

Executive Alert Extra

VOL. 6, NO. 6

WHAT'S HAPPENING AT THE NCPA

NOVEMBER/DECEMBER 2000

NCPA Unveils Social Security Ad Campaign

"A break in the television news program you're watching. A car commercial...a cereal commercial...a think tank commercial.

"A think tank commercial? Oh yes. If the medium is the message, then the message of the National Center for Policy Analysis is: 'Snail-mail policy papers are for the media challenged.'



NCPA Social Security ad "Win, Win"

"The conservative, Texas-based think tank has invested ... in a national ad buy focusing on its Web site for Social Security information: www.mysocialsecurity.org.

"The ads plug the site's online Social Security calculator — a feature that allows visitors to compare expected returns under the current system with returns on private investments."

That's how the *Washington Post* described the NCPA's new television advertising campaign to educate the general public about the benefits of personal investment in Social Security reform.

It is believed to be the first time a think tank has used TV advertising to draw people to an Internet site to become educated on a public policy issue. The ad campaign began on September 30 and aired through the presidential debates.



NCPA President John C. Goodman unveils an NCPA television ad on Social Security reform at a news conference at the National Press Club.

Saving Becomes Social Security Trustee



New Social Security Trustee: NCPA Senior Fellow Tom Saving.

helped design the econometric model that is the intellectual foundation of the NCPA Social Security calculator — www.mysocialsecurity.org. In addition to his role with the NCPA, Saving is an economics professor at Texas A&M University and the director of the Private Enterprise Research Center.

NCPA Senior Fellow Tom Saving was recently appointed by President Clinton and confirmed by the U.S. Senate to be one of the two outside trustees on the Social Security trust fund.

Saving helped design the econometric model that is the intellectual foundation of the NCPA Social Security calculator — www.mysocialsecurity.org. In addition to his role with the NCPA, Saving is an economics professor at Texas A&M University and the director of the Private Enterprise Research Center.

NCPA Publishes (the) Book on Social Security

October was Social Security month for the NCPA, as a major publication was unveiled to coincide with the center's television ads. (see lead story)

"Social Security: Your Taxes, Your Benefits, Some Alternatives" is designed to answer American worker's questions about Social Security and their personal stake in the system. Authored by NCPA senior scholar Dorman Cordell and research manager Devon Herrick, the book examines critical issues in the Social Security reform debate and is easily understood.

The book not only explains the current tax and benefit system, but also examines proposals for reform, including private investment accounts.



NCPA Criminal Justice Center Director Morgan Reynolds testifies before the House Subcommittee on Crime.

NCPA Briefs Congress on Prescription Drugs

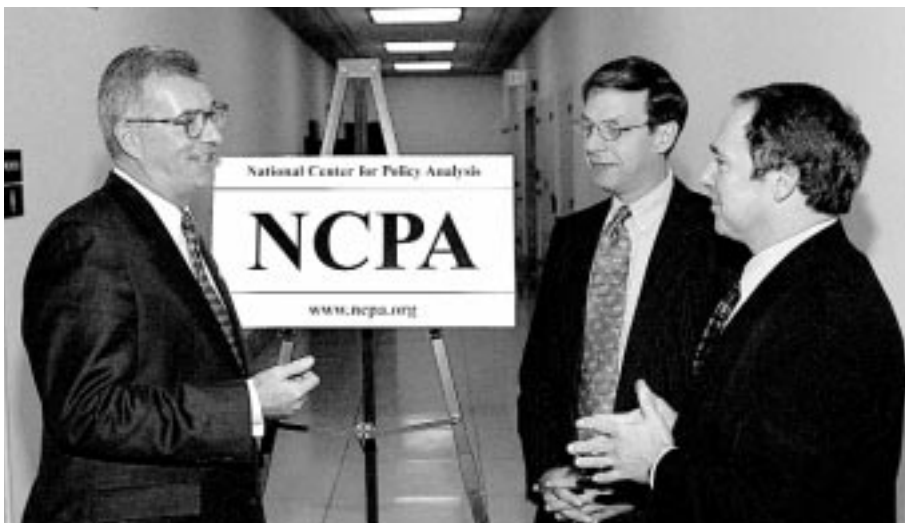
The NCPA hosted a Capitol Hill briefing Sept. 7, to discuss the potential impact of allowing pharmacies to re-import into the U.S. prescription drugs originally produced here, and to propose an innovative new way to finance a prescription drug benefit for seniors.

NCPA senior fellow Robert Goldberg and Columbia Business School professor, Frank Lichtenberg, discussed the impact re-importation could have on affordability and access to the newest drugs. U.S. drug manufacturers have said that re-importation of drugs approved by the Food and Drug Adminis-

tration also poses a safety risk to consumers. They also noted that price controls prevent some consumers in foreign countries from receiving prescription drugs.

NCPA President John C. Goodman offered another solution — expanding Roth IRAs to cover medical expenses and prescription drugs versus implementing new price controls.

House Ways and Means's Health Subcommittee staff, John McManus, explained the politics of prescription drug "reform."



NCPA Vice President of External Affairs Jack Strayer (left) talks with Columbia Business School professor Frank Lichtenberg and NCPA Senior Fellow Robert Goldberg following a briefing on Capitol Hill.

Reynolds Testifies on Best Ways to Reduce Crime

Punishment is the most obvious way to reduce crime and also the best way, according to Morgan Reynolds, director of NCPA's Criminal Justice Center. Reynolds explained his reasoning in recent testimony before the Subcommittee on Crime of the House Judiciary Committee.

Citing several periods in history, Reynolds showed that crime rates ebb and flow depending on certainty and severity of punishment.

