

**HISTORY MILESTONES:
AMERICAN SECURITY COUNCIL and
AMERICAN SECURITY COUNCIL FOUNDATION**

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The following is a sampling of milestones in the separate but closely inter-related histories of the American Security Council (ASC) and American Security Council Foundation (ASCF).

The ASC and ASCF partnership led the joint efforts of many national organizations and leaders in education, business, labor, religion, politics and communities across the country to plan, adopt and implement a national security strategy to “defend and extend freedom”.

The ASC/ASCF-led coalitions were by far the largest bi-partisan combinations of liberal, moderate and conservative leaders to ever work together for this purpose. This led to significant changes in United States national security strategy.

For example, the ASC/ASCF-led Coalition for Peace Through Strength (CPTS) conducted the successful public diplomacy campaign for the United States adoption of the ASC-developed “National Strategy for Peace Through Strength” (NSPTS) which won the Cold War.

The active CPTS membership included President Reagan; former Presidents Nixon and Ford; 277 U.S. Senators and Representatives from both parties, including 31 of the 36 full Committee Chairmen of both Houses; 20 governors from both parties as state chairmen, 2530 retired admirals and generals; 169 national organizations; 182 local and state organizations; NSPTS Resolution passed or endorsed by both Houses of Congress and 13 state legislatures; 514 universities, colleges and think tanks officially participated in the study fleshing out the eight principles of the NSPTS; NSPTS was officially recommended to the U.S. Senate by Secretary of Defense Casper Weinberger and Chairman of the Joint Chiefs of Staff General John W. Vessey, Jr. Most importantly, it was adopted and followed by presidents Reagan and Bush 41.

The CPTS’s core participants included the ASC’s National Strategy Committee; the ASCF’s Strategy Board; their respective Boards of Directors and staffs; leaders of the 3500 ASCF member companies and unions and 350,000 individual members; and thousands of ASCF contributors.

This history sampling mentions hundreds of the people and institutions which played a leadership role in the ASC/ASCF’s decisive influence on U.S. defense and foreign policy.

However, it is emphatically noted that the ASC/ASCF successes were the result of the team efforts not only of those named but also that of thousands of other organizations, educational, business, labor and religious leaders, colleges and universities, political leaders, current and former military and other

government leaders, hundreds of ASC/ASCF employees, illustrious ASC/IAS/ASCF directors and other important people who also played key roles.

I. American Security Council

In 1955, several major Chicago-headquartered companies decided to organize to work together and cooperate with government and other groups to meet their Cold War citizenship responsibilities.

The North Korean/Chinese invasion of South Korea, backed by the Soviet Union, with the loss of the lives of 54,246 brave American servicemen and women, had alerted and reminded them of the Communist goal of World domination.

Since the Communist goal was to put business out of business, they thought that it was about time that business organized to fight for freedom and against Communism.

This effort was initiated in September 1954 by General Robert E. Wood, retired chairman, Sears Roebuck and Company. His decision was triggered by the pending estate sale of the largest private library on Communism in mid-America. It was started in 1918 and then occupied the entire 26th floor of the Chicago Tribune Tower.

He asked Sears executive John M. Fisher, a former Special Agent of the FBI, to organize and lead this effort.

Fisher recruited the heads of 25 companies whose firms contributed the money to acquire the Library and fund start-up costs.

Out of this group, Paul Galvin, founder and Chairman of Motorola; Hughston McBain, Chairman, Marshall Field and Co.; Wayne A. Johnston, President, Illinois Central Railroad; Bennett Archambault, President, Stewart Warner CO.; and General Wood became initial members of the group's Senior Advisory Board (SAB). McBain became Chairman of the SAB.

The SAB named personal representatives as the officers and directors of the new corporation: Fischer as CEO, representing both Wood and McBain; Kenneth M. Piper, Motorola Vice President and former Assistant Director of the FBI, as President; and Cyril W. Hooper, Stewart Warner executive, as Secretary-Treasurer.

Later, Stephen L. Donchess, representing member company U.S. Steel Co. and Russell E. White, representing member company General Electric Co, were named Vice Presidents and Board Members. Both were lawyers and former Special Agents of the FBI.

The first step was to incorporate this venture in Illinois on March 31, 1955 as the Mid-American Research Library to acquire and operate the Library.

It continued acquiring and integrating several other private libraries and keeping them up to date. The library eventually grew to the size where its central index was over 7,000,000 cards.

This flow of new information together with historical records provided the basis for research reports and then newsletters to keep member companies informed. In the early days the emphasis was on internal security issues.

So that Fisher could also meet his Sears responsibilities, he employed successive Operating Directors, William Carroll, Robert J. Wilson and Jack E. Ison, all who were former FBI agents with internal security or counter intelligence experience.

In the second year, Sears loaned Fisher, and his secretary, full time (except for Wednesday mornings when he met with his Sears staff) for one year to operate it and increase corporate support.

When Fisher became the Operating Director (after Carroll) as well as CEO, the name was changed to American Security Council. It became a business league tax-exempt under section 501 (C) (6) of the Internal Revenue Code.

To increase the ASC's research services income, Fisher got Board approval to organize a separate nationwide research company to include access to the ASC library as part of its services.

This was a for-profit corporation called FIDELIFAX. Its offices were located across the hall from ASC. Fisher was the CEO and majority stockholder but served without salary or dividends. Within three months, Fidelifax had 32 offices, each headed by a former special agent of the FBI. No ASC funds were involved. Fidelifax was funded by the sale of 49% of the stock, franchise fees and 8% of the franchises' gross billings.

Fortune magazine did a feature on this new company.

Even though Fidelifax was a start-up, its entrance into the market was seen as an important development by at least one major competitor. About six months after Fidelifax started business, two Vice Presidents of the Retail Credit Company, headquartered in Atlanta, came to Chicago to complain to top Sears executives about the "unfair competition" because Fidelifax had access to the ASC library.

The level of the Retail Credit Company's concern might be indicated by the fact that it soon changed its name to "Equifax"

While Fidelifax was a successful company, it did not produce much research income for the ASC library. So, when Fisher went back to Sears, he gave all his controlling interest to a group of the five best franchise holders for \$1.00.

Fidelifax is still doing business. It has changed its name to "Fidelifacts" and has 400 representatives throughout the free world.

A. Change of Mission

Castro's success in taking over Cuba for Communism, and keeping it, dramatized the inadequacies of U.S. foreign and defense policies. This was of particular interest to American business because the Cuban branches of major companies, like Sears, were nationalized without compensation.

This shifted the ASC's interest to defense and foreign policy issues. It broadened its mission to that of changing the U.S. strategy goal to that of "defend and extend freedom" to replace the failing U.S. strategy variously called containment, accommodation, détente and convergence.

To lead the ASC in this effort to change national policy, the ASC's Board asked Fisher (who was then Chairman of Sears Corporate Security Committee) to leave Sears to serve as the fulltime Chairman CEO and President of the ASC as of April 1, 1961.

B. Washington Report

Fisher established a Washington Bureau headed by Lee R. Pennington retired FBI Inspector and retired head of the American Legion Americanism Committee.

He added just-retired Judge Advocate General of the U.S. Navy, Rear Admiral Chester C. Ward, as editor of the ASC Washington Report newsletter.

The by-weekly (weekly in some years) ASC Washington Report analyzed developments affecting the nations security.

It was very well received. Every issue was used as the basis for editorials, reprinted in local papers, inserted in the Congressional Record, or all three. It was also used as a resource by teachers and speakers.

Some members companies reprinted it for their employees. For example, McGraw Edison reprinted each Washington Report for its 1800 top executives.

C. National Strategy Committee (NSC)

To guide the ASC in developing proposals for changes in U.S. National Strategy, Fisher established a National Strategy Committee made up of highly qualified experts. The first members were:

Chairman:

Loyd Wright, Chairman of the International Bar Association, past president of the American Bar Association, and former chairman of the Commission on Government Security.

Members:

Lt. General Edward M. Almond, Former Chief of Staff to General Douglas MacArthur, and former Commandant of the Army War College.

Admiral Ben Moreell, USN (Ret.), Chairman, Americans for Constitutional Action, former chairman of the board, Jones & Laughlin Steel Company.

Admiral Arthur W. Radford, USN (Ret.), former Chairman, Joint Chiefs of Staff.

Admiral Felix B. Stump, USN (Ret.), Former Commander-in-Chief, Pacific, vice chairman, Freedoms Foundation.

General Maxwell D. Taylor, USA (Ret.), former Chief of Staff U.S. Army (who was later called back to active duty by President Kennedy to serve as his Chairman of the Joint Chiefs of Staff).

Rear Admiral Chester C. Ward, USN (Ret.), former Judge Advocate General of the Navy, and former professor of International Law at George Washington University.

General A.C. Wedemeyer, USA (Ret.), former Deputy Chief of Staff, U.S. Army and chief U.S. strategist in World War II.

The first three NSC studies were published as special issues of the ASC's Washington Report. Each sturdy, with press release, was sent to the personal attention of the appropriate editors at every daily newspaper in the country. This gave the studies excellent national coverage.

The fact that over 100 major newspapers across the country were dues-paying members of the ASC gave the reports respectful attention. These papers included all four of the major newspapers in Chicago, the New York Daily News, the Detroit News and the Los Angeles Times.

These first three studies were:

- I. **THE NATIONAL SECURITY IMPLICATIONS OF THE NUCLEAR TEST BAN NEGOTIATIONS**, May 16, 1961, 16 pages. First draft prepared by Colonel Edwin Black, USA, Military Assistant to Roswell Gilpatrick, Deputy Secretary of Defense.
- II. **A THREAT TO NATIONAL SECURITY: COMMUNIST CHINA'S ADMISSION INTO THE UNITED NATIONS**, June 19, 1961 25 pages. First draft prepared by Colonel Black.
- III. **COMMUNIST CONTROL OF CUBA: A SERIOUS THREAT TO NATIONAL SECURITY**, August 1961, 20 pages, First draft prepared by NSC member, retired Judge Advocate General of the U.S. Navy, Rear Admiral Chester Ward, USN (Ret.), Editor ASC Washington Report.

The third study proposed a modernized Monroe Doctrine to establish a "Peace Zone of the Americas". The proposed steps to get Communism out of the Americas, and keep it that way, included a "Declaration of Contraband" to keep Soviet arms and war material from being shipped into the Western Hemisphere. In established international law, the enforcement of such a declaration is not an act of war, whereas a blockade would be an act of war.

President Kennedy referred his copy of the study to the State Department.

On August 30, 1961 Robert F. Woodward, Assistant Secretary of State for Latin America, wrote Fisher describing the report as "penetrating" and "imaginative". He said that, "The Department has already received expressions of a favorable response to the report by American citizens."

On October 22, 1962, during the Cuban Missile Crisis, President John F. Kennedy used this declaration of contraband approach to stop more Soviet missiles from being shipped to Cuba. He declared a "strict quarantine on all offensive military equipment to Cuba" and that ships "will, if found to contain cargos of offensive weapons, be turned back."

D. Peace and Freedom Through Cold War Victory: *Guidelines for Cold War Victory*

The NSC then took on the assignment of developing a proposal for a national strategy to win the Cold War.

To achieve such a dramatic change of national objective would require: 1) compelling arguments synthesizing the best thinking from knowledgeable liberals, moderates and conservatives on how we could win the Cold War without nuclear war, and 2) the participation of the largest number of opinion-making and grass-roots organizations and national leaders which had ever worked together in the development of national security recommendations.

The NSC was expanded to: 1) include the 18 SAB members representing the 3500 member companies and labor unions; and 2) add more expertise such as that of Dr. Edward Teller, nuclear scientist, and Dr. Stefan Possony, Director of International Studies, Hoover Institution, Stanford University.

SAB member Robert W. Galvin, Chairman of the Board, Motorola Inc., became Chairman of the NSC, and Loyd Wright became Vice Chairman.

Fischer then recruited the official participation in strategy development of the following colleges and universities, organizations and experts for the consideration of the NSC:

- 1) The 128 cooperating universities and colleges included: Northeastern University, University of Massachusetts, and University of Notre Dame. Auburn University, De Paul University, Texas A & M., University of Arizona, and Pepperdine College.
- 2) The 102 cooperating organizations included: American Farm Bureau Federation, American Legion, and Association of American Railroads. International Association of Chiefs of Police, Reserve Officers Association of America, Retired Officers Association and Veterans of Foreign Wars of the United States.
- 3) The 28 member Cold War Victory Advisory Committee included: A former president of the U.N. General Assembly, a former Chairman of the U.N. Security Council, a former member of the Presidium of the Communist International, two former U.S. Ambassadors, six former high military commanders and three college presidents.
- 4) The 19 members of the strategy staff (7 were paid staff, the rest were volunteers) included: six university professors, a former Chief of the U.S. Army Intelligence Corps, a Pulitzer prize-winning foreign correspondent and four former special agents of the FBI including a former assistant director.
- 5) The heads of the 3500 ASC member companies and unions, directly and through the 18 Industry Relations Committee members such as George R. Hearst, Jr. Chairman. Hearst Corporation and Charles R. Fleishman, President, A. J. Bayer Company.

After input from the NSC and the above groups, Frank Johnson, Foreign Editor, ASC Washington Report, prepared a 69 page working draft. A total of 2800 copies of the draft were distributed for review and criticism. A majority of the recipients approved the draft. However, many of the participants spent a great deal of time preparing their responses. For Example, NSC member Dr. Possony prepared 150 typed pages of well thought out suggestions. The total response was 2500 pages of suggestions. Fisher then had the job of editing the working draft and the suggestions down to 122 pages for the consideration of the NSC members.

This 122 page study, PEACE AND FREEDON THROUGH COLD WAR VICTORY: Guidelines for Cold War Victory, was released in book form on August 12, 1964.

The NSC Chairman, Robert W. Galvin, said this foreword:

“Our central recommendation is that the United States adopts a national strategy of victory in the Cold War. Unless the United States adopts an affirmative Cold War policy, it will continue to lose the Cold War in the same way that a football team would lose if it were prohibited from crossing the 50-yard line.”

The study laid out a comprehensive strategy to achieve Cold War victory without a major war.

It was the subject of front-page news stories across America. And, many newspapers gave it strong editorial attention, mostly favorable.

Many of the newspapers, such as the Wall Street Journal and the New York Daily News, devoted their entire editorial space to the study. Some did the same for two and three days.

The very next month after its publication, the study had already been adopted as a textbook in four major universities and two colleges.

The National University Extension Association purchased and distributed copies of GUIDELINES to thousands of high schools across the country for use by debate teams in preparing for national debate topics on international control of nuclear weapons.

E. The Role Of Business In The Cold War

A follow-on study was initiated to definite the role that business could and should play in winning the Cold War.

Fisher almost tripled the number of cooperating colleges and universities in this study series to 360. The new ones included the University of Pennsylvania, Baylor University and the University of California.

Inspired by the start of this study, Patrick J. Frawley, Chairman, Schick Safety Razor Co., and SAB member, offered \$100,000 in awards and to fund an ASC-conducted contest for the best essays with stimulating new thinking on how business could better meet its cold war citizenship responsibilities.

There were five prizes scaled from \$25,000 down to \$2,500.

So that the 500 cooperating organizations and educational institutions might be inspired to encourage their people to enter, and amount equal to each prize went to the cooperating group designated by each winner.

The ASC published the five money-winning essays plus those of four Honorable Mention Award winners.

The very high caliber of the essays is indicated by the fact that expert Dr. Richard V. Allen, who later served as President Reagan's first National Security Advisor, received only an Honorable Mention.

