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# Libertarian Strategy Gazette

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## A Massachusetts Strategy

...David Euchner

The following remarks constitute a small piece of my strategy for success for the Libertarian Party of Massachusetts in the 2002 election cycle. Regardless of whether my ideas are used or not, I certainly hope that the LPMA achieves the greatest success.

Much of the preparation for the 2002 election cycle needed to be done in 2001. Some of it was, for sure, but much of it was not. This does not mean that all efforts for 2002 are doomed, but it does mean that LPMA is playing catch-up already.

For example, the Carla Howell for U.S. Senate campaign in 2000 officially began in November 1999 with an absolutely brilliant kickoff party. This event, held at a ballroom at the Westin Hotel in Waltham, began with the State Chair as the emcee and the role of introducing three key endorsers: Bill Downing of MassCann, Barbara Anderson of Citizens for Limited Taxation and Government, and Jack Durkin of the Gun Owners Action League. Then Michael Cloud raised over \$25,000 in one night, truly a feat in Libertarian Party circles.

On the other hand, when Howell and Cloud recently announced their respective campaigns for Governor and U.S. Senator, there was only a press release and an e-mail. Both of these announcements had been preceded by six months worth of fundraising letters and full-page ads in **LP News** for the respective campaigns. Both candidates focused their attentions on the Small Government Act, a ballot initiative aimed at repealing the state income tax (for which the Committee for Small Government also purchased full-page ads in **LP News**).

When raising and spending money on Libertarian campaigns, it is of critical importance to be honest not only with the contributors and activists about the campaigns' goals. The organizers must also be honest with *themselves*. And when making statements about the chances for electoral success, those statements should be supported by as much evidence as is available.

The Committee for Small Government (CSG) is seeking to convince donors of the potential for success at the ballot box with nothing but the statement "3,000,000 workers will each have an extra \$3,000 in their pockets" and a bunch of "Imagine if..." dreams.

No polling was done. If there was any attempt to bring in

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## LNC Organization

*A Better National Committee  
Through Better Organization*

We have *Working Groups* to do work without having to get everyone together at the same time in a big meeting. If you've ever been associated with the Board of a significant corporation or non-profit organization, you may well have found that it had something that the National Committee lacks—Working Groups.

How do *Working Groups* (Committees) function? Between Board/LNC meetings they give more careful attention to operations than a large Board can. A two-day LNC meeting might begin with a half-day and lunch of working groups, and then full Board review of Working Group presentations. Partial specialization of Board Members makes them more effective.

Working Groups are appropriate when Board members are the experts in running the Party's affairs—as should be the case in the Libertarian Party. Working Groups are less appropriate when the governing board holds persons of substance who are ignorant of the organization's technical issues. Working Groups are highly appropriate when the stockholders/members want a firm hand on the tiller to protect their interests.

Several Libertarians with long memories tell me that once upon a time the National Committee did have Working Groups, under the cognomen 'subcommittees'. That structure fell into disuse when the Party gained a headquarters and staff. It's time for a change. It's time to move backwards to the future, to restore the National Committee's subcommittee structure.

What are some of good Working Groups for the LNC?

**Incitement:** Mobilization of activist volunteers for specific projects, running for office, and ongoing state and local activities. Training and support materials for candidates, their supporters, and other activists. Helps -- does not compete with -- ongoing state and local groups.

**Budget and Finance:** Prepares the yearly budget. Effectively organizes the budget so that costs are allocated to projects in a rational way. Reviews monthly financial data and outcomes of fundraising drives.

**Agitation and Propaganda:** LNC Publications, including LP News, brochures, the Party and special web sites, putting Libertarian positions before the public.

**Archives:** The Party's institutional memory. Records of what

[Working Groups] (Continued on page 8)

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other activist groups or interest groups on board with the CSG then there was no success and no mention. Most conspicuously missing was any involvement by CLT&G; however, I attribute this to the leadership of that group being utterly beholden to the Republican Party regardless of how often the GOP betrays the interests of limited taxation and government. On the other hand, the results of the 2000 Question 4 initiative (to rollback the state income tax from 5.95% to 5.0% over three years) provide ample evidence of what will happen to the 2002 Initiative to eliminate the tax. Under the slogan "Keep the Promise", an initiative to rollback the income tax a paltry amount to its previous level (which was still quite high) garnered approximately 65% of the vote. The 35% who voted against it listened to the dire warnings of the Teachers Union to preserve the rate of taxation "for our future".

