured a long interview with Buckley.

One year earlier, Buckley had accepted an invitation to join the CFR. That year, he had also attempted to convince Gerald Ford to name George Bush as his Vice President, following Richard Nixon’s resignation. When Ford chose Nelson Rockefeller instead, Buckley endorsed the choice, defending Rockefeller as someone who always aspired to be “number one” and would, therefore, not sell out to the Soviets.

Edward Feulner, Paul Weyrich, and Phil Crane, then all involved with the Republican Study Committee, another New Right invention, had joined with Buckley in pushing for George Bush as Ford’s VP.

William Rusher, the publisher of *National Review*, was Buckley’s point man inside the New Right insurgency. During the 1976 Republican primaries, Buckley endorsed Ronald Reagan, but behind the scenes did everything in his power to soften Reagan’s hatred for Kissinger, to pave the way for Kissinger getting a post inside a Reagan administration (Kissinger eventually was placed in charge of the Central America Task Force, with Oliver North as his “secretary,” and later was named to the President’s Foreign Intelligence Advisory Board).

When Ford won the GOP nomination, the “Young Turk” Buckleyites, led by Viguerie, Rusher, and Weyrich, attempted to take over the American Independent Party. Viguerie was even floated to be their Vice Presidential candidate, under George Wallace. When Lester Maddox got the nomination, Viguerie denounced the AIP as “racists.” The flirt with Wallace ended; and Ronald Reagan became the settled candidate of the future for the New Right insurgents.

The key was going to be money. Already Reverend Moon was building up his U.S. operations with infusions of \$80 million a year, and Viguerie had bagged a lucrative contract with one of the Moon fronts, Children’s Relief Fund, headed by Korean CIA colonel and Moon CEO Bo Hi Pak. In March 1976, Viguerie and his cohorts convened a week-long meet-

ing at the Red Fox Inn in Middleburg, Virginia, to plot out the future. The bulk of the attendees were “the money people of the Right.”

Back in 1972, Viguerie had hired Morton Blackwell to work for RAVCO. Blackwell launched the *New Right Report*, another of the early vintage newsletters, appealing to the former Wallace populists, the YAF veterans, and the emerging young Reaganites. By 1980, Blackwell was chairing Youth for Reagan.

In April 1977, Viguerie brought in Bill Rhatican as RAVCO’s vice president of public affairs. Rhatican had been press secretary to Treasury Secretary William Simon, Interior Secretary Rogers Morton, and a top aide to Ron Nessen in the Ford White House.

One rising young politician who grasped the Viguerie method was Newt Gingrich, who told reporters in 1980, “The way you build a majority in this country is you go out and put together everybody who is against the guy who is in. And instead of asking the question, ‘What divides us?’ you ask the question, ‘What unites us?’ ” The age of single-issue, negative politics was in full swing.

On the eve of the 1980 Presidential elections, in the spring of 1979, Viguerie and Weyrich traveled to Lynchburg, Virginia to meet with Jerry Falwell. Their pitch: Falwell should launch the “Moral Majority,” using his TV show as a platform, and Viguerie would put together a slick fundraising program, setting up a string of tax-exempt front groups to conduct “non-sectarian” political operations. Soon, Robertson was drawn into the operation as well, and, by August 1979, Viguerie could publish a special edition of *Conservative Digest*, heralding “Born Again Christians: A New Political Force,” with a lead story by Weyrich titled “Building the Moral Majority.”

During the 1980 elections, RAVCO raised \$35-40 million for a string of “clients,” mostly right-wing political action committees. A lion’s share of the cash flow went to Viguerie’s computerized database of 25 million names and addresses. RAVCO had a staff of 300 non-union employees. Terry Dolan, by now a member of the Buckleyite inner circle, summed up the Viguerie method: “Make them angry and stir up their hostilities. The shriller you are, the easier it is to raise funds. That’s the nature of the beast.”

By 1985, in the midst of the Reagan Revolution, Viguerie had trained dozens of “Young Turks” in the fine art of direct mail solicitations. People like YAF leader Bruce Eberle, Larry Pratt, Ann Stone, and Blackwell, had all cut their teeth as junior executives with RAVCO. Now they were out on their own, and the cutthroat competition for the big populist bucks began to take its toll on Viguerie, who was locked into millions of dollars in computer equipment that was rapidly being supplanted by the first generation of cheaper personal computers, available over the counter at Radio Shack.