Allen's thoughtful essay, ON WINNING THE COLD WAR; THE ROLE OF BUSINESS COMMUNITY, was the best overview of the subject and was printed at the very beginning of the 84-page book of essays.

It was decided that the essays were of such high caliber that completing a separate NSC study would be duplicative.

F. Radio Programs

1. American Security Council Washington Report Of The Air

Patrick J. Frawley, Chairman of the Schick Safety Razor Co., and Member of the ASC's Senior Advisory Board, was further inspired to make a Schick public service grant (as an advertising expense) for the production and national distribution of a daily radio version of the ASC Washington Report analysis of national security news.

This program was produced by the Amsco Media Services division of the American Security Council Foundation Press – which had the same officers and directors as the ASC.

Fisher retained Senator Thomas J. Dodd (D) and former Republican Congressman Dr. Walter H. Judd as co-editors of the ASC Radio Washington Report. ASC radio editors Dewitt S. Copp, and then John F. Lewis researched current developments and prepared draft newscasts for the co-editors' consideration.

Copp and Lewis were backed up by Editor-in-chief Fisher; Washington Bureau Chief Lee R. Pennington; Foreign Editor Frank J. Johnson; Research Director William K. Lambie, Jr.; National Editor William Gill; International Politics Editor Georgetown University professor Dr. James D. Atkinson; Economics Editor Georgetown University professor Dr. Lev E. Dobrianski; Strategy and Military Affairs Editor Dr. Stefan F. Possony; and Law and Space Editor RADM Chester Ward.

As the guest on the first two programs, former president Dwight D. Eisenhower cited the purposes and factual approach of the ASC and this program as the reason he agreed to inaugurate the series, saying:

“I believe there is an overpowering need for a regular and sustained study of this subject through a series of programs such as this. It is vital that the American people understand the nature of this

struggle --- that they grasp the magnitude of the threat posed by Communism to our free society --- that they come to know their adversary in all his many devious guises.”

“You will keep them abreast of Communism’s efforts to spread itself day-by day over the whole earth. And I know that to support the growth and strength of freedom you will make sound proposals based on fact --- not on wishful thinking.”

With the Eisenhower participation and endorsement, the launch on September 28, 1964 received nationwide press coverage, including stories in the New York Times and the Washington Post.

Soon, the program was heard daily on over 1500 radio stations nationwide, including the entire Mutual Broadcasting System far more than any other daily news program.

The on-the-air credit, “Produced under a public service grant from the Stainless Steel Blade Division of the Schick Safety Razor Company”, gave Schick by far the lowest cost-per-thousand listener impressions of all its advertising.

Typically, the program was aired as a five minute locally sponsored segment of local morning and evening drive-time news programs.

It was also carried overseas on the Armed Forces Radio Network. Radio Free Europe broadcast the program in six languages.

2. Radio Free Americas

On June 30, 1967 Free Cuba Radio went off the air. It was the only direct multi-station effort to counter Castro’s all-out radio propaganda assault against the United States.

On September 1, 1967, the ASC inaugurates RADIO FREE AMERICAS, a daily five minute Spanish language news and world affairs broadcast service.

The senior editor and voice of this service was Dr. Herminio Portell-Vila, the internationally respected Cuban historian, former University of Havana law professor, diplomat and radio-television commentator. He was able to speak more freely on this program than in his other on-the-air role at the Voice of America.

Soon 28 stations in the Americas were broadcasting Radio Free Americas in 13 countries. For example, Argentina’s powerful Radio Atlantica broadcast it in both long and short wave to that country and to Chile, Paraguay and Uruguay.

And, 54 Spanish language newspapers in Latin America and the United States carried Dr. Portell's scripts as by-lined columns. In the U.S. this included Spanish language newspapers in New York City, Washington D.C., Miami, the Rio Grande valley and Los Angeles.

Castro and his international radio stations regularly attacked Dr. Portell. Castro may have been especially aggravated because when he was a student in Dr. Portell's class at the University of Havana's Law School, Dr. Portell flunked him for cheating.

House Armed Services Committee

1. The Changing Strategic Military Balance

In 1967, Chairman L. Mendel Rivers, U.S. House Armed Services Committee, asked Fisher to put together a study of the trends in the comparative strategic military strength of the United States and the Soviet Union. He asked that the study be based solely on public sources.

To assure access to the full range of public sources, he asked the Library of Congress to assist in this study. The Aerospace Technology Division of the Library of Congress assisted by reviewing a great volume of material for pertinent references, compiling the results of this review, and providing office space and other facilities for ASC staff.

Fisher then set up a special sub-committee of the NSC made up of those members of the Committee who had special knowledge of strategic military matters.

He added Air Force General Bernard A. Schriever, just retired head of U.S. ballistic missile programs, as Chairman; and as members: General Curtis E. Lemay, former Chief of Staff, U.S. Air Force; and General Thomas S. Power, former Commander, Strategic Air Command, U.S. Air Force.

The resulting 103 page study, THE CHANGING STRATEGIC MILITARY BALANCE U.S.A. VS U.S.S.R., was released on July 12, 1967. It was accepted with enthusiasm by Rivers whose Committee published the report and participated in a concurrent ASC/House Armed Services Committee release the study.

The study found that "the United States has exchanged its goal of a war-winning strategic superiority for a strategy of mutual deterrence", whereas the Soviet Union "is driving hard toward a goal of overwhelming superiority in the decisive field of nuclear weaponry".

As a consequence, the United States had been reducing its deliverable megatonnage while the Soviet Union had been increasing its deliverable megatonnage to the point where there was then a rough parity.

And, the rate of change was so great that by 1971, "it appears that a massive megatonnage gap will have developed" unless the United States acts to regain superiority.

And, the ASC's Committee found that the Soviets were deploying a vast anti-ballistic missile network. It strongly urged the deployment of an American ABM system instead of "placing our sole reliance for deterrence" on our offensive strategic weapon systems.

The study release generated front-page banner headlines in newspapers all across the country plus strong editorial support.

Secretary of Defense Robert S. McNamara responded that the U.S. still had strategic military superiority because it had more deliverable (but smaller) nuclear warheads. He opposed deployment of an ABM system.

But, as a Chicago Tribune editorial pointed out, McNamara did not count as strategic weapons the 900 Soviet Badger strategic bombers which could bomb the United States.

The U.S. News and World Report of July 24, 1967, devoted two full pages to the study's findings and one full page to a very favorable analysis of the findings.

The study continued as the subject of news and features articles across the country.

For example, the first page of the 8 page February 1968 Readers Digest article "The Threat of Russia's Rising Strategic Power" was devoted to the ASC study.

The headline for the full front-page editorial in the February 5, 1968 BARRON'S was: "BALANCE OF TERROR, The 'McNamara Gap' Will Cost the National Dear".

It reported that last summer "the authoritative American Security Council, a blue-ribbon group which includes a number of retired admirals and generals, estimated that the Communists were adding 400 missiles per year to their nuclear arsenal. After repeated denials, Mr. McNamara last week cited the same figure."

The editorial continued, "The Council...concluded that by mid 1968, if not before, a dangerous 'megaton gap' would begin to open in favor of the Reds. The Pentagon scoffed at the claim. Last week, however in a significant statement to the Senate Armed Services Committee, it struck a different note.

Specifically, it urged modernizing the Minuteman missile force; defending all Minuteman missile emplacements with Sprint antimissile systems; and developing a deadlier successor.”

2. The Changing Strategic Naval Balance: U.S.A. vs. U.S.S.R.

In December 1968, again at the request of House Armed Services Committee Chairman Mendel Rivers, the ASC completed another study, “The Changing Strategic Naval Balance: U.S.S.R. vs. U.S.A. This study was prepared by a special sub-committee of the National Strategy Committee headed by Admiral H.D. Felt, USN (Ret.) former Commander-in-Chief Pacific Fleet.

This study also received broad acceptance and support.

Admiral Thomas H. Moorer, USN, then Chief of Naval Operations, summed up this reaction as follows: “..the study has evoked a great deal of interest in t he press, the Congress, here in the Pentagon and elsewhere. It is a fine piece of work”.

I. Operations Safeguard

Soon after President Nixon’s inauguration in 1969, the White House asked Fisher to generate support for an anti-ballistic missile system. This was well before Nixon had publicly supported such a program.

1. ADHOC Committee

Working with the American Legion, VFW, and ROA, which were already cooperating organizations, Fisher organize and chaired the “Ad Hoc Committee” as a coalition of the major military and veterans organizations to coordinate their efforts in support of an ABM defense. One objective was to generate pro-ABM mail from their members to the Congress.

After the ABM campaign, this Committee continued as a separate group (they had never been organized like this before and found it useful). Most of the organizations also continued to participate individually in many later coalitions organized and led by the ASC.

2. ABM Study

Fisher named a 31 member subcommittee of the National Strategy Committee to study the need for an ABM system.

Several of them were new members of the NSC, including the Co-chairmen: Dr. Willard F. Libby, Nobel Prize winner and Director, Institute of Geophysics and Planetary Physics, UCLA; Dr. William J. Thaler, Chairman, Physics department, Georgetown University, developer of the “over-the-horizon” radar; and, General Nathan F. Twining, former Chairman of the Joint Chiefs of Staff.

Other new members included: Dr. Harold M. Agnew, Director, Weapon Division, Atomic Energy Commission's Los Alamos Scientific laboratory; and Dr. Eugene P. Wigner, Nobel Prize winner, Physicist, Princeton University.

Acropolis Books published the NSC's 72 page study, THE ABM AND THE CHANGED STRATEGIC MILITARY BALANCE in May 1969.

This study supported President Nixon's call for funding the SAFEGUARD ABM.

It received good page-one nationwide press coverage and editorials were generally very supportive.

The New York Daily News said "...we're not nuclear experts. But we prefer the ABM views of such nuclear and military experts as Libby Thaler and Twining, to those of habitual disarm fans."

The Baltimore Sun said that the ABM question "is being argued at the highest level of competence and responsibility...rather than politically self-serving conviction."

William R. Hearst, Jr., Editor-in-Chief, The Hearst Newspapers, called it. "... a truly compelling ABM study."

3. Operation Safeguard Campaign

An ASC OPERATION SAGEGUARD direct mail campaign was launched to generate pro-ABM postcards to all Senators and Representatives.

The 189 membership organizations participating in the "Peace and Freedom Through Cold War Victory" study series were also urged to ask their members to call or write their representatives in the Congress.

The ASC wrote individual voters to ask them to send the enclosed pro-ABM postcards to their Senators and Representatives and to help fund more mailings. They were provided with additional cards for their friends to use. This was the first time the ASC had solicited individual voter financial support.

This resulted in a flood of postcards to Congress. David Martin, Senator Dodd's national security assistant, surveyed other Senate aides and estimated that 1,000,000 postcards were received in the Senate.

These mailings paid for themselves, which led to major changes in the ASC's financing and political influence. It continued marketing individual memberships, which, at the high point, rose to 350,000 members. The individual dues and contribution income was soon much larger than company and union dues.

For the production of the direct mail solicitations, ASC/ASCF purchased: 1) continuous form stationary in Baltimore, 2) computer personalization in Alexandria and then Culpeper, and 3) mailing serviced in Washington.

The coordination of these services to meet the mail dates, for which the prospect lists were rented, was difficult because ASC/ASCF was not then a major customer. For example, one ASC mailing concerning an upcoming election did not get mailed because all the mail shop's capacity was pre-empted by a major political mailer.

So, beginning in 1971, ASC started doing more and more of the mailing itself. By 1973 ASC was ready to get its own computer.

The cost problem with getting its own was that the monthly lease payments would continue even when the ASC was not mailing, or mailing very little.

So, in 1973, Fischer recommended that the ASC get a mainframe computer and share its cost with other non-profit organizations.

The Board agreed with the need but decided that ASC should not do so because: 1) the ASC was not in a position to take the risk; and 2) the other non-profit users would be limited to those organizations with which public association would be mutually acceptable.

However, they urged Fischer to set up another corporation to serve other organizations or companies to reduce costs and improve service for the ASC. The ASC, ASC press, and the ASCF could be third party beneficiaries through their existing cost sharing agreement.

After extended discussion, Fisher agreed with the proviso that the ASC and the new company would share costs proportionate to their use of the facilities. He agreed to take the risk and make the necessary personal risk through borrowing and lease guarantees. This was approved by the ASC Board on March 23, 1973 and took effect with Fisher's Communications Corporation of America (CCA) on November 1, 1973.

Fisher set up the operating procedures for CCA and then turned the management and sales responsibilities over to Steve Fisher. John Fisher did not draw salary from CCA.

Steve Fisher soon greatly reduced the cost of the ASC/ASCP/ASCF proportionate share by selling three major non-profit accounts – all larger mailers than the ASC. (All three are still CCA accounts.)

The ASC and ASCF Auditor, Francis J. Regan, Managing Partner, Reagan & Reagan, Certified Public Accountants, Palos Heights, Illinois, who had audited the ASC and IAS.ASCF since 1961, also started

auditing CCA to assure compliance with the cost-sharing agreement which evolved into a service-at-cost-agreement.

In addition to his annual audits, in 1985 the ASC and the ASCF Boards requested him to do a special review with emphasis on their actual conflict of interest policies and their application between the ASC, ASC Press, ASCF, CCA and Fisher. (The Boards were in the process of preparing a written conflict of interest policy statement concerning the relationships between the various levels of tax-exempt status as well as with Fisher who was CEO of all the organizations).

Regan's five page report to the Boards, dated August 20, 1985, is included as Appendix A.

With regard to Fisher's role, Regan reported:

"In all our years of association with your organizations, we have never found a transaction that in our opinion violated any state or federal law or regulation or conflict of interest standard. We have never found a transaction that did not follow the best interest of the organization and the desire of its respective Board of Directors.

"The relationship of John Fisher as Chief Executive Officer of various nonprofit corporate entities as well as his relationship to the Communications Corporation of America has had the effect of accruing substantial cost reductions to each of the nonprofit corporations and, in most cases, was accomplished at great personal risk to both Mr. Fisher and his personal estate.

"We wish to assure the Board of Directors that all the transactions that we have found as auditors of the various organizations and companies that might be referred to as conflict of interest or self dealing have, in fact, been explained to and approved by each Board and are reflected in their respective corporate minute books.

"CCA has become one of the largest contributors to ASC/ASCF through these savings plus the fact that it has, on several occasions carried ASC/ASCF accounts receivable for six months or more without late charges. Without this long term credit during down periods ASC/ASCF would have had to discontinue operations at three different times. This credit was extended at substantial cost to CCA because the interest it paid on borrowing to cover this accounts receivable was not reimbursed by ASC/ASCF.

"The significant risk taken by John Fisher and his wife in establishing CCA to help ASC/ASCF, and extending large credit to these organizations, is just a part of the pattern of risk taking for the benefit of the not-for-profit corporations. (Regan then lists two other major examples).

4. Full Page Ads

The ASC ran full-page ads in support of the Safeguard ABM signed by all members of the ABM study committee.

5. Nixon Recognition

After legislation authorizing the Safeguard ABM was passed, President Nixon wrote Fisher:

“The American Security Council played a major role in achieving that victory. It was altogether in keeping with the historic role of your organization in supporting programs, which assure an adequate defense for the nation... I am deeply appreciative of the important work which you have done.”

J. Coalition Campaigns

Since, in addition to the Ad Hoc Committee, many of the cooperating organizations did help out in OPERATION SAFEGUARD, the ASC continued forming and leading coalition campaigns to influence congressional national security decisions. In fact, the VFW Reserve Officers Association, American Legion Auxiliary, Veterans of Foreign Wars, and General Federation of Women’s Clubs were represented on the Boards of either the ASC or the IAS/ASCF.