How will the Committee for Small Government convince more than 75% of the Question 4 supporters (in order to get 51% at the ballot box) to vote to eliminate the state income tax, when the very organizers and sponsors of Question 4 are not even on board? No answer.

In light of the realization that the Small Government Act will not be passed at the ballot box, one must ask whether the organizers of the CSG are being honest 1) with their contributors, and 2) with themselves.

It is quite possible for this petition to achieve great success without actually passing. For example, if 20% vote in favor of the Initiative, then those voters will be more inclined to vote for Libertarian candidates in November or in the future.

But in doing cost-benefit analysis, we must also look at the **costs** of these benefits. The most noticeable cost, of course, is the \$233,000 that the CSG has raised so far (as reported by John Gregg in the MetroWest Daily News on February 3, 2002). Apparently all of this money has been spent, because those on the "Small Government News" e-mail list are still receiving notices that the CSG does not have enough money to pay its bills week-to-week.

\$233,000 is the amount of money raised and spent as of January 2002. That amount will no doubt increase significantly by November 2002. It could potentially reach \$1 million.

The problem with this strategy is that it focuses attention on getting 10% or 20% of the vote and not on getting 51% which is needed to win an election. If the Libertarian Party is going to make waves in Massachusetts or elsewhere in the United States, its candidates need to start winning partisan elections.

When Craig Mathias decided to run for State Representative in the special election in the 7th Middlesex district in May

2001, I volunteered my services immediately. I sent him an e-mail saying that he needed a campaign manager and that I would do the job if he needed me and if he chose someone else then I would support that choice.

I said this to a man whom I didn't even know. Until June 2001, Craig and I had spoken only once, for about 5 minutes at an August 2000 Harry Browne fundraiser. We knew each other by reputation, I as the fiery anarchist type who challenged the voters' deepest fears and Craig as the more moderate type who had 10 years experience in Ashland town government, culminating in his election to Chairman of the Board of Selectmen.

On the surface, there was nothing in common between the two of us. He's 20 years older than I am and has two teenage daughters that are not much younger than I. His life is focused on business and technology while mine is focused on philosophy. And the list goes on.

But there was one thing we had in common at this time: we both believed that he was the right candidate at the right time to be the first Libertarian elected to the Massachusetts State Legislature. And a Libertarian State Rep would be the foot in the door needed to get libertarian initiatives introduced in the legislature and other LPMA candidates elected in his footsteps.

We took advantage of circumstances. Not only was this a special election with not much else happening, but we had the right candidate who deserved our support by building name recognition and voter support in his own community the hard way - by working in town government.

Most anyone who had the ability to support the Mathias Campaign did, whether by participating in the campaign's activities or donating to the campaign. But there were three persons who were notably absent throughout the entire election season: Michael Cloud, Carla Howell and Kay Pirrello.

Kay Pirrello, former employee of the 2000 Howell for Senate campaign, became an employee of the LPMA in early 2001 as the "LPMA Volunteer Coordinator". Simply put, the dues money of the LPMA members went to pay Kay's salary and benefits in exchange for her role in coordinating LPMA volunteers.

While serving in this capacity, I spoke with Kay about her helping to coordinate volunteers for the Mathias campaign, since there was *nothing* else for her to do at the time. She told me in no uncertain words that she would indeed work together with me; but she was intentionally hush about precisely what she would do to work together.

As for why Howell and Cloud did not assist, we received these responses. At first Craig spoke to Carla on the phone, and he was told by Carla that he was unworthy of her help because he was not "bold" enough and that he was doing

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nothing of value to aid our cause in his role in local government (a criticism she extended to cover all the other libertarians involved in local government).

Despite months of being warned by others that Howell & Cloud were causing a rift in the LPMA, State Chair Israel consistently told those who voiced their concerns to him that they were "just jealous of their success." Now Craig and I joined in the chorus, and we were not jealous but concerned that they were actively opposing a Libertarian candidate who had a chance to win an election. Our concerns also fell upon deaf ears.