Strapped for cash, in late 1985, Viguerie sold *Conservative Digest* to William Kennedy, a Colorado-based right-wing businessman.

In January 1986, Viguerie was sued by eight creditors for \$2.3 million in unpaid bills. Viguerie was bailed out, once again by Reverend Moon, who gave RAVCO a lucrative distribution contract for the *Washington Times' Insight* magazine. The attorneys general of Maryland and New York were probing one of Viguerie's fronts, Response Development Corp., for co-mingling charitable and commercial funds. In early 1987, Moon gave RAVCO the direct mail account for his latest front group, American Freedom Coalition, headed by Bo Hi Pak and Christian Voice's Gary Jarmin, himself a Unification Church leader.

In October 1987, Richard Viguerie became, in effect, a wholly owned subsidiary of the Unification Church apparatus, when Bo Hi Pak's U.S. Property Development Company bought Viguerie's northern Virginia office building for more than \$10 million—more than a million dollars above the appraised value. Viguerie paid off his debts, and settled down to handling direct mailings for the *Washington Times* and the American Freedom Coalition. Viguerie's direct mail outfit was now staffed by 60 "volunteers" from the Unification Church; and their major product was a video biography of Oliver North, produced by Moon's Global Images Co.

By the early 1990s, Viguerie was running a non-profit outfit called United Seniors Association (USA), which drew the attention of the New York Attorney General's Office, which concluded that Viguerie had "used non-profit groups for the primary purpose of paying off his business debts and filling his personal coffers." In June 1993, Sen. David Pryor (D-Ark.) targeted Viguerie's United Seniors Association as a prime example of "fraudulent mailed fundraising campaigns that target the elderly."

But, by the time that attention was being focused on Viguerie, a whole new generation of ex-YAFers, who had been schooled through RAVCO, were running a veritable alphabet soup of right-wing direct mail operations, drawing from Viguerie's lists.

Almost every one of the "new" outfits can be found on the roster of the Council for National Policy, what some New Right-watchers call the "Right-Wing Council on Foreign Relations." The head of CNP is Morton Blackwell, Viguerie's personal protégé. CNP was founded, appropriately, in May 1981, at the home of Richard Viguerie; 160 New Right operatives gathered to launch a coordinated underground effort. CNP would meet four times a year, behind closed doors. No "establishment" media would be allowed in, or even briefed on the content of the meetings. Among the speakers at recent CNP confabs: Iran-Contra operatives Richard Secord and Oliver North.

The group now has more than 500 members. Some of the leading Congressional Republicans of the "Conservative

Revolution" stripe are on CNP, including Rep. Dick Arme (R-Tex.), Rep. Tom DeLay (R-Tex.), Sen. Jesse Helms (R-N.C.), Sen. Lauch Faircloth (R-N.C.), Rep. Dan Burton (R-Ind.), and Sen. Trent Lott (R-Miss.). In other words, the entire Congressional "Get Clinton" apparatus is part of the CNP.

Among the CNP, one also finds the key players in every single right-wing direct mail front, plaguing your mail box today. Here is just a sample:

- Gary Bauer, Family Research Council, Washington, D.C.
- Morton Blackwell, Leadership Institute, Springfield, Virginia
- Brent Bozell III, Media Research Center, Alexandria, Virginia
- William Bright, International Christian Leadership University, Orlando, Florida
- Judie Brown, American Life League, Stafford, Virginia
- James Dobson, Focus on the Family, Colorado Springs, Colorado
- Jerry Falwell, Liberty Alliance, Lynchburg, Virginia
- Edwin Fuelner, Heritage Foundation, Washington, D.C.
- Ronald Godwin, Washington Times Corp., Washington, D.C.
- Robert Grant, American Freedom Coalition, Falls Church, Virginia
- Reed Irvine, Accuracy in Media, Washington, D.C.
- David Keene, American Conservative Union, Alexandria, Virginia
- Beverly LaHaye, Concerned Women for America, Washington, D.C.
- Tim LaHaye, Family Life Seminars, Washington, D.C.
- Ed McAteer, Religious Roundtable, Memphis, Tennessee
- F. Andy Messing, Jr., National Defense Council Foundation, Alexandria, Virginia
- Gary North, Institute for Christian Economics, Tyler, Texas
- Oliver North
- Howard Phillips, Conservative Caucus, Inc., Vienna, Virginia
- Lawrence D. Pratt, Gun Owners of America, Springfield, Virginia
- Ralph Reed Jr., Christian Coalition, Chesapeake, Virginia
- Pat Robertson, Christian Coalition, Virginia Beach, Virginia
- William Rusher, San Francisco, California
- Phyllis Schlafly, Eagle Forum, St. Louis, Missouri
- Richard Viguerie, American Target Advertising, Inc., Fairfax, Virginia
- Paul Weyrich, Free Congress Committee, Washington, D.C.