K. Coalition Political Action

Another major coalition campaign was OPERATION ALERT, a multi-organization voter education program.

Its purpose was, “to alert American voters to the reality that the United States is falling behind the Soviet Union in nuclear weapons so fast that the 1970 elections may be their last chance to vote for ‘Peace Through Strength’ ”.

The “Peace Through Strength” phrase was inspired by the “Peace is our Profession” sign over the entrance to the Strategic Air Command headquarters which Fisher saw when he went there twice, with camera crew, to interview SAC Commanders in their hardened command center for two different IAS TV documentaries.

As part of OPERATION ALERT, the ASC conducted a National Security Issues Poll of opinion leaders across America. This was then used to rate the voting records of Senators and Representatives.

To pay for this effort, these opinion leaders were invited to become dues-paying members of the ASC’s NATIONAL VOTER ADVISORY BOARD (NSVAB).

A total of 42,946 opinion leaders did participate. These included: association executives such as Arch N. Booth, Executive VP, Chamber of Commerce of the U.S., and Mrs. Cathryn L. K. Dorney, Executive Director, American Education Association; business leaders such as George W. Waters, Executive Vice President, American Express Company, and Donald B. Lourie, Chairman, Quaker Oats Company; U.S. Senators such as Peter Dominick and Paul J. Fannin; Religious leaders such as Bishop A. L. Fletcher, Little Rock diocese and Dr. Robert G. Rayburn, President, Covenant Theological Seminary; Educators such as Dr. John D. Millett, Chancellor, Ohio Board of Regents and Robert P. Hanrahan, Superintendent of Schools, Cook County, Illinois; actors such as James Cagney, Bing Crosby and John Wayne.

Another 45,456 opinion leaders participated but did not join.

In addition, 203 newspapers in 44 states, carried full page ads containing the poll so that their readers could participate in the poll. These ads were run as a public service at Fisher's request. These newspapers ranged in size from the Saint Louis Glob Democrat and the San Francisco Examiner to small town newspapers.

A total of 27,197 readers of these newspapers sent in their polls. This brought the total number of poll participants up to 115,599.

The results in all three categories were overwhelming in the line with previous ASC positions. For example, on whether the United States should have superior military posture, 87.75% of the newspaper readers said yes. And, 93.53% of the NSVAB/ASC members said yes.

In 1971, the OPERATION ALERT CAMPAIGN was refocused as a multi-organization educational program based on the findings of the Nixon Administration's BLUE RIBBON DEFENSE PANEL finding that the United States faced an "unprecedented national peril" because the Soviet military build-up together with U.S. cutbacks had resulted in a "significant shifting of the strategic military balance against the United States in favor of the Soviet Union" (just as predicted by the ASC's National Strategy Committee July 12, 1967 study).

One purpose of this new Campaign was to get signatures for a DECLARATION FOR PEACE THROUGH STRENGTH petition for the adoption of a national policy of regaining strategic military superiority.

The petition quoted the Blue Ribbon Defense Panel:

"The road to peace has never been through appeasement, unilateral disarmament or negotiation from weakness. The entire recorded history of mankind is precisely to the contrary. Among the great nations only the strong survive. Weakness of the U.S. of its military capability, and its will would be the gravest threat to the peace of the world".

The Panel found that there had been “a significant shifting of the strategic military balance against the United States and in favor of the Soviet Union.”

The ASC printed and mailed summaries of the Panel’s report to 2,218,000 concerned Americans.

The IAS produced and promoted nationwide local showings (both sponsored and public service) of the TV documentary ONLY THE STRONG based on the Panel findings.

L. National Security Voting Index

These pools results were used to compile a National Security Voting Index (NSVI), which compared pool results with the votes of each Senator and Representative on 10 key national security bills or amendments. (in later years, Congressional members of the Congressional Division of the Coalition for Peace Through Strength were polled on which 10 votes were most important, and scientific samplings of public opinion were commissioned which gave the same but somewhat softer results as those from the NVAB).

The NSVI was a very effective voter education tool. Its potential was well recognized by the New York Times while the Poll was still in progress.

The NYT’s 6 column headline for its August 17, 1970 story was, ANTI-COMMUNIST COUNCIL PREPARES A VOTING ‘INDEX’ ON CONGRESS.

In its 66.5 column-inch story, the NYT said:

The ASC ‘is busy computing a new kind of Congressional rating system – the ‘security voting index’ ... will evaluate the record of each member of Congress on what the council considers the important national security questions of the day.”

“The council is a powerful organization that fits none of the stereotypes of the anti-Communist groups that have thrived in the 25 years of the Cold War. Its aims are superficially like those of the John Birch Society, but it does not engage in radical attacks against public figures. Neither does it try to equate anti-Communism with godliness.”

“..the council is no front for the ‘military-industrial complex’.”

“Now the council stands on the edge of major controversy as its voting index attacks the dedication to national security of some of the leading figures in Congress.”

1. Impact of NSVI

National Security Voting Index immediately became one of the standard congressional ratings. It was given wide publicity when it was released and newspaper and TV news stories used it as a measure of Congressional performance. It was the only national security vote rating published in the Almanac of American Politics.

Participating national organizations used it to advise their membership how to vote. Incumbents with good scores mentioned that in their speeches and ads.

The Index was a more revealing rating than most Congressional vote ratings because it did not use votes where nearly all votes were on the same side. For example, it did not score the final vote on the defense budget, which always passed with very wide margins.

Previously, the most active anti-defense Members of Congress could vote for amendments to stop weapons systems and then vote for the defense budget. They could then go home posing as pro-defense to deceive their constituents.

For example, in 1970 Senators Frank Church (D), Idaho, John Culver (D), Iowa and George McGovern (D), South Dakota all scored ZERO. They had voted for the Defense budget but against the ABM, aid for South Korea, the Subversive Activities Control Board and the war in Vietnam. This was the exact opposite of the views of the majority opinion in their own states.

Church, Culver and McGovern were re-elected in 1974. But, in 1980, with the same ZERO rating, they were all defeated.

By 1980, the ASC was in a better position to contribute toward their defeat. It had more members, a political action committee, and was then the leader of the Coalition for Peace through Strength, with more cooperating organizations to quote the NSVI to their members; its partner organization, the IAS, had produced pro-defense TV documentaries which had been shown thousands of times on local TV stations and, as films, to thousands of local audiences, and had a major speakers bureau as part of the CPTS.

After the 1980 elections, Congressman James Abdnor, who defeated McGovern; Congressman Steve D. Symms, who defeated Church; and Congressman Charles E. Grassley, who defeated Culver; all wrote Fisher to thank him for the ASC/Coalition for Peace Through Strength support to their campaigns. They had been active House members of the CPTS and were rated 100 in the NSVI.

As Jim Abdnor put it, "Aside from my campaign committee itself, no organization was more helpful in my successful Senate race than the Coalition for Peace Through Strength/American Security Council."

Abdnor cited the ASCF's documentary "The SALT Syndrome" which was 1) shown several times on all South Dakota TV stations, and 2) with the addition of an introduction by Abdnor, was shown as a film to

1000 South Dakota audiences, mostly by ROA/CPTS members. (During the 1980 election cycle, "The Salt Syndrome" was shown 2300 times on local TV stations reaching an estimated national audience of 100,000,000 viewers. The ASCF spent \$1,500,000 for 877 prime time and Saturday and Sunday afternoon half-hours. The contributions from audiences to buy more TV time largely covered the cost of air time. The rest of the showings were public service showings. In addition, there were TV showings paid for by candidates and other groups. It was also shown as a 16mm film to over 50,000 audiences.)

He also cited the ASCF speakers bureau (which provided Generals Dan Graham and Ed Rowny), and the "most generous" financial support from ASC's PAC "in helping defeat one of the leading 'doves' in the Senate". (during 1980 the ASCF Speakers Bureau scheduled over 1200 major national security addresses and media appearances.).

Abnor added, "I am proud to be an active member of the Coalition, one of the most influential organizations of its type on the national scene. Its studies and Congressional testimony always are well received here on the Hill."

Steve Symms wrote a similarly enthusiastic letter citing essentially the same reasons plus that the National Security Voting Index "was used widely by the Symms for Senate campaign as a comparison between my voting record and Frank Church's on national security matters".

Chuck Grassley wrote, "I would like to personally thank the American Security Council/Coalition for Peace Through Strength for playing an integral role in my victory to the United States Senate. Your vital contributions in the areas of personal support, providing timely information and financial contributions are deeply appreciated."

The NSVI, Coalition membership and ASC support were based solely on analyzing the candidates' votes compared to "Peace Through Strength" principles and NSVAB poll results. Thus, the ASC supported Democrats like Senator Sam Nunn, Georgia and Senator Russell Long, Louisiana.

After the 1980 elections, Senator Long wrote Fisher to thank the ASC for its support of his successful re-election campaign.

Much of his letter is reported here because it summarizes very well the ASC's bi-partisan coalition approach:

"The financial contribution made by the ASC Political Action Committee was most welcome".

"The more significant factors, politically speaking, came from my association with the many fine organizations and outstanding individual members of the Coalition and from the ASC's well-organized efforts to call its endorsement to the attention of the voters of my state.

“To your great credit, the American Security Council went beyond the simple elements of financial contribution and pro-forma endorsement.

“As both you and I agree, the continued influence of both the Coalition and the ASC in the national security affairs depends heavily on your continued efforts to maintain and, indeed, to strengthen their bipartisan character. ...as an enthusiastic Senate member of the Coalition, I look forward to helping you make it the natural home for all Democrats and Republicans who feel that there is only one way to face the military, economic and political dangers which confront us in the world today, from a position of strength.”

After the 1980 election, Senator Paul Laxalt, Chairman of the Reagan for President Campaign, and Senate Co-Chairman of the CPTS, wrote Fisher:

“The Coalition’s resolution calling for a national strategy for Peace Through Strength” became the defense strategy plank of the Republican Party Platform.”

“Peace Through Strength’ then became a major Reagan theme and helped elect a member of the Coalition to the Presidency.”

“The combination of all efforts particularly your TV blitz, Speakers Bureau and Political Action Committee had a powerful impact on the election results.”

The NSVI was also very helpful in defining the differences between Reagan and Mondale in the 1980 campaign.

Reagan was not bashful in pointing out that Mondale scored ZERO in the ASC’s NSVI when he was in the Senate.

2. The National Security Voting Index as a Recruiting Tool

The NSVI was the checklist Fisher used in 1978 to determine which Members of Congress he would invite to join the Coalition for Peace Through Strength.

The NSVI was a powerful recruiting tool because nearly every Member of Congress knew his/her rating and that it had been made by ASC/Fisher. (It also helped that Fisher had previously recruited 60 key Senator and Congressmen to sponsor the Freedom Studies Center of the IAS.)

This advance recognition helped fisher sign up 100% of the 150 Member he personally contacted to form the Congressional Division of the COALITION FOR PEACE THROUGH STENGTH.

The congressional membership grew to 273 Members (a bipartisan majority of the Congress) largely because early Members such as Duncan Hunter (R. Rep. Calif.) invited other. Hunter had been and ASC member since he was a young lawyer in San Diego. He became the administrator of the Congressional Division of the Coalition and later served as a President of the ASC and ASCF.

An ASC Congressional Relations staff was added to work with these Members. These important staffers were: Richard Sellers and Tony Makris followed years later by Gregg Hilton.

Very valuable individual assistance on signing up many early House Members came from pro-bono introductions of Fisher by top Hill lobbyist William Hecht.

Hecht was uniquely qualified for the bi-partisan approach. He had been a senior staffer for Missouri Democrat Richard Ichord, Chairman of the House Committee on Un-American Activities. Earlier, he had been the Executive Director of the Missouri Republican Party. In between, he had worked for Fisher as the Executive Director of the Missouri Council on National Security, one of the local branches of the ASC.

M. National Strategy for Peace Through Strength

The ASC was deeply concerned about the decline of U.S. military strength and weak foreign policy under President Carter.

Carter's policies were exactly the opposite of the ASC's National Voter Advisory Board views. For example, in the 1980 the ASC's National Security Voting Index gave him a rating of only 6!

Carter's positions on Senate votes gave him a ZERO. His positions on 9 of the 10 votes House votes gave him a rating of 11. So, his combined rating was 5.5, which was rounded off to 6.

Clearly, there was little chance that President Carter would adopt a goal of victory in the Cold War.

What was needed was marketing-public diplomacy political action campaign to change United States national Security Policy. This would require developing and selling a simply-stated new national strategy.

So, in early 1978, Fisher distilled all the experts' past recommendations in the NSC studies, ASC Newsletters, Radio Programs, and lectures at the IAS/ASCF conference center into eight one-sentence principles of a new grand strategy. None of these were current U.S. policy.

This is how he described it:

"We are losing because we have no bipartisan grand strategy to defend our freedom.

“A sound grand strategy must be based on being militarily superior so that the Soviets would not dare attack us. Then we can use psycho-political means to change Soviet goals and strategy by such tactics as sowing seeds of Solidarity inside the Soviet Bloc.

“Such a grand strategy for peace through strength is based on eight principles:

- 1) To inspire, focus and unite the national will and determination to achieve peace and freedom.
- 2) To achieve overall military and technological ability to prevail in a conflict with the Soviet Union.
- 3) To create a strategic and civil defense which would protect the American people against nuclear war at least as well as the Soviet population is protected.
- 4) To accept no arms control agreement which in any way jeopardizes the security of the United States or its allies, or which locks the United States into a position of military inferiority.
- 5) To reestablish effective security and intelligence capabilities.
- 6) To pursue positive nonmilitary means to roll back the growth of Communism.
- 7) To help our allies and other non-Communist countries to defend themselves against Communist aggression.
- 8) To maintain a strong economy and protect our overseas sources of energy and other raw materials. (This principle was added later).

N. Coalition For Peace Through Strength

Fisher then organized the Coalition for Peace Through Strength to campaign for the adoption of this strategy as national policy. The ASC served as the secretariat of CPTS. The ASCF served as the educational coordinator. Fisher was the Administrative Chairman.

Fisher invited all the previously cooperating organizations and leaders, plus others to join the CPTS.

A total of 168 national organizations and thousand of community leaders across the country joined the CPTS. These leaders included Governor Ronald Reagan, who soon took “peace through strength” as a central theme of his speeches. Later, as President, he wholeheartedly followed the strategy and gave the ASC the credit for that strategy.

A total of 13 state legislatures passed the same resolution calling for the adoption of a national strategy for peace through strength. Twenty governors became state co-chairmen of the CPTS.

As noted above, Fisher also recruited Members of the Congress to endorse the strategy and join the Coalition. By 1981, 273 Senators and Representatives, a bipartisan majority of the Congress, were members of the Congressional Division of CPTS (years later it changed its name to “National Security Caucus” but retained its relationship with the ASC/ASCF). The 16 Congressional Co-Chairmen were 8 Democrats and 8 Republicans divided equally between the Senate and the House.

The Republican National Conventions in 1980 and 1984 both adopted the Peace Through Strength Resolution as part of the Party Platform.

NEW CHOICES FOR A CHANGING AMERICA, the 1986 Report of the Democratic Policy Commission to the Democratic National Committee said that Democratic Party foreign policy has always been “peace through strength”.

After the House of Representatives passed the peace through strength resolution, 54 Senators sponsored the same resolution on March 8, 1983 (National Peace Through Strength Day – discussed later) for passage in the Senate. It was referred to the Senate Armed Services Committee chaired by Senator John Tower, who was also a member of the Coalition for Peace Through Strength.