Dennis Corrigan was the Mathias campaign's treasurer as well as involved in the Howell-Cloud campaigns, and he not only recognized that this rift was bad for the LPMA as a whole but was also willing to help smooth things over. I told Dennis that I was willing to cross a lot of rivers in order to build back the bridges, and Dennis relayed that to Cloud. And I spoke to Michael on the phone the next day.

But Michael did not want to build back any bridges. Instead, he threw insults at me for working with an unprincipled candidate. He praised my work in my Congressional campaign as extremely principled but then said that Craig was not worthy of any of his support because we did not run a campaign centered around guns. I explained that every campaign needs to be run in its proper context, and that in this race what mattered most was taxes and education. But Michael didn't care.

I told Michael that the voters needed to hear the candidates' plans to reform education funding, and that this is what Craig was offering to them. Michael's response was absolutely ridiculous: "All education should be private and state involvement eliminated." I told him, "Yeah, that's great, you and I know that, but you know the voters do not."

But he made his intentions clear to me. It was I who was

making a request of him, and if I expected to get anything out of him then I was required to convince my candidate that we needed to run the entire campaign to his liking - regardless of the fact that running a Cloud-style campaign guaranteed losing the election.

Any amateur student of human nature could see through Howell's and Cloud's criticisms for what they really were: an attempt to repress anyone else from taking the spotlight away from themselves. They refused to see the tremendous value that an elected libertarian would provide for their own state-wide efforts. They refused to see how a Libertarian state representative could have sponsored the Small Government Act and spoke on its behalf in front of the entire state legislature and the entire mass media. All of the CSG's "Imagine if..." dreams could have come true with a Libertarian state representative paving the way through the legislature.

However, they did not want to share the spotlight, certainly not with a capable and dynamic public speaker like Craig Mathias.

Thankfully, many of the LPMA insiders who were aware of this rift, particularly Dennis and Kamal Jain, showed their dedication to liberty by re-doubling their own efforts to help Craig. And those other activists who were unaware of what was happening behind the scenes continued to help where they could, because the activists always have their hearts and minds in the right place.

But ultimately, these three individuals caused the campaign significant harm by making the Mathias campaign re-invent the wheel when they simply could have helped. I don't think that their help would have ensured a Mathias victory, based on the electoral results - but their help would certainly have led to a much better showing at the ballot box and in turn proven that the LPMA is ready to win a seat in the State Legislature.

So this puts us in 2002.

The Small Government Act has gone nowhere, though the potential was there for some incredible action after a Libertarian state representative introduced and sponsored a bill to eliminate the income tax.

Craig Mathias has resigned from the LPMA State Committee and changed his voter registration from Libertarian to Independent. Some say this is sour grapes and shows that he is not a true leader; but the facts speak for themselves, and there is no reason why someone who has contributed so much to the party should remain and continue to lend his support to those who spurned him.

I have since moved to Arizona (which has nothing to do with the LPMA; it has been my dream to move here since five years before moving to Massachusetts). Other LPMA

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Activists have also relocated out of the state, for obvious reasons: more freedom NOW.

The LPMA State Chair, who has been aware of an oncoming schism within his state party for about a year, has consciously chosen not to mend those wounds but instead to galivant across the country campaigning for National Chair.

The LPMA Executive Director has chosen the road of shutting down discourse rather than encouraging it simply because *The Truth Hurts*.

The LPMA is fielding fewer candidates in 2002 than in 2000.

Why is this? Is it because I and others have spoken up about the problems we see? Or is there any merit to the criticisms we voice?

My criticisms of the Howell-Cloud campaigns, however, do not stem from any kind of personal bitterness. If they had correctly assessed the Mathias campaign as unprincipled and unworthy, I would not be criticizing them for that assessment. For me this is not a personal vendetta; I simply want to see that the LPMA, for which I worked very hard, does not slide backward but rather learns from its mistakes and continues to make forward progress.

