



Christian Coalition

MEMORANDUM

TO: STATE CHAIRMEN, EXECUTIVE DIRECTORS, AND CHAPTER LEADERS

FROM: RALPH REED

DATE: OCTOBER 26, 1994

SUBJECT: MEDIA ATTACK ON PAT ROBERTSON

We must be succeeding in making our presence felt because the media attacks are increasing. This Thursday, ABC's "Prime Time Live" will air a tabloid-style hit piece on Dr. Pat Robertson's involvement in Kalo Vita. I warned you earlier that, as our effectiveness grows, our opponents will increase their efforts to discredit us. Unwilling to debate us on the issues, the media is trying to limit our success by airing muckraking pieces that use half-truths and innuendo to criticize Pat's business dealings.

The timing of this piece is not accidental. There is only one reason why a story criticizing Pat about his vitamin company would run less than two weeks before the election -- to slow the efforts of the Christian Coalition.

You may get questions from some in your community about this story, and I want you be armed with the facts.

Kalo Vita was founded by Pat to replace American Sales Corporation (ASC), a multi-level marketing company that CBN started in 1990 to sell a Bible study course.

In a few years, it became clear that American Sales Corporation was not going to be a profitable company. Terminating ASC, however, could have created serious financial liability for CBN. In order to prevent this, Pat poured his own financial resources into the company to keep it alive. In May of 1994, Pat shut down ASC, took the financial loss, and started Kalo Vita.

On October 3, 1994, Newsweek published an article misrepresenting the role of Pat and CBN in Kalo Vita. Although Pat responded to the inaccuracies contained in that article, many of the same half-truths and distortions will probably be included

in the "Prime Time Live" piece airing this Thursday.

You need to be aware of a few very important facts --

- (1) At no time was CBN donor money used to fund either ASC or Kalo Vita. CBN used some of its profits from investments to invest in ASC.
- (2) ASC was created to help fund CBN, not to enrich Pat Robertson. CBN founded and owned ASC. Pat only purchased the company when it was losing money in an effort to protect CBN.
- (3) Out of the 20,000 distributors working with ASC, only three were mentioned in the Newsweek article and they were critical of the company. None of the many satisfied distributors were included in the story.
- (4) The Florida Attorney General's office has investigated some of the independent distributors of ASC products. This investigation involved distributors who violated ASC policy. The distributors involved were terminated when ASC learned of the violations.

Pat Robertson has spent 35 years building one of the most successful evangelical ministries the world has ever seen. His determination, coupled with the Lord's blessing, has allowed him to reach into the homes of millions of people around the world and share the gospel. We should all be disturbed by the media's eagerness to drag a man of such commitment through the mud.

As the political fortunes of the Christian Coalition are skyrocketing, it is regrettable that we have to deal with this type of character assassination by one of the networks. Do not allow these attacks to go unanswered, and do not allow them to weaken your commitment to inform voters and get them to the polls on November 8. May God continue to bless your efforts.

For more information on Pat's involvement in Kalo Vita call (800) 325-4746 and ask for the Kalo Vita information packet.