Tower asked Fisher to conduct a study describing how the eight strategy principles might be applied in order to win the Cold War. This time Fisher put the ASCF in the lead and named an ASCF strategy Board while still deeply involving the ASC’s National Strategy Committee.

In support of this project, President Reagan wrote Fisher:

“I am particularly pleased that you also plan to involve Members of Congress, key Administration officials and a wide range of private institutions in the further development of a national strategy of Peace Through Strength. This will be essential as a guide on how to spread democracy throughout the world.”

“My administration will cooperate fully with you in this project”

This study is discussed in the IAS/ASCF section of this history.

O. Recognition for NSPTS

The ASC’s leadership in developing and getting the war-winning Peace Through Strength strategy adopted as national policy was well recognized. For example, President George Herbert Walker Bush wrote to ASC:

“The American Security Council policy of ‘Peace Through Strength’ is leading us toward a more stable and peaceful world, a world where human rights and individual liberty are cherished and protected.”

(While George H. W. Bush was Vice President, Fisher and President Reagan jointly presented Bush with a solid gold “President’s Eagle” pin in recognition of his strong support of the Peace Through Strength Strategy.)

President Reagan, in many letters to Fisher, also recognized the important role that the ASC played in his Peace Through Strength strategy. For example, he wrote Fisher on October 15, 1981:

“As an early member of the Coalition for Peace Through Strength, I supported the Resolution, and it was incorporated as part of the 1980 Republican Platform.

“Passage of the Resolution by both Houses will be a powerful symbol of bipartisan support for our national security programs, which are designed to restore the margin of safety to our military power.

“I assure you that I will sign the Resolution after it is passed by Congress and look forward to hearing of the Coalitions continuing good works.

P. ASC Political Action Committee

As noted above, the ASC’s Political Action Committee helped the election campaigns of the Democratic and Republican Senators and the Representatives who belonged to the Coalition for Peace Through Strength.

For example, in the 1986 election cycle, ASCPAC contributed \$225,322 directly to 201 Republican and Democratic congressional members of the Coalition.

More importantly, ASC’s congressional liaison staffers Richard Seller and Anthony Makris, organized and coordinated efforts which raised another \$4,520,000 for congressional Coalition members.

As Representative Jack Kemp (R-NY), Coalition Co-Chair put it:

“A lot of organizations talk about influence. The American Security Council has it. When I put together a Washington reception this year, they were instrumental in making it the best in my 12 years in Congress.

And, as Representative Bill Chappell, Jr. (D – Fla), Coalition Co-Chairman said:

“Primarily through the groundwork laid by the ASC PAC, I benefited from the most successful fundraiser ever held in my 16 years in Congress”.

Q. Other Campaign Victories

The ASC continued to organize successful coalition campaigns to: 1) support such weapons systems as the B-1 Bomber, the Trident Submarine, MX Missile, and increases in defense budget, freedom fighters

in Angola and Nicaragua and the wars in Bosnia and the Persian Gulf and 2) oppose such things as bad arms control treaties and the nuclear freeze.

The ASC usually started each campaign by preparing a well researched-fact-based multi-organization or National Strategy Committee position paper or a petition-style statement to be endorsed and promoted by participating organizations and individuals. After the formation of the CPTS, the Congressional Members often participated in or led the campaigns. Sometimes Congressional Coalition leaders joined heads of Coalition organizations to hold press conferences on the issue involved.

The ASC itself used mail, mailgrams, its own computerized phone bank, full-page ads, radio and TV spots (on some issues the IAS/ASCF joined in with TV documentaries and films on the issues) to influence public opinion and to generate calls, letters, petitions and visits to Members of Congress.

The BBC was so impressed with the ASC's advanced technology for grass roots lobbying, that it devoted the final segment of its GOODBYE GUTENBERG documentary to showing Fisher and the ASC's system in action.

Not all the campaigns used all of the above due to the time or financial constraints.

Sometimes more was needed and could be funded as in the Stop SALT II campaign.

1. Stop Salt II Campaign

The Coalition for Peace Through Strength capped its STOP SALT II CAMPAIGN with a November 13 – 16, 1979 "Peace Through Strength week" sponsored by 110 national organizations representing over 15,000,000 voters.

The primary purpose of the week was for these organizations' leaders and members from every state to travel to Washington to help deliver to each Senator 1) a letter signed by 2465 retired generals and admirals respectfully requesting each Senator to oppose the ratification of the SALT II Treaty, and 2) a summary of the flaws in the Treaty and a scientific sampling of public opinion showing strong opposition to those flaws.

The Reserve Officers Association gave the ASC/CPTS the use of its entire first floor as campaign headquarters for the ASC to put together state delegations, appoint and train delegation leaders and send them off to ASC arranged appointments to their Senators. All this was tracked in an ASC mini-computer.

At One Constitution Avenue, The ROA headquarters was the best possible location, being directly across the street from the Senate Office Buildings.

From the beginning of the Stop Salt II campaign, Fisher chaired weekly coordination meetings of 20 CPTS organizations plus key Senate staffers.

The ASC produced the 70 page study, AN ANALYSIS OF SALT II, for the CPTS with the participation of and in the name of the 29 private sector CPTS Co-Chairmen. Working drafts were reviewed by 101 national organizations, 64 state and local organizations, 194 Members of Congress and 86 other prominent members of the CPTS.

This ANALYSIS found that the SALT II Treaty would: 1) lock the U.S. into strategic inferiority; 2) make our people hostages by not permitting ABM defense of the population; 3) be unverifiable; 4) remove the American nuclear shield protecting our allies; 5) be a symbol of phased surrender by the United States.

The study reported that a scientific sampling of public opinion was against a Treaty like that. This public opinion poll was conducted by the Decision Making Information Corp. (DMI) for the ASC.

For example, on April 4, 1979 DMI found that 77% of registered voters favored an arms control agreement but that: 88.4% favored a Peace Through Strength Strategy, 65.1% favored U.S. military and technological superiority, 68.9% opposed an agreement which did not permit anti-missile defense for U.S. population and industry, and 63.7% opposed an agreement which was not fully verifiable.

At the IAS, Fischer produced, wrote and did the interviews for THE SALT SYNDROME, the TV documentary film which was shown nationwide on local TV stations and to local groups. The anti-SALT II interviewees included two leading Senators: Howard H. Baker, Jr. (R. Tenn.) and Henry M. Jackson (D. Wash.).

NBC-TV and U.S. News and World Report both described the CPTS as the leader of the opposition to Salt II.

Senate Coalition Co-Chairman Paul Laxalt wrote Fisher, "I believe that the coordinated efforts between the 225 Coalition members inside the Congress and those in the private sector made the difference in the SALT II debate."

2. Anti-Nuclear Freeze Campaign/Peace Through Strength Day

A group of 60 Coalition for Peace Through Strength leaders, chaired by Fisher, met on February 7, 1983 to consider how to counter the Nuclear Freeze Campaign. It had gained such momentum as to make congressional adoption of the Nuclear Freeze Resolution seem inevitable. The Freeze advocates had been planning for six months a mass rally at the U.S. Capitol on March 8, 1983.

It was decided that, despite the very short time, the Coalition would also hold rallies on March 8, 1983 in Washington, D.C. plus state capitols across the country to: 1) express opposition to the Nuclear Freeze Resolution and 2) push for the adoption of the Peace Through Strength Resolution.

They declared March 8 to be PEACE THROUGH STRENGTH DAY. (PTSD) James R. Currieo, Commander-in-Chief of the Veterans of Foreign Wars, was named General Chairman of PTSD. John M. Fisher served as the Executive Chairman, and the ASC acted as the coordinator of the rallies and associated campaign.

Along with the VFW, 130 national organizations co-sponsored the rallies. Among them were the Reserve Officers Association, the Moral Majority, the American Conservative Union and the Naval Reserve Association.

On the eve of PTSD, Fischer led a delegation of 27 congressional and private sector leaders to tell President Reagan that the rallies were intended to support his PTS policies and to oppose the Freeze Campaign.

President Reagan's response to Fisher's opening remarks began with these words:

"Your work is more important than ever. No organization in this country or world is doing more to promote American National Security."

(After this meeting, President Reagan added eleven new paragraphs to the text of his speech the next day to the National Association of Evangelicals in Orlando, Florida. It was by far the toughest anti-freeze address of his administration.)

At noon on PTS day, 1500 pro-PTS partisans from across the country participated in the PTSD Rally in Senate Park while 3000 liberal activists held their Nuclear Freeze Rally on the other side of the U.S. Capitol. PTSD Rally speakers were both congressional and private sector CPTS leaders.

On the same day, 1500 pro-PTS partisans from across the country participated in the PTSD Rally in Senate Park while 3000 liberal activists held their Nuclear Freeze Rally on the other side of the U.S. Capitol. PTSD Rally speakers were both congressional and private sector CPTS leaders.

The Peace Through Strength Rallies were covered at length by the three major networks: CBS, NBC and ABC. In fact this was the lead story on all three networks.

Along with covering these events extensively, the national news media was quick to recognize the size and how well prepared the Coalition organizers were.

As Bob Abernathy reported on the NBC "Nightly News":

"Freeze opponents are far better organized than they were last year".

Richard Threlkeld seconded this opinion on ABC's "Nightline":

"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."

The U.S. Capitol Peace Through Strength Rally was televised live in its entirety by CNN.

The Coalition scored just as well on the major talk shows. ABC's "Nightline" featured John Fisher, Rev. Jerry Falwell, and Gen. Milner Roberts on its broadcast of March 7. Senator Jake Garn (ZR. – Utah) appeared on NBC's "Today" to discuss the nuclear freeze. Senator Jeremiah Denton (R. – Ala.) appeared on CNN's "Crossfire". John Fisher also appeared on Daniel Schorr's "Schorrline" program on CNN.

There were numerous programs on local TV stations across the country which featured Coalition members or anti-freeze spokesmen. For example, ASC's Colonel Phil Cox appeared for an hour and a half on Philadelphia's top-rated talk show.

In addition, there were front pages stories and rally photos in daily newspapers across the country.

Also on PTS Day, 54 Senators co-sponsored the Peace Through Strength Resolution.

That evening, the VFW annual leadership conference at the Sheraton Washington Hotel held a reception honoring the 254 Members of Congress co-sponsoring the PTS Resolution.

The ASC spent about \$250,000.00 in 1) coordinating the overall activities; 2) printing signs, banners, buttons and press kits for every local rally; 3) purchasing television time in Washington, D.C. stations) featuring Charlton Heston and the ASCF's anti-freeze TV documentary COUNTDOWN FOR AMERICA hosted by Charlton Heston featuring leaders such as President Reagan, Secretary of Defense Weinberger and Senator Nunn, it had also been shown on other local stations across the country since November 1983 and 1984) running a series of two full-page ads in the New York Times, the Washington Times and the Washington Post.

In coordination with the Nuclear Freeze Rally, the Nuclear Freeze Resolution was sent to the House floor.

Peace Through Strength Day also inspired renewed vigor to the opposition to the Nuclear Freeze Resolution in the House of Representatives.

For the next two months, House Coalition leaders were in the forefront of what Speaker Tip O'Neill (D. – Mass) called, "one of the greatest debates in the History of the House."

The Freeze Resolution stayed on the floor for seven weeks and consumed 53 hours of debate. Coalition leaders submitted 40 amendments to water down and gut the Resolution.

They were so successful that when it was passed on May 4, it was greeted by cheers from pro-defense lawmakers and groans from freeze advocates.

As Minority Leader and Coalition Co-Chairman Robert Michel (R. – Ill.) Put it:

“Make no mistake about it, the pure freeze has lost.”

And, as Richard Cheney (R. – Wyo.) said:

“We muddied the waters quite a bit. The Freeze Resolution may have survived many of our attacks in the House, but as a result of the issues we raised, it will be perceived as a symbol, not a mandate. It’s not going to pass the Senate and the President will never sign it.”

3. National Leadership in Coalitions

Important national leaders participated in all of the ASC and/or Coalition campaigns.

For example: a January 23, 1993 full page ad in the Washington Times: An Open Letter to President Clinton and the U.S. Congress, to STOP GENOCIDE IN BOSNIA was signed by Stop Genocide in Bosnia Coalition members:

Partial list: Three former U.S. Presidents: Nixon, Ford and Reagan; one former Great Britain Prime Minister: Margaret Thatcher; two former Democratic candidates for President: McGovern and Dukakis; Six former Secretaries of Defense: Brown, Carlucci, Laird, Richardson, Rumsfeld and Weinberger; two former Secretaries of State: Haig and Kissinger; two former National Security Assistants to the President: Allen and Brzezinski.

Presidents Nixon, Ford and Reagan all joined in the CPTS and two other ASC coalitions:

- 1) A full-page open letter to President George Herbert Walker Bush in support of his Persian Gulf Policy in a Washington Times on January 9, 1991. The other members and signers of that ad were heads of ASC cooperating organizations such as: Navy League of the United States, Air Force Association of the U.S., National Guard Association of the U.S., American Defense Preparedness Association, and Chamber of Commerce of the United States.

On January 15, 1991, President George H. W. Bush wrote to Fisher:

“Thanks for your efforts in support of the vote in the Congress affirming the United Nations Security Council resolutions..... the international demand for a complete and unconditional withdrawal of Iraq from Kuwait.

“I am grateful for your assistance with this historic vote. You have helped us to demonstrate our coalition’s unity of purpose.”

- 2) A “Coalition for Desert Storm” full-page coalition ad in the Washington Post on February 27, 1991 with a signed PROCLAMATION IN SUPPORT OF OPERATION DESERT STORM.

The Coalition for Desert Storm was organized by the National Security Caucus in the United States Congress with the ASC serving as the Coalition’s administrative coordinator and Fisher serving as the Administrative Chairman.

The seventeen bipartisan Caucus Co-Chairmen served as this coalition’s Congressional Co-Chairmen.

Presidents Nixon, Ford and Reagan served as Honorary Co-Chairmen.

The 16 Coalition private sector Co-Chairmen were leaders of organizations like the National Grange, Navy League, Air Force Association, Association of the U.S. Army, Reserve Officers Association and National Guard Association. Also serving as Co-Chairmen were Frank Fahrenkopf, Former Chairman, Republican National Committee; Robert Strauss, Former Chairman, Democratic National Committee; Alexander M. Haig, Jr., Former Secretary of State; and Robert D. Hormats Chairman, Goldman Sachs, Inc.

The 13 State Governor members of this Coalition included 8 Republicans and 5 Democrats.

The 129 other Coalition members listed included other heads of military-related organizations; former Secretaries of Defense; former Chairmen of the Joint Chiefs of Staff; former Service Secretaries; former heads of other government agencies; former Chiefs of Staff to Presidents of the United States; former governors; actors such as Sean Connery and Bob Hope; and heads of business associations such as: Edward O. Fritts, President, National Association of Broadcasters; Jerry Jasinowski, President, National Manufacturers Association; Dr. Richard Leshner, President, Chamber of Commerce of the United States.

4. Homosexuals in the Military

On January 29, 1993, President William J. Clinton, in a memorandum to the Secretary of Defense ordered:

“ I hereby direct you to submit to me prior to July 15, 1993 a draft of an Executive Order ending discrimination on the basis of sexual orientation in determining who may serve in the Armed Forces of the United States.”

Immediately, two members of the Joint Chiefs of Staff asked Former Chairman of the Joint Chiefs and ASC Board member Admiral Thomas H. Moorer to get the ASC to use its resources to help reverse President Clinton's policy. Several members of the House and Senate Arms Services Committee asked the ASC to activate its legislative advocacy system to help the Congress keep the ban on homosexuals in the military.