There is one idea that intertwines all of my basic ideas for the 2002 Election Season:

**ALL OF THE CANDIDATES NEED TO WORK TOGETHER AS A COHESIVE TEAM.**

1) Ultimately, the LPMA candidate slate will succeed if even one gets elected. For no other reason except that the offices are hotly contested, it can be assured that Michael Cloud, Carla Howell and Rich Aucoin (for Lt. Governor) will not be among those with a chance of winning. But Carla, Michael and Rich bring certain skills to this election season that they can use to benefit the entire slate.

Michael, Carla & Rich need to campaign with the other libertarian candidates at every opportunity. This should include the candidates for town elections in the spring as well; in particular, Matt Dailey is running an effective campaign for Selectman in Tewksbury. Ilana Freedman is already working hard with Matt as Tewksbury is in her 5th Congressional District; the statewide candidates can not only work toward contributing to a Dailey victory in the spring, but they can also then reap the benefits of having Selectman Dailey campaign for them in the summer and fall.

The statewide candidates also need to campaign with the state legislature candidates at every opportunity. In 2000, Carla Howell made only one appearance with me, though she appeared in my 4th Congressional district many times; and to my knowledge she made no other joint appearances in

Massachusetts except for those with Harry Browne. The leaders of the candidate slate need to provide extra long coattails not only so that they can help build name recognition for the local candidates, but also so that those local candidates who then have name recognition can help return the favor by being a more audible voice supporting the top of the ticket.

2) The candidates, working together, should come up with a common theme for the campaign. This has many elements:

A) the slogan. "SGIB" and "Personal Responsibility" not only make for bad slogans in my opinion, but are no longer useable by the rest of the slate since they are firmly identified with single candidates. The other candidates, though, can agree upon a slogan which will allow everyone everywhere to see a slogan and know that this is a Libertarian candidate. It would be quite an interesting idea if the Libertarian Party stole the slogan of the socialists - "for our future"; this is my recommendation.

B) a common platform. Every candidate has different priorities, whether based on the candidate's views or the district's demographics, but the LP has a few core issues on which there is virtually no disagreement. In particular, because of the Small Government Act already being under way, the candidate slate can identify themselves with that act as well as its substance. If the common platform is only a statement of principles and a short statement about three core issues (e.g., taxes, guns and education), then each candidate can use that and then develop individualized issue statements from there.

C) use of the same print shop and design for printed materials. This will serve two purposes: first, to cut down on costs of development, and second to create stronger identity with the Libertarian Party. If one design is used for all the candidates, then 20 other campaigns do not have to worry about doing that work all over again, and that is many hours of activist time that could be put to other uses. If all of the campaigns put all of the work out to bid for one print shop, candidates will benefit not only from deep discounts but also from quicker turnaround time and better overall service

3) The individual candidates all working together can conserve valuable activist resources. There is little reason why one campaign manager cannot serve two or three candidates if the campaigns are all in the same general geographical area. There is little reason why two or three press officers cannot serve an entire slate of candidates. Etc Etc Etc.

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4) Stronger candidate identity with the entire slate will encourage interest groups like GOAL to endorse *all* the Libertarian candidates. In 2000, Carla Howell and I won endorsements from GOAL despite having GOP challengers, but many other LP candidates in three-way races were denied that endorsement, though their dedication to gun rights was equally strong, simply because they were less visible. In particular, Dan MacKenzie was passed over in favor of his GOP opponent Mike Squillante, even though Squillante did not address the gun issue very persuasively and MacKenzie is not only a powerful advocate for gun rights but also an extremely persuasive speaker. Groups like GOAL need more encouragement to endorse the candidates of the only party with the guts to talk about their issue.

5) The candidates need to work together on issue education. One candidate (or interested activist) should host an evening at which an expert on a particular area of law speaks, and by knowing what the law **is** the candidates will better be able to speak as to how the law **should change**. And then another candidate or activist should host another evening with another speaker on another issue, and so on. These are just a handful of ideas that are not presently being executed by the LPMA. Of course I do not have a monopoly on good ideas, and there are some that are left off this list. But any idea must be analyzed for its potential success.

