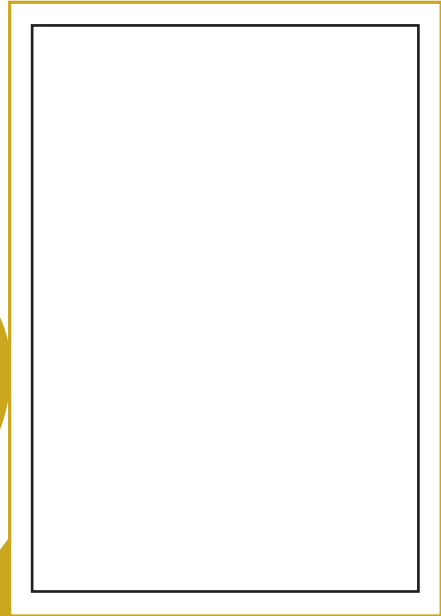


Challenges Mastered...

Challenges Ahead




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THE NATIONAL CENTER



FOR PUBLIC POLICY RESEARCH

years



The National Center for Public Policy Research
is the information source I know I can
consistently rely on.

—U.S. REP. RICHARD POMBO (R-CA)

I frequently tell my students, 'don't fully trust
anyone until he has stuck with a good cause
which he saw was losing.' The National Center
has fought and stuck with a good many battles
that seemed hopeless, and often prevailed.

—MORTON C. BLACKWELL, PRESIDENT, LEADERSHIP INSTITUTE

[By] supplying a policy perspective rooted in
the views of our Founders, The National Center
for Public Policy Research helps make our
democracy work...

—ALAN KEYES

A good run, a cup of coffee, and the NCPPR...
that's how I start my day.

—MICHAEL REAGAN

I applaud the NCPPR staff and supporters for your commitment to educating Americans on... issues that are essential to our Nation's prosperity and security.

—PRESIDENT GEORGE W. BUSH



Vice President David Ridenour examines a Smithsonian Institution display about a National Center commemoration of the death of the first person killed trying to escape across the Berlin Wall.



Calling on moderate White House staffers to trust President Reagan's conservative instincts, in 1982 The National Center issued this popular button. The slogan, often quoted at the time, is well remembered today.

The National Center for Public Policy Research was born on February 2, 1982 into a very challenging environment. Our mission: to identify areas in which the conservative movement is weak or absent, and fill the void.

Within five months, The National Center would take on three-quarters-of-a-million left-wing demonstrators in New York City. By March 1983, we would help inspire Ronald Reagan's "Evil Empire" speech.



When opponents of a strong U.S. defense policy tried to turn the Vietnam Veterans Memorial on the Washington Mall into a symbol of appeasement, their efforts were in vain, thanks to a strong, peaceful pro-American rally organized by The National Center.

President Amy Ridenour at an early National Center press conference at the National Press Club in Washington.



IN THE EARLY 1980s AMERICA'S COLD

War victory was by no means assured. Against this backdrop, 750,000 left-wing demonstrators protested in New York, calling upon the U.S. to unilaterally “freeze” our nuclear arsenal at Jimmy Carter levels, giving the USSR a monstrous advantage. We were there: speaking out on the network news and elsewhere, holding a major press conference and – peacefully – confronting the protesters under the glare of TV lights. Our message:

For America, peace requires strength.

But the anti-American left was too powerful to be defeated in a year. In March 1983, we faced off again, countering thousands of liberal demonstrators at the U.S. Capitol.

We began by meeting with President Reagan, who expressed pessimism about his ability to get his pro-defense message to the public.

Respectfully, we disagreed, saying we’d received extensive media coverage with

very strong anti-Soviet messages. We told him of our plans to rally against thousands of freeze supporters the next day, and urged him to speak out.

The President seemed to be listening. He was. That afternoon, National Security Advisor William Clark telephoned with news: After we left the White House, President Reagan added about 13 paragraphs to a speech he would give the next day. Judge Clark promised we’d like it.

And how! The 13 new paragraphs

A photo of a 1990 anti-tax rally that appeared in the October 15, 1990 edition of Time magazine.

This photo and others like it appeared in hundreds of newspapers, magazines and television broadcasts and later appeared in CNN advertising and a secondary school textbook.



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turned the speech into what has come to be known as possibly Ronald Reagan's most famous speech ever – his “Evil Empire” speech.

More success followed. Media coverage was overwhelming. As ABC's *Nightline* put it: “For the first time ever, there was an organized show of support from people who think the President is absolutely right and a nuclear freeze is wrong. An anti-freeze movement has been born.”

It wasn't Jimmy Carter's America

anymore. The Cold War was being fought with new vigor. As events would show, it would be won.

Independence Day 1983 was a typical July 4th for most Americans, but not for Vietnam Veterans. The Vietnam Veterans Memorial was making its debut; yet ten thousand left-wing demonstrators intended to mar the occasion with a rally opposing U.S. policies against communist tyranny.

