

**PRIVATE &  
CONFIDENTIAL**

22 March 1992,

Prof Trevor Smith,  
University House,  
University of Ulster,  
COLERAINE,  
Co Londonderry BT52 1SA.

Dear Trevor,

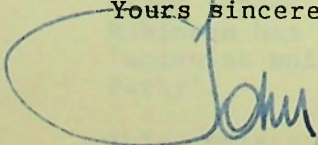
Firstly, may I say what a delight it was to have the chance of a proper chat with you, and also to meet your lovely wife Julia, last evening. I had heard a lot about you from Richard Holme, and it was a real pleasure for Joan and me to spend time with you, in the very congenial atmosphere of the Cook household.

I am sending with this fax a note of some proposals for one or two items which we cannot afford ourselves in the election, but which would greatly add to the possibility of success for Alliance, and a Vote for Peace in Northern Ireland.

Please do not hesitate to make contact with me at home.  
(Tel: 0232-793097, Fax: 0232-796689)

Please convey my regards to Julia. I hope we all have a chance to meet again soon after the bustle of the election is out of the way.

Yours sincerely,



Dr John T Alderdice  
PARTY LEADER



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University House,  
University of Ulster,  
COLERAINE,  
Co Londonderry BT52 1SA.

Dear Trevor,

Re: Westminster Election Campaign March/April 1992

With the very generous help of the Rowntree Reform Trust over the past two years Alliance has been able to move from a position of some difficulty to one of considerable strength.

You may recall that the strategy was twofold. Firstly to put extreme Loyalism under pressure by a direct challenge to a vulnerable seat, (East Belfast) in the 1992 Westminster Election, and secondly to exert pressure on extreme Nationalism by taking more seats than Sinn Fein at the next Local Government Elections in 1993.

Things are going well. Indeed there may even be a chance of achieving elements of both targets in this one election, by taking a seat in East Belfast (and/or North Down), and by overtaking Sinn Fein in overall percentage vote.

The establishment of an East Belfast Constituency Office in 1990, and the building of a community politics profile with petitions, target leaflets, the use of computer mailings and canvass analysis, under the guidance of Andy Ellis, has made a major impact. The result is that the sitting MP, Peter Robinson has been scared into appealing in the newspapers for 'unionist unity to keep out that friend of Dublin, the Alliance Party'.

This anxiety, further aroused by extensive quotation of the results of the Gallup Poll, also financed by Rowntree, was part of the reason why the Unionists, and indeed the SDLP decided to return to the Talks Table immediately before the Election was called. Dexterity and good fortune have ensured, however that the unionist vote in East Belfast will be split by the candidature of an Independent Unionist, Dorothy Dunlop.



The activity of the East Belfast Office has affected the whole Alliance Party. The Focus Leaflet Campaigns in East Belfast have now caught on throughout Alliance, resulting in a financial appeal, which raised over £5,000 from within the party enabling us to purchase an offset litho print machine for the first time.

I quote these examples of the political results of Rowntree's investment in Alliance to show not only that it has had real effects, but to show that we have tried to use the finance in such a way as to have a 'multiplier' or leverage effect.

At this particular time I write to ask for some further help with two particular proposals.

#### Proposal 1

In East Belfast, the campaign is going well, but in the final squeeze we intend using a number of mailings and leaflets, as one would expect. (Robinson has responded with an expensive glossy brochure, which is so up-market as to be counter-productive in the working class areas!).

If we were able to make the final leaflet, not just another Focus Leaflet, but a tabloid style newspaper, this would give an extra twist to the campaign at such a late stage that Robinson would have difficulty responding.

#### Proposal 2

The unionists have decided to refuse to participate in all constituency profile broadcasts in areas where Sinn Fein is standing. This obviously blocks us out too in these areas, including in East Belfast. One way of making up for this is to take advantage of the use of a Party Election Broadcast Video, as an alternative to a straight face-to-camera presentation. A two minute video would be aired twice on UTV, and once on BBC. Featuring myself as Party Leader, it would give personal coverage, and also improve the Party's presentation, particularly since my enquiries tell me that most other parties may well not be using one.

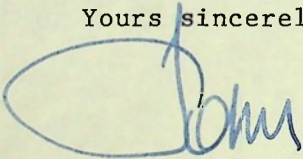
I have costed these two Proposals. The first would cost about £750 for approximately 28,000 copies. This is about £500 more than an ordinary leaflet. The second would cost approximately £2,500. This very competitive rate is available from a professional company, whose director is a party member.

I am keen to pick up on both of these proposals. To afford to do them, at a total extra cost of £3,000 would mean cutting out all newspaper advertising. If however we made some savings in our newspaper advertising, (freeing up about £1,000), we could undertake both projects, with outside funding of £2,000.

I hope that I have explained why I believe that these two projects would contribute in a very real way to persuading people in East Belfast in particular, and in Northern Ireland in general to use this Election as a Referendum on Peace, by voting Alliance. I hope too that you and your colleagues at the Rowntree Reform Trust will feel able to help us.

Thanking you for your consideration.

Yours sincerely,



Dr John T Alderdicer  
PARTY LEADER