### CONCLUSION

I am a chess player. I don't mean that I tinker around with the board every once in a while. I mean that I study the game profusely, and I read books on how to improve my game. I even have a travel set (with a chess clock) sitting in my car right now, just in case the next time I drive someplace I find myself with the opportunity to open it up and put my mind to the test against the clock. The primary reason why I care so much about a game with 64 squares is because it prepares me for applying strategic thought to other fields, particularly politics.

Suppose you are an intermediate level chess player, and you are about to sit down against a far more experienced and skillful player than yourself. You are limited by your own knowledge and your own experience, and you must presume that your opponent has every bit of your knowledge and experience and then some. However, what makes your ability that much more limitless is your ingenuity and creativity. The chessboard can be an open canvas upon which you can paint your own picture. You are limited by the rules of the game - your pawns can't move backwards, your king can only move one square at a time, etc. But the methods by which you use these pieces to accomplish your goal have no such limitations and even the greatest players lose to lesser players who envision an ingenious maneuver.

More concretely, many intermediate players suffer the trapings of grabbing a free pawn when there is a far broader strategy at work. The ultimate goal must always be capture of

the enemy king, and anything you do must be done in the context of serving this ultimate goal.

The LPMA has reached intermediate status in Massachusetts politics and is ready to face off against the two big powerhouses. However, we must not lose sight of our ultimate goal: freedom in our time. Both of our electoral opponents are our ideological opponents as well, and they are well-studied in the strategies of libertarians both in this country and elsewhere.

But when it comes to creativity and ingenuity, we libertarians will always have the upper hand, because we have the advantage of having the superior philosophy. The enemy, statism, will always suffer the limitations of the failures of their philosophy causing them to resort to appealing to the malevolence of the people. On the other hand, we libertarians can always appeal to the best in people and we can encourage the people to open their eyes and see a free America and a free world. We do not want a one-world government, but Six Billion governments of one, united only by voluntary cooperation.

I'm keeping my eyes on the prize. I implore all of my fellow libertarians not only in Massachusetts but throughout the world to seek the vision of the whole picture and not just a small corner. We usually cannot see the whole picture, sometimes through no failings of our own. But we must shrug off any of our self-imposed limitations and attack statism with all of our powers.

....David Euchner

## Past Strategies

### “A Program for the Libertarian Party” from the Alicia Clark for National Chair Campaign, August, 1981 (Part Two)

We turn again to our Party's past for a proposed plan for our National Party, this due to Alicia Clark, who ran for National Chair in 1981. As is sometimes said, the more things change, the more they stay the same:

**(Continued from the Previous Issue):**

Electing libertarians to state and local office in 1982 will help the party nationwide. This would include assistance to Dick Randolph's race for Governor of Alaska and to one or more "winnable" races in the lower 48 in 1982.

#### D. Fund-Raising

Assist state and local organizations in further development of fund-raising abilities.

Conduct fund-raising efforts to fund programs desired by

state and local organizations which state and local groups cannot or do not wish to fund.

Conduct joint fund-raising efforts with state and local groups. Fund-raising training would be included in the regional seminars.

### **E. Communications and Good Internal Human Relations**

The National Chair and the full time staff must put great emphasis on communications with state chairs and activists, as well as with libertarian publications and all members of the National Committee. In addition to the present level of communications and the personal contact that I would have with the state chairs and local activists, a monthly letter from the Executive Director informing state chairs and the National Committee of his activities and the activities of the National Chair, might be desirable. More information can go a long way to maintain good relations and allay suspicion.

Also I think it is necessary to have job descriptions for all members of the paid staff. This will improve the productivity at National Headquarters, permit members of state organizations to know who to call about specific problems and generally establish better communications.

### **Issues at the National Convention**

There will be many issues raised or discussed at the Convention about the organization of the party, the role of the National Chair, and the relationship between the state parties and the National Party. In making your choice for National Chair I thought you would like to know my position on some of these issues:

#### **A. 1980 Presidential Campaign**

I think the 1980 presidential campaign was a great success. Ed Clark, David Koch, the members of the Campaign Committee, Ed Crane, Chris Hocker, Dallas Cooley, Howie Rich, David Boaz, Bruce Cooley, Ray and Carol Cunningham, Jule Herbert, all the Clark for President State Campaign Managers and all the hundreds of local volunteers, did the most and best they could.