To us, this outrage could not stand. With big-name speakers and a special greeting from President Reagan, we peacefully confronted the demonstrators – and overcame their defeatist agenda.

In hundreds of newspapers, the story was told: left-wing demonstrators had once again met their match.

History would prove the event noteworthy. It marked the final large demonstration by the American “peace” movement. It was a waste for left-wing



U.S. Representative Henry Hyde (R-IL) served as emcee for a 1985 National Center banquet honoring President Reagan's embattled judicial nominees. Ed Meese, then U.S. Attorney General, addressed the dinner, shown live on C-SPAN.

The National Center has been a tremendous resource for the conservative movement and a strong ally in the return to national greatness that began under Ronald Reagan...

—U.S. REP. TOM DELAY (R-TX)



Vice President David Ridenour testifies before Congress. As U.S. Senator Jim Inhofe (R-OK) has put it, "The National Center for Public Policy Research has been an excellent source of timely and accurate information on important issues."

organizations to spend huge sums on protests when we'd confront them every time. The defeatist Vietnam Era of American politics had finally ended.

NATIONAL DEFENSE, HOWEVER, remained a priority. In 1985 we received television coverage on every continent when we laid down fundamental principles for a U.S. anti-terrorism policy – 16 years before America as a whole began to grapple seriously with terrorism.

We never stopped reminding people of communism's human cost. When we publicly reenacted the murder of the Berlin Wall's first victim near the Soviet and East German embassies, for example, we received publicity on two continents, and a photo of our dramatization was displayed in Washington's Smithsonian Institution.

TODAY, IF YOU TRY TO DRIVE PAST 1600 Pennsylvania Avenue, barricades will stop you. In 1990 Americans could drive by

their President's home. That year, the way they did so had lasting consequences.

President George H.W. Bush had agreed to raise taxes, supported in varying degrees by congressional leaders, including then-House Republican Whip Newt Gingrich. Political momentum supported a major tax increase.

We changed that by engaging the American public in the debate. At the White House, we encouraged motorists to "Honk if You Hate Tax Hikes." They did – in

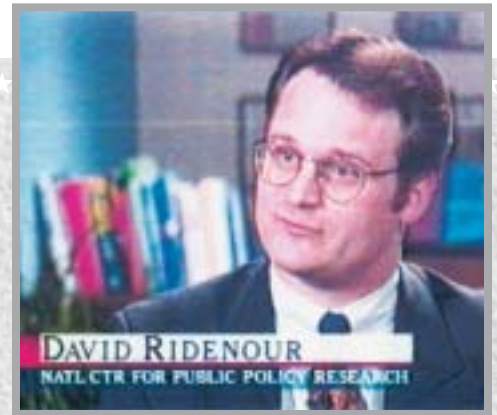
The National Center offers insightful and thoughtful analysis... Particularly valuable are the studies that have proven the adverse impact of burdensome regulations... especially on minorities and start-up businesses...

—U.S. SENATOR GEORGE ALLEN (R-VA)



Project 21's Star Parker (center) aggressively debates liberals Jesse Jackson and Julianne Malveaux on CNN. Project 21 members typically are interviewed, cited or published in the media 600 times each year.

David Ridenour on ABC's Good Morning America. The news media typically interviews National Center personnel and publishes National Center op-eds and research 2,000 times each year.



droves. White House windows rattled from the din, and the press corps emerged to discover what the commotion was all about.

It was the American public, speaking up with the verve and spirit of America's forefathers. Word spread. Talk show hosts across the U.S., asked to do so by The National Center, urged motorists to drive with their lights on to protest tax increases. Newspapers by the hundreds, television networks and stations and even *Time* and *Newsweek* spread the word.


City by city, newscast by newscast, the perception changed. No longer could big spenders claim broad support for a tax hike. Inspired by the strength of the conservative anti-tax message, Newt Gingrich reversed course and led a revolt. Four years later, he would lead a conservative takeover of the House of Representatives.

CHARACTERISTICALLY, WE WERE strongly supportive of President Bush during the 1991 Gulf War. When Iraq

invaded Kuwait and left-wingers once again blamed America first in an anti-American demonstration near the White House, our pro-Bush rally garnered more media attention than the left-wing event. A month later, our "United We Stand: Support Our Troops Parade and Rally," held with other groups on a bitterly cold day was covered by all television networks and many newspapers.



Members of The National Center's African-American leadership network Project 21 following a meeting with then-New York Mayor Rudy Giuliani.


*The National Center is...
A crucial source
of ammunition in the
battle of ideas.*
—WARD CONNERLY

America, founded in part through a tax revolt, has never lost her mistrust of greedy politicians. Perhaps that's why we get so angry when politicians raise their own salaries.