"Punishment works," Reynolds concluded. "It's unpleasant and expensive, but it supplies the convict with good incentives. Even career criminals often give up crime because they don't want to return to prison. The old prescription that punishment be swift, certain and severe is affirmed by modern social science."

Goodman Speaks to Economists Club, Heritage Forum

NCPA President John C. Goodman spoke to Washington-based economists at a meeting of the Economist Club on the best way to reform the U.S. health care system.

Goodman focused on the value of level playing field in tax law for consumers who purchase their own health insurance, giving the uninsured and self-employed the same tax treatment as those who receive health insurance through employers. "Tax equity," according to Goodman, "will lead to an increase in the number of insured in America."

Goodman also participated in a panel discussion on Medicare at a seminar for journalists held by the Heritage Foundation.

Ken Starr Speaks at Summers Luncheon

“It could all have been over much quicker, if they had just told the truth.” That was the simple message that threaded its way through the engaging conversation between former Independent Counsel Kenneth Starr and NCPA President John Goodman. The event was the most recent Hatton W. Summers Distinguished Lecture Series luncheon.



With Goodman playing the role of interrogator, the two touched on the highlights of the investigation as well as questioning some of Starr's key decisions. Should he have tipped off the president by asking for a DNA test before taking his deposition? According to Judge Starr the answer is yes — in the interest of fair play.

What would he have done differently? “I think I would have resisted expansion of the investigation, and worked harder to make sure the public understood what we were doing and why.”



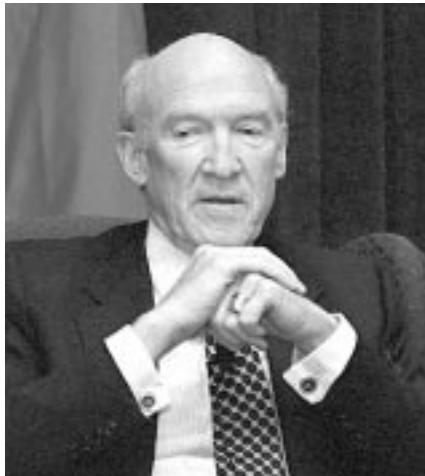
- Former Independent Counsel Ken Starr speaks to the Summers' Foundation Scholars (above).
- Judge Starr speaks with Cary Maguire (left).
- Sterling Burnett participates in a debate on Global Warming at the Summers' Scholars seminar (right).
- Texas Railroad Commissioner Michael Williams gives the keynote address at the Summers' Scholars seminar (below).
- A Summers' scholar reacts to a debate on the death penalty (bottom right).
- Morgan Reynolds argues for the death penalty (bottom left).



Senator Alan Simpson Speaks at Sumners Lunch

Answer: When then-Senator Al Gore bargained his vote on the Gulf War to the political party offering the most television time. The question? What was the most galling act you witnessed in your time in the United States Senate?

The question was asked by NCPA President John Goodman, but the answer was just one of the many colorful stories conveyed by former Wyoming Senator Alan Simpson at a recent luncheon sponsored by the NCPA, as part of the Hatton W. Sumner's Distinguished Lecture Series.



Former Senator Alan Simpson pauses between questions during the September Hatton W. Sumners Distinguished Series luncheon.



Former Senator Alan Simpson greets the Sumners' scholars.

Giving to the NCPA

As you prepare to file your income tax return for 2000, it's the perfect time to consider contributing appreciated stock or other securities to the NCPA. Securities that have been held for more than one year can be deducted at full market value, allowing you to avoid taxes on capital gains. Simply instruct your broker to transfer your securities to the NCPA's brokerage account. For any questions or to make a gift, please call Jim Falk (972) 386-6272, NCPA's Vice President of Development.

NCPA Welcomes New Dallas Staff

Several new staff members have joined NCPA. Richard W. Walker is the new senior director of communications.

Also joining the Public Affairs staff is Amy Brookshire, administrative assistant to the events and communications departments.

Sue Arnold is executive administrative assistant to COO Drew Anderson.

Sarah Christensen is now development department secretary.

Jeff MacFarland now works with NCPA part-time as Web assistant in the Online Services department.

And we're happy to announce a significant name change on NCPA staff — Krishonne Chester, development coordinator, is now Krishonne Johnson; she got married during the last weekend in September.

Bartlett Debates Galbraith on Death Taxes

"A debate on the 'death tax' between two of the nation's leading economists." That's how the scholarly magazine, *The Public Interest*, described the feature debate in their Fall 2000 issue between NCPA Senior Fellow Bruce Bartlett and University of Texas economics professor James K. Galbraith.

Timed to coincide with the president's veto of the estate tax bill, featured an article by Bartlett's piece was taken from his recent NCPA study *Wealth, Mobility, Inheritance And The Estate Tax*.

In the study and article, Bartlett argues that the estate tax should be abolished not only because the United States has a high level of wealth mobility regardless of inheritance, but also because wealth and the desire to accumulate it are central to how our economic system works.

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Editor Sean Tuffnell

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National Center for Policy Analysis
12655 N. Central Expressway, Suite 720
Dallas, Texas 75243
(972) 386-NCPA
e-mail: ncpa@public-policy.org.

NCPA 2000 EVENT SCHEDULE

The NCPA is pleased to announce the following events for the remainder of 2000. Details for each event will be forthcoming.

November 9

James R. Lilley
Former U.S. Ambassador to China
NCPA/Federal Reserve Bank of Dallas
Policy Forum, Dallas

November 12-15

Chairman's Club Conference
Rough Creek Lodge, Glen Rose, Texas

December 4

James A. Baker III
Former U.S. Secretary of State
Sumners Lecture Series

Call the NCPA Events Department at 972-386-6272 for details.