In response, Fisher organized the "National Campaign to Keep The Ban on Homosexuals in the Military", Chaired by Admiral Robert H. Spiro.

Representative Duncan Hunter, President of the ASC, was a major leader of the Gay Ban retention effort in the Congress. In his role as Administrative Co-Chairman of National Security Caucus, he organized the Congressional Co-Chairman of the National Campaign, held Campaign press conferences, debate Rep. Barney Franks on PSB, and made the official Republican response to President Clinton's speech on the removal of the gay ban.

The ASC spent \$2,000,000 on a multi-media campaign to alert and organize voters and other organizations to take a stand on the issue. This included 1) mailing 3,000,000 letters; 2) 1,849 TV spots on 142 stations; 3) 42,133 radio spots on 857 stations; 4) providing many experts for radio, television and print media interviews; 5) holding five well-covered major press conferences; 6) testifying before various congressional panels and individual meetings with wavering lawmakers; 7) strategically placed newspaper advertisements with a pro-gay-ban petition signed by 22 organizations; 8) delivering the pro-gay-ban petition and the names of the 258,455 pro-gay-ban petition signers sorted by congressional district and state to their respective elected representatives.

While this Campaign achieved its political goal, it was not financially successful. Early test mailings, radio and TV spots showed a strong, best-in-history response but the big follow-on mailings, radio and TV spots cost more than they returned.

R. Washington Office

The ASC Washington Office (WO) front-line actions were central to the above successes. Its congressional, press and Coalition relations work, in addition to its fronting for the ASCPAC, was invaluable. A few samples:

- 1) Philip Clarke, ASC Communications Director, organized the ASC/CPTS press Conferences and the twice-a-month press luncheons for such news makers as the Secretary of the Air Force and the Director of the FBI.
- 2) ASC Congressional Relations Directors Richard Sellers, Tony Makris and Gregg Hilton, in succession, coordinated the Legislative Action Group made up of Coalition organization representatives and congressional staffers.

They also organized and acted as the secretariat for the Legislative Strategy Group of 32 Senate and House staffers chaired by David Sullivan, the defense and foreign policy aide to four Senators: Symms, McClure, Helm and East.

- 3) Colonel Sam Dickens, ASC Director of Latin American Affairs, organized and chaired weekly meetings of the Central American Working Group which led the fight for freedom fighters in Central America.
- 4) Organized congressional visits and receptions for Cold War Leaders from around the world. For example, the WO set up the appointments for Fisher when he took Dr. Jonas Savimbi, President, Unita (Angola freedom fighters) to see dozens of Senators and Representatives during his ten-day ASC sponsored visit to Washington in 1981. (the ASC flew Savimbi and his eleven-man entourage from and back to Africa in a private four engine plane; put them up in one of the best Washington Hotels; rented Limousines for their use; and the ASCF campus became “free Angola”, flying the Unita flag, so that Savimbi could host many of his compatriots living in America for a week-end.)

S. Other Recognition

1. Praise from National Leaders

In addition to the above broad participation, the ASC’s leadership in the development, adoption and implementation of the peace through strength strategy is also shown by the following sampling of comments, mostly in letters to Fisher.

Senator John Tower, as Chairman of the Senate Armed Services Committee:

“Without the American Security Council we would not have the B-1 Bomber, and MX Missile or a Trident Submarine.”

“I think the American Security Council is largely responsible for our strategy modernization program if they didn’t exist, we’d have to invent them.”

President Reagan:

“Quietly and effectively, your Coalition for Peace Through Strength has made a great contribution toward restoring the credibility of America’s defenses and assuring that all important margin of safety. Your work on Capitol Hill and with the public at large has been a principal factor in returning America to the days when she was militarily strong and morally principled.”

In another letter:

“The recent victories in Congress for both deployment and funding of the MX are a very positive sign for the future of our strategic nuclear triad. This victory is yet another positive indication of the growing acceptance of the principles of Peace Through Strength. I will always be grateful for the yeoman labor of the American Security Council, and quite frankly, I don’t know how we would have been able to secure this victory without you.”

“It is work like this that makes me proud to have been an ASC supporter since its early days. Today, I renew that support and, again, offer my strong congratulations for your continuing efforts to bring about Peace Through Strength.”

Karna Small, White House Director, Media Relations and Planning:

“You did an absolutely tremendous job on the AWACS vote! You pulled all those organizations together, lobbied the Senators and really produced when the going for rough. You really are terrific.”

Representative Sam Stratton (D-NY), Coalition Co-Chairman:

“The repeal of the Clark Amendment which had banned U.S. assistance to the democratic forces in Angola, was primarily achieved through the united efforts of the Congressional Division of the bi-partisan Coalition For Peace Through Strength, and those private sector organizations within the Coalition.”

“The Coalition for Peace Through Strength is the best vehicle I have found to guarantee that the overwhelming support for a strong American defense will in fact be reflected in our national programs and policies at the highest level.

Representative Jack Kemp (R. – NY), Coalition Co-Chairman:

“It is amazing how the work and ideas of the Coalition for Peace Through Strength have captured the imagination and rhetoric of congressional and presidential campaigns. Your ideas clearly dominate the Republican Party, but more impressive is the fact that 90% of GOP candidates and probably one third of the Democratic candidates now talk about maintaining peace through strength.”

Former Senator Paul Laxalt, (R. – NV), Former Coalition Chairman:

“My work with the Coalition for Peace Through Strength is one of the most interesting and I think most productive things I did as a U.S. Senator. Without question, it is the most effective pro-defense group in the nation, and it is by far the largest bi-partisan organization within Congress.

Senator Sam Nunn (D-GA), as Chairman, Senate Armed Services Committee:

“The American Security Council is a wonderful organization. They have been steadfastly advocating the concept, and the theory, that won the Cold War. I am particularly enthusiastic about the theme put forward by ASC’s John Fisher to broaden the concept of security that will enable us to go beyond military aspects.”

2. Testimonial Dinner

In recognition of the ASC’s national security leadership, the National Committee for Responsible Patriotism held a “John Fisher Testimonial Dinner” in the New York City Armory on September 15, 1981.

The sponsoring Dinner Committee included: Patrick Buchanan; William Buckley, Jr.; U.S. Senator Alfonse D’Amato; Midge Decter, Exec. Dir., Committee for a Free World; Arthur Fellwock, Cmdr. in-chief, VFW, Thomas Gleason, Pres. International Longshoremen’s Ass., AFL-CIO; Lady Malcolm Douglas Hamilton; Clare Boothe Luce; Drew Middleton, Military Editor, New York Times; William Simon; General William Westmoreland.

Eight organizations, including the VFW and the Reserve Officers Association, presented awards to Fisher. President Reagan and John Lehman, Secretary of the Navy, both sent messages strongly praising Fisher’s national security leadership to be read to the audience of about 1000 people.

3. Who’s Who

Fisher has been listed in Marquis Who’s Who in the World and Who’s Who in America since the mid 1960s.

4. Anti-Defense Group Recognition

Common Cause Magazine, in a cover story, described the ASC as “The Political Muscle Behind The Cold War” and “is well entrenched on the Washington Scene and in the nation.”

The Nation magazine said, “if the American Security Council is not the heart of the military-industrial complex, it is unquestionably its soul.”

5. Communist Recognition

Communist publications in the United States and the Soviet Union regularly attacked the ASC. For example, the Communist Party weekly newspaper, The worker, published a special issue made up for

previous worker attacks on the American Security Council. This was the only time the Party did a special issue on any organization.

In January 1983, the Soviets recognized the ASC importance in a quite different way.

The Soviet Embassy in the United States invited Fisher to appear as one-half of a one hour program to be broadcast on the nationwide Russian TV network. The program would present the opposing views of the ASC and the Soviet friendly American Committee on East-West Accord. (A CBS TV 60 Minutes program segment also featured Fisher in the same role.)

Soviet television correspondent Alexander Druzhinin's on camera interview of Fisher was conducted in the ASC's Washington Office. Before the interview, Druzhinin commented that this was the first time an anti-Communist, as such, would be appearing on Soviet TV.

II. American Security Council Foundation

The American Security Council Foundation (ASCF) was incorporated in Chicago, Illinois as the Institute for American Strategy on February 24, 1958 and become tax-exempt as an educational institution under Section 501 (C) (3) of the Internal Revenue Code.

It changed its name to American Security Council Education Foundation on February 19, 1976 and to American Security Council Foundation on October 2, 1980. Then, when the American Security Council was merged into the ASCF on June 4, 1997 it changed its name to American Security Council.

A. Institute for American Strategy

The Institute for American Strategy (IAS) was organized to 1) manage the annual National Military-Industrial Conferences where, beginning in 1955, top military, business, education and organization leaders came together in Chicago to analyze the growing threat of Communism and propose strategies to meet the challenge at all levels, and 2) educate others regarding the facts and proposal presented in the Conference.

Previously, the Conferences had been managed for the Society of Military Engineers (SAME) by its Chicago Chapter. SAME had seen the need for bringing the defense establishment, industry, labor and education together to 1) articulate and analyze the Communist challenge, and 2) offer perceptive recommendations for vigorous American action to help the free world.

The first General Chairman was Major Lenox R. Lohr, SAME President and President of the Chicago Museum of Science and Industry and former Chairman of NBC.

The Program Chairman (later also Conference Chairman) was General Robert E. Wood, retired Chairman of Sears, Roebuck and Company. Sear executive John M. Fisher served as Wood's representative to the Conference.

The Conference Director was Daniel A. Sullivan, Regional Vice President of SAME, an executive of Commonwealth Edison and later the Armour Research Foundation of the Illinois Institute of Technology, both of which loaned him to manage the Conferences.

Fifth Army Headquarters handled Conference logistic such as signage, operating the registration desk, meeting speakers at the airport and coordinating press relations for all military services involved.

The U.S. Air Force flew speakers in from Washington.

This government participation was strongly supported by President Dwight D. Eisenhower. This was shown in four letters he wrote to the Conference Leadership; two to Major Lohr endorsing the 1955 and 1956 Conferences and two to General Wood endorsing the 1957 and 1958 Conferences.

President Eisenhower was particularly interested in the grand purposes of the NMIC:

In his January 3, 1957 letter to General Wood, he said:

“The maintenance of peace calls upon the fullest coordination of the skills and energy of all our citizens. Your Conference recognizes this fact by bringing together speakers of a wide variety of disciplines from Industry, Government, and Education. I am sure their deliberations will strengthen the national defense and promote the capability of the free world to preserve peace.”

In his December 12, 1957 letter to General Wood, he said:

“The defense of the United States is built on a foundation of strength: physical, intellectual and moral. As you explore and define the responsibilities born by commerce and industry you help advance our entire strategic position as a bulwark of the free world...”

In 1955 the Conference warned of the growing lag in technically trained manpower; in 1956 it considered the realities of nuclear war and the technology of nuclear defense; in 1957 it evaluated the elements of psychological warfare necessary in support of American Military and industrial strength; in 1958 it explored the role of commerce and industry in the national strategy.

The annual Conference proceedings were published by companies like Preager and Doubleday, but there was no continuing organization to follow through on key recommendations made by the speakers.

To address the need for a continuing organization, a 37 member Implementation Committee was formed of leaders of cooperating organizations, government agencies, companies, educational institutions and speakers.

This Committee was chaired by General Robert E. Wood. The Committee unanimously authorized Wood to name a secretariat and an executive committee to plan the continuing organization. He named John M. Fisher and Frank R. Barnett, Research Director of the Richardson Foundation, as the planning secretariat and Lenox R. Lohr to serve as the Chairman of the executive committee.

The result was the establishment of the Institute for American Strategy. The first officers and directors were: President, Lenox R. Lohr; Chairman of Executive Committee, Edwin A. Locke, Jr. President. Union Tank Car Company; Secretary, John M. Fisher; Chairman, National Military-Industrial Conference, General Robert E. Wood; Executive Director, Daniel Sullivan, Armour Research Foundation of the Illinois Institute of Technology; Program Director, Frank R. Barnett, Richardson Foundation.

The initial funding of the IAS was a matching grant from the Richardson Foundation of \$175,000 which was paid when the IAS raised another \$75,000.

The IAS continued the Conferences. In 1959 it spotlighted the mushrooming Soviet economic challenge; in 1960 theme was "The U.S. Economy in a World of Conflict".

B. National Strategy Seminar

The IAS sponsored dozens of National Strategy Seminars around the country. One was the first National Strategy for Reserve Officers, held at the National War College for two weeks in July 1959, which inspired a chain of strategy conferences across the country involving tens of thousands of Americans.

This Seminar was sponsored by the IAS with funds contributed by the Richardson Foundation, organized by Frank R. Barnett, IAS Program Director and Research Director of the Richardson Foundation. It was primarily conducted by the Foreign Policy Research Institute (FPRI) of the University of Pennsylvania.

After seeing the quality of the fifty lectures, the IAS encouraged the FPRI to draw on these and other sources to edit a book on national strategy. This was funded by the Donner Foundation through the IAS.

The result was the Double day Anchor book, AMERICAN STRATEGY FOR THE NUCLEAR AGE edited by Walter F. Hahn and John C. Neff of the FPRI.

This book had 36 articles by authors such as: The Council on Foreign Relations; Dr. Robert Strausz-Hupe', Director of the Foreign Policy Research Institute; Colonel William R. Kintner, Deputy Director FBRI; Dr. Stefan T. Possony, Professor International Politics, Graduate School, Georgetown; Dr. Henry A. Kissinger, Director of Special Studies at Harvard University Center for International Affairs; Dr. Walt W. Rostow,

Director of the Center of International Studies, Massachusetts Institute of Technology; Dr. Dean G. Acheson, Former U.S. Secretary of State; Brigadier General David Sarnoff, Chairman of the Board, Radio Corporation of America.

The general thrust of the National Strategy Seminar for Reserve Officers is illustrated by the fact that the prologue written by Brigadier General Donald Armstrong, Commandant of this Seminar, was entitled "The Delusion of Appeasement".

The final chapter by Frank Rockwell Barnett, Program Director of the Institute for American Strategy, was entitled "What Is To Be Done?". This called for taking the psycho-political warfare offensive in the Cold War including the establishment of a "West Point of political warfare", to train government and private sector leaders.

C. Education

The last Chicago Conference was held April 10-12, 1961. It was called the SEVENTH ANNUAL NATIONAL MILITARY-INDUSTRIAL and EDUCATIONAL CONFERENCE.

The theme of the Conference was EDUCATION AND FREEDOM IN A WORLD OF CONFLICT. It was focused on teaching about Communism.

The 48 sponsoring "Cooperating Agencies" included:
(This list is typical of the sponsors of all previous Conferences)

U.S. Department of Health, Education and Welfare
Council of Chief State School Officers
The National Association of Secondary School Principals
The Ohio State University
University of Notre Dame
The American Legion
Association of U.S. Army
Reserve Officers Association of America
U.S. Army
U.S. Air Force
Office of Civil and Defense Mobilization
U.S. Department of Commerce

D. Focus on Education

During this Conference, the 65 top scholars and educators on the IAS' Educational Advisory Committee unanimously adopted a resolution calling for major expansion of cold war educational activities. This

Committee was chaired by Dr. William Yandell Elliott, Harvard University; the Secretary was Dr. Gerhart Neimeyer, Department of Political Science, University of Notre Dame.

The powerful arguments of this Committee, and the Conference speakers, lead to the IAS decision to stay focused on education rather than doing annual Conferences on different themes.

