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Libertarian Party State Chairs Conference Summary Report

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Written and Supplied to Libertarian Strategy Gazette by
Bob Sullentrup (Missouri).
Reviewed and Enhanced by Jacqueline Bartels
(Washington), Sara Chambers (Alaska), Richard Pearl
(Tennessee)

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Preamble

Approximately 60 people attended the second State Chairs Conference in Nashville representing 39 states and the District of Columbia. The states not in attendance included Delaware, Hawaii, Louisiana, Minnesota, Mississippi, New Mexico, New York, Oklahoma, Pennsylvania, Rhode Island and Wisconsin. See the attendance list at the end.

Mark Nelson, LNC District 1E representative, was the MC for most of the sessions. Mark started by noting he participated in the recent LNC strategy meetings. That group came up with thousands of ideas, but they had no idea what exactly worked. Accordingly, the LP is going to address 'branding' by turning over the work to professionals who should tell us what works.

Most Important Findings

A theme in the remarks of the attendees indicated how the success of projects was correlated with the fundamental political activity of simply telephoning people and asking them for what you want – applying high touch, not high tech.

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Editorial "Do-ocracy"

We have a concept here in North Carolina which I have dubbed "Do-ocracy." Simply put, Do-ocracy is the policy of giving a volunteer the responsibility and authority to run the projects they initiate. It also means creating a culture that values doing above all else.

Here in NC, if you are willing to do anything to advance the cause of Liberty, you will get our blessing and our gratitude. If we really like your idea, we'll get behind it ourselves. But it will still be your baby for as long as you are doing something with it. Anyone willing to lead will find followers in NC, especially among other leaders.

Do-ocracy is an integral aspect of welcoming and nurturing volunteers. After all, very few of us are doing this for money. The vast majority of progress made by our party is accomplished by grassroots volunteers. Every positive thing that a volunteer does, no matter how small, is a gift that deserves our gratitude. Even if it's a baby step, it's still one step closer to Liberty. If you let them know that's what you think of them, your volunteers will generally come back even stronger next time.

Now, it is true that it is much easier to get people to volunteer than it is to get them to do what they said they were going to do. So, an integral part of Do-ocracy is ongoing support from party leadership. Once someone has taken responsibility for a project, they need encouragement and support. If they need tools for the task at hand, we need to either provide those tools, or point to where they can be found.

It is also important to check in on the volunteer every once in awhile to see how they are progressing. First, it shows that you care about what they are doing, that you think they are important. Maybe they need more help and didn't know how to ask. Or maybe they have made great progress and you just haven't heard about it yet. If the idea is a real good one and nothing is happening with it, you can talk to the volunteer, rationally and kindly, about either recruiting more volunteers to pitch in, or passing it off to someone who will run with it. Whatever they have done since the last time you talked to them, make sure you thank them for it.

Constant gratitude is the best way to inspire your growing army of volunteers. So many people do nothing because nobody tells them that doing something works. People volunteer because they want to make a difference. So show them every chance you get just what difference they have made. If they

[Do-Ocracy] (Continued on page 2)

[Do-Ocracy, continued]

make real progress, no matter how small, celebrate with them! But even if all you can say right now is simply that you appreciate them and their desire to act, that may just be enough of a difference to motivate a volunteer.

People are most likely going to live up or down to whatever expectations you have of them. If you think poorly of them, they will have little motivation to prove you wrong. Your attitude might even be the reason they need to go out of their way to annoy you. But if you generally expect the best out of people, you have given them strong motivation to live up to your high opinion of them.

People want to be liked and appreciated. If you let people know that you like what they have done, they will be much more eager to do the next thing you ask of them.

Since we are Libertarians, of course we have a strong preference to let people do whatever they want to do. That's why Do-ocracy is well suited to Libertarians. But sometimes people are ready and willing to take orders. They may not feel powerful or experienced enough to take command, but they want to help. God bless those people who stand ready to do whatever is needed most right now.

So do not be afraid to throw out a few specific suggestions if someone shows an interest in volunteering. Give them the opportunity to ask for an assignment, instead of waiting for them to seize the initiative. Get people engaged in activities that they care about the most, so they are more likely to be looking for the inevitable positive results of their actions. Because once a person starts volunteering, if you can show them just how their efforts are successful, they may quickly learn enough to be leaders in their own right.

So many people feel powerless. For example, they say "you can't fight City Hall." That's just horse hockey. Not only can you fight City Hall, it's much easier than you think. Most public officials and employees are far more accessible than they would have you believe. Even in a county the size of Durham (about 200,000 people), most elected officials return citizens' phone calls personally. Most bureaucrats are more than happy to tell you anything you want to know. Just like your volunteers, public employees feel good when someone cares enough about what they do to ask about it.

The hardest part of getting active in politics is the very first step. The biggest barriers to action are the canards that one person alone is powerless to make slow the progress of Leviathan, and that all of us are alone. Once someone feels like they actually can, or must, do something, they are quite often surprised at how much easier political action is than they were led to believe. Once someone realizes that they are not alone, that's even more motivation to work harder.

That's the essence of Do-ocracy. The best way to motivate people to action is to show them their own power. If they

can't see their own power for themselves yet, support them with some of yours. Power, like Liberty, is one of those things you can best acquire for yourself by giving it freely to others.

After all, isn't that what Libertarianism is all about. A people made up of individuals that are all feeling and exercising their own power are a free people. It's what Leviathan fears the most, because Leviathan knows it is defenseless against People Power. If you doubt me, just take a look at the Phi-lippines, at Romania, or at the spot where the Berlin Wall once stood.