There were many, many mistakes, both big mistakes and small mistakes. None of the participants was an expert in their job; most of them, including Ed Clark, were doing it for the first time. We should be thankful to all of them for the work, time, money and great personal effort they put into it. No one got rich or powerful working on the 1980 Campaign.

The 1980 presidential campaign gave our party more name recognition, and a positive image; it opened the minds of millions of Americans to libertarian ideas and was a major step forward to the creation of a libertarian America.

I also have a tremendous respect for all the criticism coming from a small but important group of people. In the Libertarian Party we need and should constantly seek criticism. I don't agree with all the critics but they do have some good points. We must learn from our mistakes to be able to do better next time. The best way to do that is to involve more libertarians in decision-making.

### **B. The Libertarian Party Debt**

During the course of the 1980 Presidential Campaign the Libertarian Party ran up a debt of \$145,000, mainly to help obtain ballot status for the party in nine states. Much of this money was obtained by loans from libertarians. This debt amounted to 22% of the 1980 expenditure of the LP. Most members of the National Committee were not aware of the debt, let alone its size, until December 1980. The fund-raising effectiveness of the Party has not been adequate to repay these loans and eliminate the debt.

The first task with respect to the debt is to eliminate it through persistent fund-raising efforts. I think the debt raises serious ethical questions as we have failed in our obligation to pay our suppliers in accordance with our agreements with them. To prevent any reoccurrence the National Party needs to implement better budgeting procedures. My own experience in handling a budget in excess of \$1,000,000 for ten years and never going over budget should also be helpful. My intention to be a full time Chair will also help to prevent any repetition.

### **C. A Full Time Chair**

I think the Party would benefit from a full time Chair. We now have organizations in every state and by 1982 we will hopefully have candidates in every state. We also have a substantial budget and a history of budgetary problems including the present deficit. If the National Party is actually to be directed and managed by the person elected by the delegates, that person must devote his or her full time to the job.

My personal position will permit me to be a full time Chair. I will be available for phone calls every day. I will spend substantial time at the National office. And I will visit state and local organizations on a regular basis.

The alternative to a full time Chair is to turn over the direction of the National Party almost completely to the paid staff. While the paid staff will do much of the work they should not have the authority to make policy decisions. Without a full time Chair, the paid staff will make policy decisions by default.

In view of the limited funds of the National Party, and the many demands on these funds, I will be responsible for raising the money to cover the expenses for all of my activities as Chair (except that if I am invited to be a speaker at a state

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convention I will ask the state organization involved to pay transportation costs).

## D. Political Activities of Paid Staff

I think the paid staff should be given guidelines with respect to their involvement in political contests within the party as, for example, the present race for National Chair. In addition to banning any such activity during working hours or at the national headquarters at any time, any promise of employment or other preferences for voting the "right" way should be prohibited and, in order to maintain the appearance as well as the fact of impartiality, other limits may also be required.

## E. Running 435 Congressional Candidates in 1982

I support those who want a libertarian candidate in every congressional district in 1982. It has been proven both easier and less expensive to secure votes for our congressional candidates than for senatorial and other statewide candidates. The impact of the potential several million LP congressional votes in 1982 would give us increased visibility, credibility, and momentum. As National Chair, I would give this project the highest priority if it receives broad party support. It can only work if almost all state and local groups wish to participate.

## F. Consultation with State Organizations

The National Committee cannot function properly without constant reference to the state organizations. I propose a method of ratification by or consultation with the 50 state organizations on such major items as incurring a debt, major services to be provided by the National Party, and fund-raising programs that are to involve state and local organizations.

## G. Relationship of the National Party to Presidential Campaigns

When nominating a presidential candidate, the delegates to the National Convention must be careful to analyze not only the candidate but also those who will be members of his committee. The delegates should keep responsibility in their own hands and not let it pass to a Review Committee. The delegates nominate their candidate but who is going to nominate the Review Committee. Who will have power over the candidate? Where is the value of the delegate's vote? If it is a matter of principle, why only a Review Committee for the Presidential Campaign? Why not for the National Chair and the National Committee?

