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Dear Friend,

Thunderous right wing voices roll across our country.

"President Carter could get his Administration out of the doldrums by three short steps: 1. Deregulate the price of oil and gas; 2. Save \$10 billion a year by abolishing the useless Department of Energy; 3. Use the money to produce the B-1 bomber and neutron bombs."

Dean Clarence E. Manion  
Manion Forum, May 1978

This is not a new phenomenon. For years the right has effectively used "grass roots" broadcasting to spread messages like these:

"It's time to examine your priorities and decide just how you want your elected officials to use your money. Until now they've been spending it in an insane effort to satisfy the demands of the Communist bloc."

Robert Bartell  
This is Liberty Lobby  
May 1978

Daily, Americans hear such strident messages from the right urging increased arms spending as the answer to international problems.

There are no simple answers in our quest for detente and arms control.

But 10,000 right wing broadcasts each week suggest there are. Their message is simply to abandon these goals. It is constantly heard. It is often heeded.

It is said our country is moving to the right -- away from a stable center. I can see it. I can sense it.

From my years in broadcasting, I know the power of radio opinion and the danger of one-sided or lop-sided opinion.

Our airwaves are out of balance. Right wing opinion predominates. But whether it prevails is up to us.

We who share liberal and moderate views have good reason for concern. And we have a clear course of action.

We would not silence the ultra-conservative voices, but we can make our opinions known and heard with increasing frequency by larger audiences.

We can work to balance broadcast opinion by strengthening the only nationwide daily radio program that counters the right.

That program is "In the Public Interest" (IPI) and it is a project of The Fund for Peace.

IPI reaches out to 5,000,000 listeners each day through its 330 subscribing radio stations. But IPI's 2,000 broadcasts each week still amount to only one-fifth of the right's organized radio effort.

IPI began eight years ago when a young man named Bob Maslow sought to use radio to bring the public facts about U.S. involvement in Vietnam. Maslow realized that stations which aired ultra-conservative material were under an obligation, because of the fairness doctrine, to offer differing or opposite viewpoints on the air.

Maslow began sending out recorded four-minute broadcasts. He persuaded broadcasters to accept and use the material as part of their public service obligation -- without charging a dime for air time.

IPI started modestly with just a few commentators and only a few dozen stations. Today, with 330 stations airing its programs six days a week, IPI is an informal network itself. Its commentators include Yvonne Burke, Norman Cousins, John Gardner, Edward Kennedy, Lucy Komisar, Charles Mathias, Helen Meyner, Paul Newman, Ralph Nader, I.F. Stone, Paul Warnke and many others.

To reach a still larger audience through the print media, IPI transcribes its broadcasts to provide regular syndicated columns used by more than 100 newspapers throughout the country.

IPI has been the key in efforts to balance our airwaves. But broadcast opinion is still far from balanced. And IPI is ready to do more.

Radio stations are eager to carry IPI's commentaries. Newspaper editors seek IPI columns. I'm convinced that millions of listeners and readers would welcome more alternative and balanced opinions.

With your support IPI can reach these people.

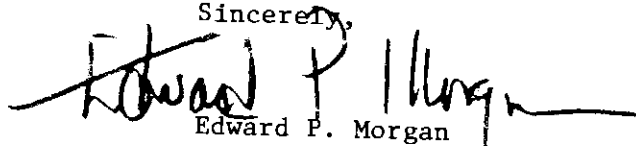
It costs only a dollar a day for IPI to reach 10,000 listeners.

For \$150 IPI can service yet another radio station for one year.

Won't you help expand the number of IPI stations and listeners and help balance our country's airwaves?

I'm proud to contribute two commentaries a week to IPI. You can be proud of your tax-deductible contribution to "In the Public Interest" in knowing how far and how many people IPI can reach.

By presenting the issues fully, fairly, and thoughtfully, we can break the monopoly of the monolithic thinkers of the right. Please help with a generous check today.

Sincerely,  
  
Edward P. Morgan