The edited Conference proceedings was called: EDUCATION AND FREEDOM IN A WORLD OF CONFLICT with the sub-title "Guidelines for Teaching About Communism"

It was edited by Captain Clarence Perry Oakes, USNR (ONI, CIA), Executive Director, IAS, with an editorial board of: Dr. Samuel M. Brownell, Superintendent of Schools, Detroit, Michigan; William Y. Elliot, Professor of Government, Harvard University; Benjamin c. Willis, General Superintendent of Schools, Chicago Illinois. The introduction was by John M. Fisher, President, IAS.

The 32 articles in this book were written by members of the Editorial Board and educators and experts such as Dr. James E. Allen, Jr., New York State Commissioner of Education; Dr. Erling M. Hunt, Professor of History and Head, Department of the Teaching of Social Studies, Teachers College, Columbia University; Dr. William M. McGovern, Professor of Political Science, Northwestern University; William C. Sullivan, Assistant Director, Federal Bureau of Investigation; Lyman B. Kirkpatrick, Jr., Executive Director, Central Intelligence Agency; Dr. W. Glenn Campbell, Director, The Hoover Institution on War, Revolution, and Peace, Stanford University.

This book became the IAS manifesto.

Prior to this book's publication, the IAS had already played important roles in the field of education.

For example, Captain Oakes represented the IAS in serving as the only official consultant to the Joint Committee of the National Education Association and the American Legion in preparing their handbook, TEACHING ABOUT COMMUNISM, GUIDELINES FOR JUNIOR AND SENIOR HIGH SCHOOL TEACHERS.

Oakes also served as the consultant and final editor to the Society for Visual Education in the production of a series of 8 sound filmstrips called COMMUNISM: A CHALLENGE TO FREEDOM for use in high schools. The Society was the second largest producer of visual aids for high schools.

After the IAS decided to focus on education about and the strategy to deal with the growing Communist threat, H. Smith Richardson urged the IAS Board to elect John M. Fisher to lead it in this ambitious new endeavor. The IAS Board elected Fisher as President and CEO in January 1962.

E. National Governors' Conference

Soon after Fisher took office, he became the cold war education "special consultant" to Florida Governor Farris Bryant. The IAS became "the principal consultant to Florida in the state's Cold War Educational activities."

Governor Bryant asked Fisher's advice and help on facilitating the teaching of a cold war course in Florida high schools.

The Florida state legislature had just passed a law, signed by Bryant, mandating the teaching of a one semester course on "Communism vs. Americanism" for every student in every Florida public high school. This was the first such law in the nation.

High School administrators were uncertain on how to implement it or how to explain the need to critics. Not many social studies and history teachers were qualified to teach the course.

Fisher suggested that Bryant start by convening a one week public conference for high school administrators and key teachers on Cold War Education with emphasis on the need.

Bryant agreed and the IAS acted as the secretariat and provided the speakers for the 1962 Florida Governor's Conference on Cold War Education in Miami Beach. The educator participants and the Florida press were both enthusiastic about the conference.

Because Bryant was the leader in state-mandated cold war education, he was named Chairman of the Committee On Cold War education; he was named Chairman of the Committee On Cold War Education of National Governors Conference (COCWE).

To gather information for his Committee Report and on what and how to teach about Communism, Governor Bryant convened the 1963 Conference on Cold War Education in Tampa Florida, June 12 – 15, 1963.

This was sponsored by the Florida Center for Cold War Education (a division of the Governor's office). The Secretariat was The Institute For American Strategy (the IAS invited the speakers and the cooperating organizations and institutions).

Governor Bryant was General Chairman. Fisher was Conference Chairman and co-director with John E. Evans, Bryant's assistant who was also Director of the sponsoring organization.

There were 87 cooperating organizations and institutions including: American Legion, Association of American Railroads, Department of the Air Force, DePaul University, Illinois Institute of Technology, International Association of Chiefs of Police, Loyola University, National Association of Manufacturers, Navy League of the United States, New York State Education Department, Northeastern University, Reserve Officers Association of the United States, Society of American Military Engineers, Texas Education Agency and University of Notre Dame.

The 65 major expert speakers from all across the country included: Senator Thomas J. Dodd; General Mark Clark, President of the Citadel; Ambassador Gonzalo Facio, Chairman of the Council of the Organization of American States; Roger Hillsman, Assistant Secretary of State for Far Eastern Affairs; Mrs. Hazel Blanchard, President of the National Education Association; Isaac B. Humphry, Co-chairman of the Joint Committee of the NEA and American Legion; Clarence Perry Oakes, Operating Director, IAS; Dr. Gerhart Niemeyer, Professor of Political Science, University of Notre Dame and Secretary of the Educational Advisory Committee of the IAS; Dr. Ewing P. Shahan, Director of the Institute on the Nature of Communism, Vanderbilt University; Ambassador Earl E. T. Smith, former U.S. Ambassador to Cuba.

A film studio was set up in the ballroom of the IAS headquarters motel to separately film and videotape the speakers as lectures in courses on teaching about Communism.

One course was used by the Florida Institute of Continuing Education which was a part of the Florida State University System. Its purpose was to train high school teachers for teaching Communism vs. Americanism. It was shown on the statewide educational TV network for graduate degree credit.

A variation of this course was produced for the University of Notre Dame and Vanderbilt University under the direction of Drs. Niemeyer and Shahn.

After the Conference, Fisher and Evans reviewed the speakers' recommendations and prepared a draft of the Governors' Committee report. This draft was accepted by the Committee and unanimously adopted by the National Governors' Conference.

This 24-page 1963 Report emphasized the need for and broad definitions of Cold War Education and of the necessary roles for governors and various of the other segments of the American Society including individual citizens.

The Report underscored the importance of the private sector as follows:

“In the Cold War, the front is everywhere. All levels and segments of society are involved. Since, in a free society, government does not control all segments of society, the citizens' responsibility is far greater than in other types of war. In addition to his responsibility to help shape governmental actions, he himself is on the front line, and must fight independent of, but in cooperation with, his government.

Private individuals, organizations and institutions must fill the gap between what government can do, and what must be done.”

“The Cold War is a real and deadly struggle from which only one side will emerge victorious. It is duty of each citizen to utilize his rights of citizenship to become a discerning Cold War warrior himself and to encourage others to do likewise.”

Because the governors represented such a broad political spectrum, the report could not be attacked as being just another “right wing radical extremist” document as much of the national media was characterizing many other anti-communist tracts in those days.

In its 1964 Report, the Committee recommended that a School for Gubernatorial Aides be conducted by the IAS. This Report was adopted by the National Governor’s Conference without dissent.

This School was conducted by the IAS for 12 days starting on December 1, 1964.

It was headed by John Fisher and John Evans, the COCWE Staff Director.

The Director was Dr. Stefan Possony, Director of International Studies, Hoover Institution, Stanford University; The Associate Director was Dr. James D. Atkinson, Professor of Government, Georgetown University and President, American Military Institute.

The 25 member faculty included White House provided top level officials from The Department of Defense, Department of State, U.S. Information Agency and the Federal Bureau of Investigation.

The Keynote lecturer was Senator Thomas J. Dodd. Dodd stayed for six days to personally observe the progress of the studies and to share his knowledge with the students in informal discussions. When he found that the final day of classes was to be devoted to each student presenting the plan of action that he was going to recommend when he returned, Senator Dodd personally contributed funds for cash and plaque Thomas J. Dodd Awards to the faculty judged three best plans.

Governor Bryant’s January 1, 1965 final report to the Committee on Cold War Education quotes Dodd as calling this School “one the most significant of the many significant steps that have already been taken to give our citizens a clearer understanding of the values of American democracy and of the nature of the Cold War. As the movement which is now in progress gathers momentum, leadership from our governors will become more necessary than ever before.”

This Report also reprinted a wire President Johnson sent to the students at the School for Gubernatorial Aides on the occasion of their closing dinner. Bryant’s Report said, “That message constitutes the strongest endorsement ever given any program in Cold War Education by a United States President.”

This wire read, in part:

“A YEAR AGO, I SPOKE TO THE GENERAL ASSEMBLY OF THE UNITED NATIONS AND TOLD THE DELEGATES GATHERED THERE FROM ALL OVER THE WORLD THAT ‘PEACE IS A JOURNEY OF A THOUSAND MILES AND IT MUST BE TAKEN ONE STEP AT A TIME.’ THE EXPERIENCES I HAVE HAD SINCE THAT TIME HAVE MADE ME EVER MORE CONSCIOUS OF HOW IMPORTANT EACH STEP TOWARD PEACE CAN BE. I THINK THAT IN THIS SCHOOL FOR GUBERNATORIAL AIDES YOU HAVE TAKEN SUCH A STEP AND THAT WHAT YOU HAVE BEEN DOING CAN SET A PATTERN THAT WILL LEAD TO OTHER CONSTRUCTIVE AND PRODUCTIVE STEPS.”

“THE COMMITTEE ON COLD WAR EDUCATION OF THE NATIONAL GOVERNORS CONFERENCE UNDER THE LEADERSHIP OF MY FRIEND FARRIS BRYANT, AND WITH THE HELP OF A FINE SENATOR, TOM DODD, HAS DONE MUCH IN THE NEARLY THREE YEARS OF ITS EXISTENCE TO CLARIFY THE HARD ISSUES OF INTERNATIONAL POLITICS.”

“IN THE CONSIDERATION OF PEACE, THE COLD WAR AND ALL OF THE OTHER MATTERS WHICH GO TO SHAPE OR NATIONAL DESTINY, THERE IS NOT ONLY A PROPER ROLE, BUT A REAL NEED, FOR THE LEADERSHIP OF OUR GOVERNORS.

“THERE IS NOT ONLY A PROPER ROLE, BUT A REAL NEED FOR THE LEADERSHIP OF BUSINESS, OF LABOR OF EDUCATION, OF RELIGION, AND OF ALL OF THE OTHER RESPONSIBLE FACETS OF OUR SOCIETY WHICH MOLD THE OPINION AND THE BACKBONE OF OUR SOCIETY.

“YOUR GOVERNORS, THROUGH YOU, HAVE EMBARKED ON AN IMPORTANT EFFORT TO CREAT IN OUR LAND A REBIRTH OF CITIZENSHIP, WITH NEW EMPHASIS ON THE RESPONSIBILITIES AS WELL AS ON THE OPPORTUNITIES CONFERRED UPON US BECAUSE WE ARE AMERICANS”.

Bryant’s final report continued,

“The Institute for American Strategy is to be commended for the thoroughness and care with which it developed our coursework, and should be able to put to use the lessons learned in this project for the benefit of numerous other groups and organizations.”

“To facilitate the continuing assistance of the Institute for American Strategy to individual states and to the Conferences, the records of the Florida Center for Cold War Education.... Have been sent to the Institute’s Chicago headquarters.”

F. Freedom Studies Center

Senator Dodd urged the IAS to conduct schools for congressional aides and other government employees as it had for governors’ aides.

This led to the IAS acquisition of the 683 acre Longlea Estate at Boston, VA in March 1966. It was anchored by a magnificent 24 room stone Manor House.

This was established as the Freedom Studies Center (FSC) through the cooperation of 63 educational institutions and major organizations. It was planned to help close the Cold War education gap by 1) teaching about psycho-political warfare and national strategy and 2) serving as a pilot operation and catalyst for its cooperating agencies in establishing and expanding their own independent Cold War educational programs.

The 34 initial United States cooperating agencies included 1) educational institutions such as the Illinois Institute of Technology, University of Notre Dame, Northeastern University 2) school systems such as the Cook County Illinois Schools and the Florida, Massachusetts, Kansas, Nebraska and Texas Departments of Education and 3) organizations included the American Economic Foundation, The American Legion, and the Conference of National Organizations.

The sponsoring Educational Advisory Committee members included 14 heads of colleges and universities, 11 deans or directors of university schools, 9 state commissioners of education and 12 top officials of major school systems.

The 57 members of the Planning and Development Committee included Committee Chairman, John M. Fisher; Co-Chairman, Dr. William G. Carr, Executive Secretary, National Education Association; William E. Galbraith, National Commander, American Legion; D. Thomas Miller, Vice President, Columbia Broadcasting System; and Mrs. Ellen Randall, National President, American Legion Auxiliary.

The 29 initial International Agencies from countries in Africa, Asia, Europe and Latin America included: American-African Affairs Association, four national chapters of the Asian Peoples Anti-Communist League, Baltic Committee in Sweden, Brazilian Anti-Communist Crusade, European Anti-Communist Council, Muslim Intellectuals International and Somali African Union.

The first school was conducted in August 1966 for aides to about half of the 60 U.S. Senators and Representatives, 32 Democrats and 28 Republicans, serving on the sponsoring ADVISORY BOARD. The Senator Advisors were co-chaired by Senators Karl E. Mundt. (R. – S.D.) and Thomas J Dodd (D. – Conn.). The Representative Advisors were co-chaired by Dante B. Fascell (D. – Fla.) and Craig Hosmer (R. – Calif.).

The sponsoring ADVISORY BOARD also had a Governors' section with 21 current and former Governors, 11 Democrats and 10 Republicans, chaired by Illinois Democratic Governor Otto Kerner. Kerner also served on the IAS Board of Directors.

The Freedom Studies Center was dedicated immediately after the first seminar for congressional aides.

On this occasion, President Lyndon B. Johnson sent a congratulatory and endorsement message including these key words:

“The will to resist aggression is strengthened by our understanding of the alternative to turning back a foe who would deny man’s freedom. That understanding grows through education. It is a responsibility which public and private institutions must share. I commend your commitment to this great and urgent work of defending freedom and promoting peace. You have my every wish for success.”

This message was typical of the endorsement messages from many other national leaders such as: John W. McCormack, Speaker, U.S. House of Representatives; General Earle G. Wheeler, Chairman Joint Chiefs of Staff; and J. Edgar Hoover, Director, Federal Bureau of Investigation.

Dr. James D. Atkinson, Professor of Government, Georgetown University, and expert on psycho-political warfare, took a one year sabbatical to develop programs and serve as Director of the Freedom Studies Center.

Dr. Stefan T. Possony, Director of International Studies, the Hoover Institution, Stanford University, served as Chancellor for Academic Affairs.

Later, former U.S. Ambassador to Vietnam, Elbridge Durbrow, became the Director.

After the dedication, frequent three-day seminars were conducted for business religious, labor, press, and political leaders and congressional staffers.

Special seminars were also held for the leadership groups of cooperating organizations. For example, two seminars were held for leaders of the General Federation of Women’s Clubs as it launched its International Affairs Department’s “Peace Through Strength and Understanding” program for the next two years. This theme was selected by the incoming GFWC and the ASCF had been cooperating in national security educational efforts for the preceding six years.

After completion of the Sol Feinstone Library and office building, made possible by Sol Feinstone, the IAS and ASC offices were moved from Chicago. Then the Arthur Ogle Hall, a residential/dining annex, was constructed. It was made possible by IAS Board member Ellen Ogle, in memory of her late husband.

The faculty at the seminar was drawn from IAS/ASC staff: John Fisher; Ambassador Elbridge Durbrow, Director, Freedom Studies Center; Lt. Col. Phillip Cox, USAF (Ret.), Executive Assistant to Fisher and editor ASC/ASCF publications; Col. Raymond Sleeper, USAF (Ret.), ASCF Research Director; B. Gen. Robert Richardson, USAF (Ret.), ASCF strategy staff; Dr. Eric Vessely, expert on Communist semantics; Thomas Smith, ASCF Librarian and former CIA analyst; Dr. Herminio Portell Vila, Editor, Radio Free

Americas; Colonel Sam Dickens, ASC Director of Inter-American Affairs; Dr. Walter Judd, Editor, ASC Washington Report of the Air; Richard Sellers, Tony Makris, and Gregg Hilton successive Directors of ASC Congressional Relations; Philip C. Clarke, ASC Communications Director; Dr. Stephen P. Gibert, Director, National Security Studies Program, Georgetown University, ASCF consultant and editor; the staff Co-Chairmen of the CPTS: Major General John K. Singlaub, former Commander of U.N. Forces in Korea; General Daniel O. Graham, former Director, Defense Intelligence Agency; and Major General George J. Keegan, Jr., former Chief of Intelligence, U.S. Air Force.

