Challenges Mastered...
Challenges Ahead

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

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.
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.

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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.

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
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)

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.
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 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 is…

A crucial source of ammunition in the battle of ideas.

— WARD CONNERLY
[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

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. M cGovern 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.
Much has been accomplished in 20 years. We’re proud of the role we’ve played in America’s successes. But the enemies of freedom never rest. As Thomas Paine warned, those who expect to reap the blessings of freedom must undergo the fatigue of supporting it.

For every challenge mastered, we face a challenge ahead. In the defense of liberty, grounded in the faith that America’s best days are still ahead of her, The National Center for Public Policy Research will never rest.
ABC’s World News Tonight with Peter Jennings broadcasts a National Center television commercial against sexual harassments as the Monica Lewinsky scandal breaks.

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

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
[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