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Tuesday, June 02, 2009

re: **Rich Nadler, R.I.P.** [[Kathryn Jean Lopez](#)]

Adam Schaeffer e-mails:

Rich Nadler gave a lot and had much more to give to conservative and libertarian causes. As the formulation goes, I didn't agree with everything Rich said, but . . . no kidding . . . how often do people agree on everything? Rich was intense, intelligent, and totally incomparable.

Rich wore many hats and did many things, but I met him through his aggressive conservative outreach to minorities. He knew that we can hardly expect black or Hispanic voters to be persuaded or shift their votes if they almost never hear a conservative argument. So he wrote, produced, and aired ads that went straight to black and Hispanic audiences with undiluted conservative messages on school choice, taxes, regulation and abortion. No handwringing or apologies or softened messages. Rich knew you don't win people over by saying nothing.

I loved the approach, and characteristically, Rich invited me straight in to take a look at his projects. Studying precinct results to determine the impact of one of his ad campaigns was one of the first major data collections and analyses I conducted in grad school; it worked. I worked with him later testing the effectiveness of some of his radio ads before they launched and helped him track their effectiveness in the field. They worked. I'm amazed at what Rich accomplished, and he did it all without the slightest bit of self importance.

Rich had strong beliefs and commitments, but he was always ready to try new things to advance the causes in which he believed. He was always looking for more ideas, more data, more everything . . . I can't help thinking of a quote, although it references a much lesser, fictional character. Given his past lives I think it might make him smile; "There he goes — one of God's own prototypes — a high powered mutant of some kind never even considered for mass production." Rich Nadler will be greatly missed.

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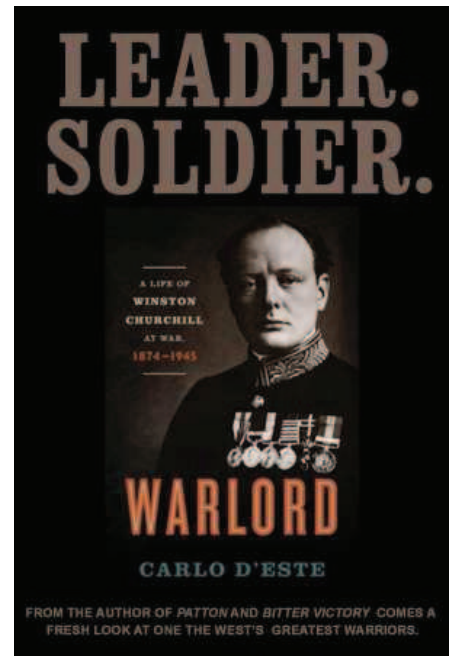
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—William F. Buckley Jr.

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