The seminars also featured non-staff experts, including a U.S. Senator or Representative who was a member of the Coalition for Peace Through Strength or the National Security Caucus (the later name of the congressional division of the CPTS) as the dinner speaker for the second day.

G. TELEVISION

In 1972, the IAS renewed its emphasis on public education/diplomacy by starting to do documentary films for television and group showing. It produced a series of eight TV documentaries which were shown a combined total of over 6000 times on local TV stations and, as films, to tens of thousands of audiences.

The majority of the known TV showings were public service by local stations. The rest were sponsored by the IAS/ASCF.

This unprecedented and uniquely large reach and audience influence was well recognized.

The Columbia Journalism Review, in an article on TV documentaries, described the American Security Council Foundation as, "The best known and most prolific generator of direct-response political shows."

The New York Times said: "Probably the most successful advocacy effort to date has been 'The Salt Syndrome' which, according to the American Security Council's records, has been televised 2000 times on 500 television stations – which is greater than the number of times and stations transmitting a given episode of 'Dallas'."

The SALT SYNDROME, the fourth and most shown of all the documentaries, was eventually shown 2300 on local TV stations (including 650 cable TV showings) and reached an estimated audience of 100,000,000 people. (Many more TV showing were made by other groups and congressional candidates).

Of the total, the ASCF bought 877 prime time and Saturday and Sunday afternoon half-hours an average of over four times in each of the 212 TV markets. The 1423 known public service times brought this average to nearly eleven times in each TV market.

This cost \$1,500,000.

To get the time purchases started, the ASCF Board approved borrowing \$300,000 secured by a third mortgage on its property and guaranteed by the ASC. This was used as a rotating fund. The money was used to buy the time to show the film with four 30 second spots with an 800 number asking for contributions to show it again. The money given in response was rotated to buy more air time. It worked so well that the ASCF was able to spend the \$1,500,000 for air time, but not so well that this paid off the mortgage. (The 1423 public service TV showings plus locally sponsored showings by candidates, companies and other organizations reduced the novelty and the response rate toward the end of the 1980 election campaigns).

A total of 1500 16mm prints of THE SALT SYNDROME were sold and shown to over 50,000 audiences in 1980. In addition, many of the Congressional members of the CPTS added their own introduction and close and showed it in their districts and states both to groups and on TV.

As noted in the ASC section, Senator Paul Laxalt, Chairman of the Reagan for President Campaign, wrote Fischer that THE SALT SYNDROME was part the CPTS's "powerful impact" on the 1980 elections.

Fisher served as the editor and producer of the series. He also wrote the script for many of the films as well as all the direct response TV spots. Col. Sam Dickens wrote the script for "Attack on the Americas". Fisher also did the interviews of the national figures featured in the first seven films. He did this under the advice and guidance of independent film editor, Sandra Bradley, dba Wentworth Films, Inc., who edited the first seven films to very high production values for prime-time airing.

H. TV and National Defense: An Analysis of CBS News, 1972-1973.

From day-to-day exposure to the network television coverage of national security news and issues, everyone associated with ASC/IAS believe that the TV networks were biased against a strong defense against Soviet expansion. This was the single most powerful force in shaping public opinion through the ways in which they reported events and defined issues.

Many other had criticized the networks for such a bias, but they had escaped relatively unscathed because no one had done a long term scientific content analysis.

So, in 1972, the IAS initiated its FAIRNESS ON TV research project on CBS-TV network coverage of defense and foreign policy developments and related opinions in 1972-1973. CBS was selected because it had the largest audience and largest numbers of stations.

Fisher selected Dr. John H. Florer as the full time Director of the Study. Florer recruited a research team of eleven professors and research scholars from colleges and universities around the country.

The Vanderbilt University TV News Archives was commissioned to provide a videotape copy of every CBS news and documentary segment dealing with national security for the years 1972-1973. It took 300 hours of research to identify those segments.

Then it took 750 IAS man-hours to analyze these segments to note the audio-visual background for each segment. Then, it took 1500 hours of IAS secretarial time to transcribe the text.

Dr. Frederick D. Wilhelmsen, Professor of Philosophy and Politics at the University of Dallas, served as the principal transcript analyst and coordinated the evaluations of the other analysts' findings, which totaled over 10,000 pages.

As Floher was completing the study, Dr. Ernest W. Lefever, Senior Fellow in Foreign Policy Studies, Brookings Institution, became the principal external consultant on the project and wrote the final report as an interactive effort of all key IAS personnel and consultants plus an Independent Review Panel (IRP).

The IRP of eight distinguished scholars reviewed the research procedures and tentative findings in a three day meeting at the IAS. Changes were made in response to their advice. This same Panel later reviewed and made written comments on the final draft manuscript.

Eugene H. Methyin, Senior Editor, Readers Digest, a member of IRP said:

"This is the most objective and thorough study of the performance of a major American news organization I have ever seen."

Another member of the IRP, Professor Whittle Johnston, Department of Government, University of Virginia, said:

"TV and National Defense is a straightforward analysis of an issue that should concern all Americans. It shows not only what events CBS News thought it important to report, but of even greater significance, those events CBS failed to report."

The study documented the truth of Walter Cronkite's statement in interview by the Gannett News Service:

"There are always groups in Washington expressing views of alarm over the state of our defenses. We don't carry those stories. The story is that there are those who want to cut defense spending."

The study also found that this policy was applied on every other national security issue.

Several different forms of content analysis were used.

For example, the national security viewpoints reported or voice by CBS personnel were classified into three categories which can be summarized as: A. Do more, B. Do the same and C. Do less.

Viewpoint A. got 3.54 percent; Viewpoint B. got 34.64 percent; and Viewpoint C. got 61.83 percent!

The study generated a flood of major news stories and favorable commentary in newspapers and magazines across the country. Almost without exception, commentators saw the study as a monumental and pioneering effort that could not be ignored or brushed aside.

As Washington Post Pentagon correspondent Michael Getler said in a 48 column inch Op Ed pierce:

“The report is getting a good bit of attention. The bulk of the publicity has been favorable,”

In his laudatory two-page TV Guide column about the study, Professor John P. Roche, Fletcher School of Law and diplomacy, started with:

“On or about Oct. 23 a land mine is going to explode under CBS News.”

He also said on another occasion:

“This is a first class piece of scholarship which breaks new ground in the content analysis of TV Network News. It clearly indicates that CBS-TV News is more concerned with molding public attitudes rather than in reflecting them.”

I. Georgetown University / Center for International Security Studies: Masters Degree in National Security Studies.

The IAS had played a leading role in the development of cold war education in secondary schools with the help of many universities and colleges which had excellent departments and first-rate professors in the various disciplines involved.

It had worked with universities especially Georgetown University professors in developing the curriculum for Freedom Studies Center seminars as well as ASC/ASCF studies.

Georgetown University Graduate School Professor Dr. Stephen P. Gibert often discussed with Fisher the need for a course of study leading to a Masters Degree in National Security Studies. He pointed out that no university not even military academies such as the National Defense University had such a degree.

This led to the American Security Council Education Foundation Board approving a grant of \$50,000 a year for three years to Georgetown University to establish such a degree with Dr. Gibert as Director.

The American Security Council Education Foundation also retained Gibert as a consultant. Fisher served as the moderator of the Saturday track of the weekend sessions.

The Freedom Studies Center name was changed to the Center for International Security Studies (CISS) and it became an official off-campus center of Georgetown University beginning in September 1977.

Most of the courses were conducted in the evening at the Pentagon Education Center. The students were mid-level military officers, congressional staffers and CIA staff.

For three weekends each semester the students participated in seminars at the CISS. They received one hour of graduate credit for each weekend. The tuition paid about \$10,000 per week-end for 60 students – went to the CISS to cover the direct cost such as honoraria and travel for the lectures, meals, etc. The classes grew to 150 students. With a maximum capacity of 60 students, this took up another 3 weekends per semester.

During this period, the CISS published the quarterly journal INTERNATIONAL SECURITY REVIEW. Dr. Gibert was the General Editor and Philip S. Cox was the Executive Editor. It had a very distinguished Board of Editors and International Advisory Board.

After six years, when the future of the overall program was assured, it had been for three years more than self-funded by tuition. Fisher wrote Dr. Richard Schartz, Dean of the Georgetown Graduate School in July 1983 to:

“..regretfully resign our special relationship with the Georgetown University National Security Studies Program so that we may devote our full attention to other important educational programs where we are needed.”

Dr. Schwartz responded:

“Through the years since your Center has served as an off-campus facility for Georgetown, we have heard nothing but excellent reports on the weekend seminars. This is also true of the cooperative and enthusiastic manner in which the Center and you personally, have worked to make the seminar a success. We appreciate this as well as your generous grant which made the National Security Studies Program feasible for Georgetown University.”

J. United States Congressional Advisory Board

With the above change, the Center’s name became “The Congressional Conference Center” to recognize the ASCF focus on its role as the educational and research advisor to the Congressional Division of the CPTS (which later changed its name to the National Security Caucus).

To strengthen and better fund this role, the ASCF established the United States Congressional Advisory Board (USCAB) on August 28, 1981.

The Co-Chairmen of the USCAB were: Senators Jake Garn (R. – Utah) and J. Bennett Johnston (D. – La.) and Representatives Jack Kemp (R. – NY) and Bill Chappell (D. – Fla.)

The Director of the USCSB was Former Member of Congress Robert Hanrahan (R. – Ill). Before he served in Congress, he was Superintendent of Schools for Cook County, Illinois and served on the IAS Board.

Membership in the USCAB was by invitation from the four Congressional Co-Chairmen. The membership schedule provided for five different levels of annual dues: President's Club - \$10,000; Chairman's Advisor - \$1,000; Senior Advisor - \$500; Special Advisor \$250; and State Advisor \$100.

There were different levels of recognition also. For example, every President's Club Member received a solid gold President's Eagle pin personally presented by President Reagan with an autographed picture of the presentation.

The USCAB held two day annual meeting in Washington.

The meetings started with a get-acquainted reception the evening before. This featured a talk by a Co-Chairman of the Congressional Division of the CPTS.

The following day was devoted to speeches by national leaders on the meeting theme.

The second evening was a Congressional Awards Reception in the Cannon House Office Building. Its purpose was to present leadership awards to the Congressional members of the CPTS who scored 60 or more in the ASC's National Security Voting Index. The awards were presented by a group including one Democratic and one Republican congressional leader of the CPTS, and several private sector leaders of the CPTS. Pictures were taken and included in press releases to the media in the recipient's district or state.

The following day was a special program for the President's Club and Chairmen's Advisors.

For example, the third annual USCAB meeting was held March 27-29, 1984 at the Washington Hilton Hotel, and followed the standard pattern.

The theme of this meeting was "In Defense of America".

In attendance were 850 USCAB members from 46 states. The speakers included: Secretary of Defense Casper Weinberger; UN Ambassador Jeanne Kirkpatrick; Senator Paul Laxalt; Senator John Tower; Rep. Phil Gramm; and Ambassador Otto Reich.

At the Congressional Reception, 180 Senators and Congressmen were presented with leadership awards.

The Chairman's Advisors and President's Club members program for the 29th was a series of White House briefings in the Old Executive Office Building by: Robert McFarlane, Assistant to the President on National Security Affairs; Ambassador Langhorne Motley, Assistant Secretary of State for Inter-American Affairs; Dr. Sven Kramer, Arms Control Director, National Security Council; Dr. John Lenczowski, Director of European and Soviet Affairs, National Security Council (These White House briefings continued under President Bush).

Most of the first day's speakers emphasized the importance of moving ahead on the In Defense of America project.

For example, Jack Kemp said that it was "one of the most important projects going on in America today."

He emphasized the importance of adopting the idea of peace through strength as national policy and said:

"This organization is at the front line of that battle, in the trenches if you will, proving the ideas, some of the money, some of the muscle, some of the political impetus and momentum behind this very powerful idea."

And, Senator Laxalt said that the In Defense of America project was of:

"incalculable help to this President and to this Administration"

K. In Defense of America Project

After the House of Representatives passed the peace through strength resolution, 54 senators sponsored the same resolution for passage in the Senate on March 8, 1983. It was referred to the Senate Armed Services Committee chaired by Senator John Tower, who was also a member of the CPTS.

Tower asked Fisher to conduct a study of his Committee describing how the eight principles might be applied to win the Cold War. He planned to use the study as the basis for Committee hearings.

This time, Fisher put the ASCF in the lead and named an ASCF Strategy Board while still deeply involving the ASC's National Strategy Committee.

Tower invited the heads of the 360 universities, colleges, think tanks, and organizations which had participated in previous ASC studies and others to be a part of this ASCF study. A total of 514 universities, colleges and think tanks and 96 of the 158 national organizations in the CPS accepted his invitation.

The institutions ranged from the University of California – Riverside to the U.S. Global Strategy Council; from the University of Maryland to the Heritage Foundation; from the University of Georgia to the Hoover Institution; from the University of Virginia Center for Law and Security to the Concordia Theological Seminary.

The organization ranged from the American Civil Defense Association to Lions Clubs International; from the International Association of Chiefs of Police to the Veterans of Foreign Wars.

Fisher invited all participating institutions and groups, including 240 Congressional members of CPTS, and the National Strategy Committee of the ASC, to make suggestions concerning the application of the PTS strategy. This was a major source of suggestions used in preparing the working draft. Over 1200 copies of the working draft were sent back to them and others for review and criticism.

To develop the study, Fisher named a thirty-seven member ASCF Strategy Board Co-Chaired by: Dr. Ray Cline, John M. Fisher, Amb. William Kintner, Dr. William Van Cleve and Rear Adm. Robert H. Spiro, Jr. USNR (Ret.)

Dr. Scott Thompson, Director, Freedom Studies Center/Congressional Conference Center, and a Member of the Strategy Board, coordinated the efforts of the drafting team which was selected from the Strategy Board and staff. They met several days at a time at ASCF headquarters.

The study was made a part of the In Defense of America campaign, the CPTS public diplomacy project working for the adoption of the NSPTS.

On September 15, 1983, President Reagan wrote Fisher at the ASCF:

“I am glad to hear that you are launching an IN DEFENSE OF AMERICA project to counter the massive Soviet propaganda and disinformation on issues like Central America and the nuclear weapons freeze.

“As the educational secretariat of the Coalition for Peace Through Strength, with 231 Members of Congress from both parties and 139 national organizations, you are uniquely qualified to reach the broad base of American people.

“I am particularly pleased that you also plan to involve Members of Congress, key administration officials and a wide range of private institutions in the further development of a national strategy of

Peace Through Strength. This will be essential as a guide on how to spread democracy throughout the World.

“My administration will cooperate fully with you in this project.

“Knowing your past record of accomplishments, I know that the success of this project depends only on how responsive our friends are to your funding efforts.

“I strongly support your project and want to be kept up to date.

Separately, President Reagan offered to host a luncheon in the White House to recognize the major contributors if the ASCF succeed in matching Gus A. Buder’s \$1,000,000 challenge grant for the In Defense of America project. This happened on December 20, 1983 when he presented each major contributor with a solid gold “President’s Eagle” pin.