- Jack Wheeler, Strategic Investment, Baltimore, Maryland

- John Whitehead, Rutherford Institute, Charlottesville, Virginia.

If you are on the right-wing mailing list circuit, you have received mailings on a regular basis from most, if not all of the individuals and groups listed above. In future issues, *EIR* will provide profiles of some of the most egregious of these outfits. In the meantime, beware!

*Scott Thompson contributed vital research to this report.*

## The ‘black art’ of spreading slander

by L. Wolfe

The “black art” of spreading slander has been practiced for centuries by those who understand it as a powerful means to destroy an enemy, or to render him ineffective. Rossini and his librettist, Cesare Sterbini, in the opera *The Barber of Seville*, based on the work of the great French republican author Pierre-Augustin Beaumarchais, offers a succinct explanation of the method, placing it in the mouth of a corrupt Spanish Jesuit, Basilio, in the famous bass aria, “La Calunnia” (“Slander”):

. . . Very subtly one must invent a falsehood,  
Which will blacken his character,  
Discredit him, and spoil his reputation.  
Damage him so completely, cause such a scandal,  
He’ll be disgraced forever.  
And, I am the man to do it.  
Before you know it,  
Just take my word, as sure as I am Basilio,  
We’ll chase him out of town, make him an outcast.  
I have a method and it’s foolproof.

Let me teach you the art of slander,  
So ethereal, you scarcely feel it,  
Not a motion will reveal it,  
Till it gently, oh so gently,  
Almost imperceptibly begins to grow.  
First a murmur, slowly seeping,  
Then a whisper, lowly creeping,  
Slyly sneaking, softly sliding,  
Faintly humming, smoothly gliding.  
Then it suddenly commences,  
Reaching people’s ears and senses.  
First a mere insinuation,  
Just a hinted accusation,

Slowly growing to a rumor,  
Which will shortly start to flow.

What began as innuendo,  
Soon is swelling to a crescendo;  
Gossip turning into scandal,  
Stopping nowhere, hard to handle;  
Louder, bolder, brazen sounding;  
Stomping, beating, thumping, pounding,  
Shrieking, banging, booming, clanging,  
Spreading horror in the air.  
Rising higher, overflowing,  
Whipped to fury madly growing.  
Like a stream of lava pouring,  
Like a mighty cannon roaring.  
A tremendous tempest raking,  
A tornado splitting, shaking,  
Like the day of judgment breaking—  
pandemonium everywhere!

And the victim—poor accused one,  
wretched, slandered, and abused one—  
Has to slink away in shame,  
And wish he never had been born.

In this century, the Tavistock networks have perfected this ancient method, developing new techniques and technologies to “spread horror in the air.” The so-called alternative media play a critical role in turning “gossip into scandal.”

Back in the 1930s and early 1940s, Tavistock’s networks studied the methods by which news of ideas, and related changes in public opinion, spread through the population; this is called “diffusion research.”<sup>1</sup> For a new “idea,” be it a style of fashion or an opinion about a political figure, to gain acceptance, it generally has to originate from a source outside of establishment opinion-setters and media. The operative concept is to create an “undercurrent of discussion” among the general population—what is sometimes called “a buzz” (or in “La Calunnia,” the “murmur”)—and then to spread or “diffuse” that “buzz” more broadly. To do this, an “idea” is planted on the “fringe,” among people known to have a proclivity to “talk it up” through gossip and other means.

In the case of the junk mail operation, this targeted “fringe” element is suspicious of the establishment, and is anti-establishment in its outlook.<sup>2</sup> That certain information

1. Nearly all product introductions and “style” changes are premised, to some degree, on diffusion research methodology, originally laid out in the work of Bruce Ryan and Neal Gross, who analyzed the spread of new hybrid seed corn among farmers in Green County, Iowa in the 1930s.

2. In making even a cursory survey of the content of the leading junk mail newsletters, one is immediately struck by how little they actually say that does not fall under one or more of the three topic headings—“anti-government,” “anti-establishment,” and “anti-media.” About the only other universal characteristic noted is the ever-present appeal for funds.