In 1789, James Madison proposed a Constitutional amendment limiting congressional pay, but it had never been ratified by enough states to become law.

In 1991 we made sure the lost amendment was forgotten no more. Our publicity

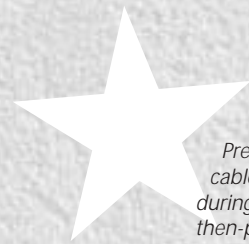
campaign made it famous in editorial pages and on talk shows. Madison's Amendment captured the public's imagination.

On May 2, 1992, the 26th Amendment to the U.S. Constitution was ratified. We like to think James Madison would have been pleased.

THE RODNEY KING RIOTS OF 1992 HAD pitted American against American. Worse, radical so-called "civil rights" leaders fanned the flames, blaming the public when thugs attacked innocent passersby and looted stores.

[The National Center] has been one of the most effective organizations... For 20 years this organization has been willing to take on the environmentalist extremists with intellectual honesty and courage unmatched in our movement...

—PAUL M. WEYRICH, PRESIDENT, THE FREE CONGRESS FOUNDATION



President Amy Ridenour, a frequent cable TV guest, frequently spoke out during the Gulf War on CNN, warning then-president George H.W. Bush that if he did not oust Saddam Hussein, "U.S. troops will probably be back in Iraq in a decade."



Consistent with our mission to identify areas in which the conservative movement is weak or absent and fill the void, we sprang into action, creating Project 21 to help black conservatives rebut the poisonous libel that America is a racist land. Since then, black conservatives have been heard through the media thousands of times. Jesse Jackson and Al Sharpton are unchallenged no longer.

The liberal intelligentsia always has a cause. In 1992-94, that cause was replacing America's best-in-the-world health care system with a government plan like Great Britain's or Canada's, despite their long lines and rationing.

Our warnings of the dangers of socialized medicine were published in the *New York Times* and across the U.S. We co-chaired

a strategy coalition and spoke out in every venue possible. We persevered, and won.

The National Center's John P. McGovern M.D. Center for Environmental and Regulatory Affairs is one of a very few national environmental policy programs that cares about people. We don't just ask: How can we protect the environment? We also ask: How can we do it without hurting Americans?

This distinction – caring for people,



When Rush Limbaugh gave Project 21 multiple days of coverage on his radio and television shows in 1994, Project 21 became a household name overnight.



Vice President David Ridenour grills Jesse Jackson live on the National Center's cable television show Scoop.

too – makes a real difference. Too often, inflexible regulations trample families and businesses. We can protect the environment without harming people, and we're fighting to do it.

EVER CAREFUL TO SPEND OUR MONEY wisely, we've mastered new technologies for maximum impact. Our fax newsletter, *Scoop*, succinctly communicates conservative perspectives for editorialists and talk

shows. Often read on the air by influential industry greats Rush Limbaugh, Michael Reagan, Paul Harvey, G. Gordon Liddy, Roger Hedgecock and others, *Scoop* may even have saved talk radio when liberals tried to sneak through a new law restricting it. After *Scoop* alerted 700 talk show hosts, grassroots America flooded congressional switchboards with protests. The liberals surrendered.

Our *Scoop* cable television broadcast is

another example of new technology at work, as is our innovative "Talking Points" card series, which began in the most auspicious way possible: with a U.S. Senator handing one on missile defense to President Reagan at a U.S.-USSR summit.

And there is the Internet. One of the first Washington conservative groups to have a website, by 2002 The National Center averaged over three-quarters-of-a-million hits on our site each month.

The National Center... is an invaluable ally in the battle for limited government and a strong national defense...


—DR. EDWIN J. FEULNER, PRESIDENT, THE HERITAGE FOUNDATION



National Center staffers David Ridenour and David Almasi deliver petitions signed by supporters to Rep. Ron Paul (R-TX) in his Capitol Hill office.



ABC's World News Tonight with Peter Jennings broadcasts a National Center television commercial against sexual harassments as the Monica Lewinsky scandal breaks.



[The National Center] produces more positive press attention for our ideas, dollar for dollar, than any other Washington-based think tank...

—JOSEPH BAST, PRESIDENT, THE HEARTLAND INSTITUTE

The timely, accurate information on policy issues provided by The National Center for Public Policy Research has been invaluable to me, my staff and countless others on Capitol Hill, over the years.

—U.S. REP. JOHN T. DOOLITTLE (R-CA)

NCPPR is one of the fiercest fighters for economic liberty in areas ranging from environmental policy to economic deregulation.

—FRED L. SMITH, PRESIDENT
COMPETITIVE ENTERPRISE INSTITUTE

Its timely, accurate information regarding the abuses of intrusive government has been useful to me and many others who promote freedom and prosperity.

—DR. WALTER E. WILLIAMS

The National Center is changing public opinion...

—OLIVER NORTH

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