Several government officials participated in Strategy Board meetings. Robert McFarlane, Reagan’s Assistant for National Security Affairs, briefed some of the participants. President Reagan made Peace Through Strength one of his two main campaign themes and declared the week of September 23, 1984 as National Peace Through Strength Week.

And, as noted in the ASC section, President Reagan was not bashful about mentioning that Vice President Mondale had scored ZERO in the ASC’s National Security Voting Index when he was a Senator. (At the same time, the ASC was mailing 1984 election information describing the choice between Mondale and Reagan as being the choice between Peace Through Appeasement and Peace Through Strength.)

On September 26, 1984, Democratic Senator Zed Zorinsky and several CPS leaders held a Washington, D.C. press conference to release the bi-partisan study, A STRATEGY FOR PEACE THROUGH STRENGTH.

Several of the private sector CPS leaders discussed their roles in leading the 53 rallied for Peace Through Strength on that same day across the nation from the Statue of Liberty to the Arch in St. Louis to the Battleship Arizona in Hawaii.

Those leaders included Billy Ray Cameron, the National Commander of the VFW and Rear Admiral Robert H. Spiro, Jr., Executive Director, Reserve Officers Association.

ASCF Field Director John Kwapisz and his staff handled the national coordination of the rallies including providing recommended procedures, buttons, signs, banners and press kits.

Nearly all rallies were well covered by local television stations. The ASCF also arranged the videotaping of key rallies and the transmission of key clips by satellite to Washington D.C. These were then edited

into three different actualities for insert into local evening news and then sent by satellite to all stations. All station program directors had been advised in advance to anticipate this news feed.

The ASCF produced a 60-second TV commercial on the need for a National Strategy for Peace Through Strength. It depicted a Soviet champion arm wrestler defeating counterparts from Poland and Afghanistan and then seriously challenging an opponent from the United States. It was tested in local markets during the opening ceremony of the Summer Olympic Games and on programs such as "This week with David Brinkley" and "Face the Nation". Viewers were invited to call 1-800-PEACE84 to join the CPTS.

This ad received the 1984 Medal of Excellence, the highest award from the International Film and Television Critics Association. It won out over 2600 entries from around the world. In presenting the award, Association President Jerry Goldberg said:

"This is one of the most creative and original direct response ads I've seen."

The ASCF produced 400,000 copies of the study and distributed 300,000 copies in September and October.

A television documentary version of the study, PEACE THROUGH STRENGTH, was produced and the ASCF paid for prime time showings on 183 TV stations during Peace Through Strength Week.

The ASCF Speakers Bureau, headed by Ann Kruger, arranged for about 1000 speeches and radio and TV appearances during 1984 – 300 of the radio and TV appearances were in September and October.

President Reagan was so impressed and pleased that, after the election, he held a White House reception to thank the 400 top leaders of the CPTS as identified by Fisher. During the reception and before his thank-you speech, 40 of the major contributors met with him in a separate room where he presented a solid gold President's Eagle to each of them. Later, they all received signed pictures of the presentation.

L. Post Cold War Strategy

On March 5, 1992, then ten House Co-Chairmen (five from each party) of the National Security Caucus wrote to Fisher in his "role as research coordinator for this Caucus".

They asked Fisher to work through the ASCF's National Strategy Commission (the new name for its Strategy Board - same membership) "toward the adoption and implementation of a national strategy for peace and prosperity through military, economic, and diplomatic strength". They wrote:

“Because the ASC Foundation led the effort of the bi-partisan Coalition which developed the successful strategy for peace through strength, you are uniquely qualified to develop a post cold war strategy through your coordination of the Coalition for International Security” (the new name of the CPTS).

They enclosed a copy of House Resolution 284, entitled “The Need for a National Strategy for the United States”, passed unanimously on November 25, 1991 which demonstrated the universal House recognition of the need and defined the goals for a new strategy.

This request gave added importance and sharper focus to the upcoming U.S. DEFENSE STRATEGY IN TRANSITION CONFERENCE Co-sponsored by The American Security Council Foundation, The Army War College and The National Defense University at ASCF’s Congressional Conference Center on April 1-2, 1992.

This Conference was Co-Chaired by John M. Fisher and Lt. General James B. Vaught, U.S. Army (Ret.). The 33 Panelists were experts in various disciplines selected by the sponsoring institutions.

The report of the Conference, U.S. STRATEGY FOR A NEW ERA, was edited by Dr. Harvey Sicherman, President, ASCF. This report was a major contribution to the development of the post cold war strategy.

Fisher wrote every Member of Congress asking for input with very good response.

For example, Senator Sam Nunn, Chairman of the Senate Armed Services Committee responded:

“These are truly timely and proper questions that all who are interested in America’s role in the post-Cold War Era should be asking.”

“Accordingly, I have decided that the Armed Services Committee will conduct a series of hearings in early June to inquire into a number of broad national security strategy issues.”

“I have asked my staff to provide you with the formal statements of the various witnesses who will appear before our Committee next month.”

And, the ASC/ASCF Washington Office, conducted eleven American Strategy Forums in cooperation with various Congressional Task Forces to get input.

And, over 1000 private sector leaders were asked for suggestions and reviewed the draft.

The final recommendations were and expanded and better-defined list of principles of a new National Strategy for Peace Through Strength. The meeting of the National Strategy Commission spent much time to refine the wording to convey their precise intent. (See Appendix B, Congressional Concurrent Resolution 100, submitted in the House 9-6-95).

A total of 996 of the national private sector leaders who participated also sponsored the new PTS Strategy; They included such diverse figures as: Robert Barrow, National Master, National Grange; Henry Luce III, former publisher of Fortune and Time Magazines; Dr. Paul D. McCracken, former Chairman, Council of Economic Advisors; Lawrence Eagleburger, former Secretary of State; John J. Rhodes, former Republican Leader, House of Representatives; David Rockefeller, former Chairman of Chase Manhattan Bank, Don Rumsfeld, former Secretary of Defense; Henry Schickling, President International Union of Tool, Die and Mold Makers, (AFL-CIO); William Simon, former Secretary of the Treasury; and Casper Weinberger, former Secretary of Defense.

In December 1994, the ASCF, led by ASCF President Congressman Duncan Hunter, gave an all-day briefing on various aspects of the new Peace Through Strength Strategy to all the incoming freshmen Republican Lawmakers.

For this occasion, former Presidents Ronald Reagan and George Bush and former Secretary of Defense Casper Weinberger sent vigorous endorsements of this new post-Cold War Peace Through Strength Strategy.

Former President Reagan wrote:

“We cannot waiver from the Peace Through Strength policies that America has embraced in the past, for it is those very positions that allowed America to boldly lead the world against the forces of tyranny”.

Former President Bush wrote:

“I know all of you recognize that Peace Through Strength is not just a slogan, it is a lesson learned through the years – sometimes with the blood of brave men and women.”

Congressman Duncan Hunter and eleven other Members of Congress (including the Chairman and ranking minority member of the House Armed Services Committee) submitted House Concurrent Resolution 100 on September 6, 1995 calling for the adoption of this new strategy for peace through strength.

The introduction noted that: “a steadfast and bipartisan Peace Through Strength Strategy won the Cold War.”

This Resolution was referred to the Committee on International Relations.

While the resolution was before this Committee, 101 new sponsors, including J. Dennis Hastert, were added by August 2, 1996.

The Committee on International Relations never acted on the resolution.

The original Peace Through Strength Resolution was also bottled up in the Committee on International Relations. Then, the ASC Washington Office was able to increase the number of sponsors to a majority of the House and force it out of Committee.

This time the ASC Washington Office had just been discontinued because “the-cold-war-is-over” syndrome had dried up memberships and contributions. Later, on June 4, 1997 the ASC was merged into the ASCF which changed its name to ASC.

Congressional Relations Director, Gregg Hilton, volunteered to continue the relationship with the National Security Caucus by forming the National Security Caucus Foundation (NSCF). Then, after the ASCF had sold its property, he would merge it back into ASCF.

Hilton’s offer was accepted by the Boards. The Washington Office files, office equipment and phone system were loaned to him.

The Boards had recognized the adverse impact of “the-cold-war-is-over” syndrome much earlier. In 1986, the ASCF decided to put its property on the market to finance the continuation of its programs and to pay for a President to do personal contact fundraising. (Fisher had announced his intention of retiring as soon as a successful fundraiser was in place. With retirement in mind, he moved to Williamsburg in 1988 – driving the 150 miles to the office on Monday and returning on Friday.)

A number of developers did show interest but decided against buying, saying that they did not know whether they could get the zoning they needed. So, with Board approval and advice, in the early 90s Fisher started the process of rezoning the property as a Planned Unit Development with 900 homes, 18 hole golf course, and recreational conference, office, technology and shopping centers. This was approved in 1995. Thereafter, there were four Board-approved contracts. The developers on the first three contracts failed to come up with the cash. It finally sold in February 2001 for \$7,400,000.

In the 80s and early 90s, ASC/ASCF employed four different people for trial periods as either Executive Vice President or President of trial periods – most at \$125,000 a year (Fisher continued as Chairman and CEO at his highest salary of \$75,000 a year) to see if they were able to raise money. None of them succeeded.

In February, 1992, Fisher went off payroll and served as a volunteer so that his \$75,000 could be used toward paying another President at the \$125,000 a year level. Fisher optimistically believed that his service as an unpaid volunteer would last no more than a year. How wrong he was! He continued to work full time as Chairman and CEO for another ten years.

Two more people were employed but were not successful in raising money.

By mid-1996 ASC/ASCF was running out of money and had no income. Instead of selling the property at auction at a very low price, the ASCF Board decided to get a \$500,000 mortgage on the property.

However, the banks were not willing to loan any money on the property without guarantees. The property had been unsuccessfully on the market since 1986 and the ASCF could show no current income or prospect of future income.

For example, the Second National Bank of Culpeper would lend the \$500,000 at 9.50% interest but only if Fisher would personally guarantee it. Fisher was not interested in doing that because he well remembered the unwise risk he and his wife took in guaranteeing the original mortgage to buy the property in 1966. At that time, the ASCF had only \$25,000 in the bank and had to give the realtor a second mortgage to pay his commission. (Even so, he was optimistic that he could personally raise the money to continue operations, remodel the existing Manor House, move there, and add buildings for a small campus. He was right, then.)

No other Board member was interested in guaranteeing the mortgage or loaning the money. So, with Board approval, Fisher used some of his retirement savings to loan the ASCF \$200,000 on October 15, 1996 at the same interest rate offered by the banks.

Fisher, always optimistic, believed that the property would sell soon and not require any further loan. He was wrong, wrong wrong. Contract after contract failed to be consummated. Before the property was sold, his loan had incrementally increased, each time with Board approval, to \$1,500,000, including interest – most of his retirement savings.

.....
104th Congress

1st Session

H. CON. RES. 100

Expressing the sense of Congress that the national security policy of the United States should be based upon a national strategy for peace through strength.

IN THE HOUSE OF REPRESENTATIVES

September 6, 1995

Mr. Hunter (for himself, Mr. Browder, Mr. Cunningham, Mr. Edwards, Mr. Gilman, Ms. Harman, Mr. Hyde, Mr. Laughlin, Mr. Montgomery, Mr. Murtha, Mr. Spence and Mr. Wilson) submitted the following concurrent resolution; which was referred to the Committee on International Relations.

CONCURRENT RESOLUTION

Expressing the sense of Congress that the national security policy of the United States should be based upon a national strategy for peace through strength.

Whereas a steadfast and bipartisan Peace Through Strength Strategy won the Cold War;
Whereas one of the great assurances of peace is being prepared for war;
Whereas military capability, once lost, is very expensive to regain, very difficult to regain, and very time consuming to regain;

Whereas since the end of the Cold War the United States has been dramatically reducing the strength and readiness of the Armed Forces;

Whereas in an increasingly interdependent world, the United States cannot achieve foreign and domestic policy goals nor maintain credibility abroad if it does not sustain economic dynamism and competitiveness both at home and abroad;

Whereas the United States faces security problems throughout the world due to a variety of causes, including nationalist and religious and ethnic differences; and

Whereas the House of Representatives, in the One Hundred Second Congress, unanimously passed House Resolution 284 calling for “the development of comprehensive, coordinated strategy” which “will help the United States achieve its goal of being the strongest Nation on Earth economically and military, so that it remain the greatest Nation in support of human dignity, freedom, and democratic ideals”: Now, therefore, be it

Resolved by the House of Representatives (the Senate concurring), That it is the sense of Congress that, to guide the United States toward a new era of peace, freedom, and prosperity through the enhancement of moral, economic, and military strength, the President and Congress should adopt a Peace Through Strength Strategy for the post-Cold War era, the general principles and goals of which are the follows:

- 1) *Global Leadership* – The United States must accept and maintain global leadership through a clear and consistent articulation of vital United States national interests and goals. One of those vital United States national interests is maintaining and enhancing United States peace with freedom and prosperity, which can best be achieved by strengthening and asserting the moral, economic, and military principles stated in paragraphs (2) through (10).
- 2) *National Preparedness* - To deter aggression and defend vital United States national interests, it is essential for the United States to maintain highly trained, well-equipped, and combat-ready military forces (composed of the active forces, the Reserves, and the National Guard) and the national will to prevail in any conflict. It is essential to establish and maintain the capability to defend the United States against weapons of mass destruction, especially weapons delivered by ballistic missiles. The use of military force by the United States must be a thoughtful, publicly supported action of last resort, applied decisively to achieve clearly state objectives that are consistent with a vital national interest of the United States.

- 3) *Cooperative Security* – United States national security and national interests are promoted through participation in global and regional political, military, and economic organizations, treaties, and alliances. However, the United States must always retain its sovereignty and reserve the right to act unilaterally in accord with its own interests. United States Armed Forces should not serve under foreign command without certification by the President that such a command arrangement is essential for reasons of national security.
- 4) *Economic Security* – National wealth and economic strength are the foundation of all forms of power. National economic policy must be to foster private enterprise, to promote successful competition in the global marketplace, and to ensure free and fair access to critical resources and international markets.
- 5) *Fiscal Responsibility* – The economic vitality of the United States rests not only on free market competitiveness, but also on responsible financial management. National policy must be to reduce the size of the Federal Government, to balance the Federal budget, and to erase the national debt in a systematic manner that does not undermine economic growth or national security.
- 6) *Vigilance* – The United States must expand effective human and technical intelligence capabilities in order to ensure the capability to anticipate, detect, and respond to emerging military, economic and political threats.
- 7) *Other Security Threats* – The United States will act to lessen, prevent, and eliminate security threats, including threats posed by the proliferation of weapons of mass destruction and of high technology conventional arms, terrorism, drug trafficking and disruption of access to vital resources.
- 8) *National Unity* – The principal goals of the United States have always been peace and freedom. To achieve these goals requires the active involvement of broad range of the citizenry of the United States. For this reason, national security policy must be explained to the public in the clear context of national interests and a realistic strategy for protecting those interests. By identifying United States goals and the means to achieve them, the national strategy of Peace Through Strength will unite the American people behind their Government in world affairs.
- 9) *Technological Superiority* – The United States must maintain a strong technological and industrial base with a skilled workforce to fully support superior United States global economic competitiveness and military preparedness. At the same time, safeguards must be placed against the transfer of potentially dangerous technology to foreign powers hostile to the interests of the United States.
- 10) *Energy Independence* – The United States must systematically and sharply reduce its dependence on imported oil through the fostering of conservation, the expansion of the use of nuclear power and clean coal technology, and the development of new and environmentally compatible fuels, renewable sources of energy, or both.