Article X, Section 7, of our Bylaws provides us with the mechanism to repudiate a national candidate. This is the strongest possible control over a candidate. And each individual libertarian through control of his or her time, checkbook and, ultimately, vote can exercise a more credible review than any Committee simply by deciding not to support a libertarian nominee.

The National Executive Committee should have representatives on the Campaign Steering Committee and receive regular re-

ports from the Presidential Campaign Committee. It should provide such support, criticism or withholding of support as it deems proper. Because of its power to repudiate a candidate and its complete control of any party funds flowing to the Campaign, it has and has always had fully adequate power to discipline any candidate who clearly deviates from libertarian principle.

## H. Assigning National Convention Delegates

Our current system of assigning National Convention delegates needs revision. I propose bonus delegates for states that have permanent ballot status, for states which do well in gubernatorial and congressional races, and which have actually elected local libertarians to public office.

## I. LP News

Should become more of a "how to" publication for ballot drives, fund raising, candidate and media methodology, etc. Successful projects by local LP's should be featured. Changes in election laws and pertinent court cases involving ballot status, candidates, etc., throughout the country should be passed along to all state and local organizations with suggestions as to how they can be used. Libertarian letters to the editor and local columns that have appeared about the LP around the country should be reprinted.

## J. When and Where Should the Next Presidential Nominating Convention Be Held?

I think the next Nominating Convention should be held in February, 1984, possibly on the weekend of Washington's Birthday. If we hold it later in 1984 we will either be forced to participate in some presidential primaries or be very conspicuous by our absence. I think our absence from primaries held before our convention, or our showing in these primaries (which will be minimal in comparison with votes in Republican and Democratic primaries, and much less proportionately than we will get in the November elections) will generate bad publicity for us.

A February Convention will provide the opportunity for some publicity at state LP Conventions in late 1983 and early 1984 and will show progress over our August 1979 Convention. It will also give adequate opportunity to gain ballot status, research important issues and plan the Campaign.

I leave the location up to the vote of the delegates.

## K. National Media Coverage

The best way to get more national media coverage is to become a bigger and better organized party that gets more votes and elects more people. I think the grassroots organizational approach that I have outlined is the best to become a more effective party. In addition, we should continue to hold news conferences, issue news releases and invite the media to libertarian events whenever we are saying or doing anything newsworthy.

**L. How To Increase the Number of Members from Minority Groups**

In trying to reach minority groups, as in trying to reach any other groups, we have to get to know them.

There are three large groups of Latinos in the United States: Mexican, Cuban and Puerto Rican. Each group is different but they have some things in common. For instance, Mexicans and Cubans don't look at the government as the solution to their problems, in general, they see the government as the problem. I believe they are ready for libertarianism.

Each local libertarian organization, if interested in reaching out to Latino groups, should first gather basic information: who are they, where do they live, the names addresses and phone numbers of their social and political associations. Then libertarians should contact these groups, attend some of their meetings, talk to them, invite them to local libertarian meetings and ask them to include a libertarian speaker in one of their meetings. Open the dialogue.

Avoid their leaders, who are generally Democrats and love to administer the money they receive for special programs. But Latinos in general are against welfare and special programs which they know cause the American people to look at them as inferior. They don't care for Social Security, They want the opportunity to work, to educate their children and to be able to keep the money they honestly earn. To increase the number of Latinos in our party is a job for local groups. The National Party can assist by producing literature in Spanish.

**[Working Groups] (Continued from Page One)**

worked, what did not worked, what was tried or not tried, in a form accessible to Libertarian volunteers across America. Indexed links to Libertarian Web pages might be an effective partial path, helping Libertarians to find obscure sources of useful information

**Great Ideas:** (Geoff Neale has discussed this under the cognomen "Best Practices".) Identify activities of other parties, non-profits, volunteer groups, etc. that are particularly effective at doing things that we want done, and inform members who need to know about the better methods of non-libertarian groups.

**Compensation--**The Compensation Working Group treats proposed arrangements with any persons who are to be hired by the Committee as salaried staff, consultants, or contractors.

This list is deliberately incomplete. What would you add? My assumption is that we are electing to the LNC people who are actually competent and who are prepared to do significant work for the Party. Working Groups may include other Party members as appropriate to their tasks.

George Phillies

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