



# RICHARD A. VIGUERIE

Richard A. Viguerie, Chairman, CEO, President. Mr. Viguerie has already changed American politics once. He pioneered political/ideological direct mail in the 1960s and 1970s that enabled grassroots Americans to participate in the political process to a greater degree than ever before. His effort was so important that John F. Kennedy Jr.'s magazine, *George*, listed it as #64 on the list of defining political moments of the 20<sup>th</sup> century. He is now attempting to pioneer using the Internet in behalf of conservative-free market politicians and organizations.

The *Washington Post* called him “conservatives’ Voice of America.” He has been credited with forming literally dozens of conservative organizations (National Review) and with making it all possible for conservatives – multi-million dollar budgets, effective political action, think tanks, publications, and – most telling – significant numbers of members of the U.S. House and Senate, state legislatures and other levels of elected officials (The AFL-CIO News).

Ronald Reagan’s 1968 campaign manager Clif White and journalist William Gill wrote in their book *Why Reagan Won*: “In every election from 1966 onward, the Viguerie Company and its score of imitators . . . brought information to millions of Americans; information that quite often the people could not obtain from newspapers or television or mass-circulation magazines.”



In 1979, *Time* magazine named him one of fifty future leaders of America. In 1981, *People* magazine named him one of the 25 most intriguing people of the year.

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