By practicing Do-ocracy in NC, we keep generating new volunteers and keep the old ones coming back for more. Even better, we have discovered that many of the fresh faced volunteers of yesterday (and I almost literally mean yesterday in some cases) have grown up to become leaders in their own right today.

yours in liberty -
Sean Haugh

"Avoiding the Curse of Factions"

Why on earth would Libertarians to combat each other instead of Big Government? I just don't get it.

My home state of North Carolina appears to be quite immune to this. For this, I thank God every day. What have we done to avoid the curse of factions?

Oh sure, we have our arguments over issues, strategy, and tactics, just like anyone else. Sometimes it gets pretty hot. But when all is said and done, we remain united in our mission.

Why? Because deep down, we agree that anyone who declares themselves to be for Liberty is our friend and ally. That's just assumed. Everything else is just details.

It is an unfortunate aspect of human nature to act as if our worst enemy is the person who agrees with us about everything except for one thing. I guess it is easier to do that than to take on Leviathan.

But the struggle for Liberty isn't supposed to be easy. And it cannot be advanced if we waste our energies on fighting those who in reality are our best friends. Stop picking on someone your own size, and aim higher.

Now, before you think I am setting up myself and my NC compatriots as better than you or your state party, let me assure you that I am not. Everything I say on this topic I have learned from hard experience. It all comes from doing it the wrong way the first time (or second time, or third...). Fortunately, I generally try to pay attention when the universe spits my mistakes back in my face.

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Every single Libertarian is my brother or sister in arms. Of course, not every Libertarian makes it easy for me to say that. Sometimes, a few of them can really piss me off. But that's just another aspect of human nature. Once you put together even a small group of people, some of them are simply not going to get along. Sometimes I have to take a deep breath, count to 10, and repeat to myself the first sentence of this paragraph. And sometimes, I open my mouth before I have completed this process.

Whether or not I like someone is not a criteria for membership. Whether or not I agree with your strategy and tactics is just as irrelevant. If you are here to work for Liberty, you have my blessing. We need all the help we can get.

What amazes me is that anyone could disagree with what I'm saying here. Every time I express this view, someone attacks me for it. I wrote about this on the LPUS mailing list when the topic was Michael Cloud, and the response I received said that no, Michael Cloud is as evil as Hitler and bin Laden combined. I wrote about this on the LP State Chairs list when the subject was the Pennsylvania LP, and the response I received said they started it, so it must be all their fault. I'm sure that some people reading this column will be in a big hurry to tell me why I am so, so wrong. I tell you, you're wasting your breath.

Let me say again, every single Libertarian is my brother or sister in arms. Every single person who is working for Liberty in their own way will find a big fan in me. Sometimes, we make mistakes. Sometimes, we do things others would not choose to do. But it is a rare instance where I can accuse a fellow Libertarian of not acting out of a desire to help this party return Liberty to the people.

We can examine our mistakes and our differences without feeling like we have to attack the person who differs from us. Indeed, this process is absolutely necessary if we are to learn and grow as a party. But it won't do us any good unless we enter into it with a spirit of reconciliation and understanding, instead of a desire to destroy the opposition. Nor will it do us any good if we treat every question of our own behavior as a personal attack.

So when you are addressing your Libertarian brother or sister in public, first ask yourself this: What can this person teach me that I can use?

Try it, you may start even enjoying it after a while. I promise you, other Libertarians will.

yours in liberty -

Sean Haugh

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[State Chairs Meeting] *(Continued from Page 1)*

This was particularly true as a means of finding candidates to run for office. In turn, getting candidates to run is the fundamental step in party building. Candidates generate membership and media attention, which in turn builds membership.

In 1998, for example, one third of Vermont's members ran for office. In that year, the state chair got on the phone and simply called people. And one of their candidates won.

Another important finding was to start small and build incrementally. For example, instead of trying to crack a major market newspaper, court smaller outlying papers first, then approach your version of the St. Louis Post-Dispatch after you've built something.

This point also dovetails OR's experience. Oregon spent only \$700 and a small number of nights in hotels to conduct their "LP Tour for the No Tax Increase Initiative."

First they hit small towns starting with a "Southern loop tour" which bypassed the two major population centers of Portland and Eugene in the northwest part of the state and headed down to Klamath Falls. They then made an "Eastern loop" tour. They found a sympathetic broadcaster willing to feature daily updates of the "Libertarian No New Taxes Tour." By the time the organizers arrived at points on the eastern loop, a "buzz" was building. After both loops, it was then time to hit the major population centers.

This approach backed the Republicans into a corner, who solidified their opposition to tax increases. Now the governor wants to come back to the well for his tax increase. If it fails, Oregon will have no tax increases. If it passes, Libertarians will say of Republicans "See, I told you can't trust them to oppose low tax." This works in Oregon because the state houses are almost 50-50. But the point of starting small and building works.

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This was more of a nuts-and-bolts meeting from the start, and less of one discussing operational procedures. Many of the good ideas MO took from Indy last year were embedded in a 3-ring binder, some of which was from the national staff's Success 99 materials.

(In MO's opinion) The most impressive states this time around were Oregon, Washington, Massachusetts and Indiana.

Ballot Access

Before the meeting started on Saturday, Bob Sullentrup spoke with Steve Dasbach about MO's ballot access problems in St. Louis and St. Charles Counties.

Steve recommended we contact Richard Winger of Ballot Access News. Richard is an expert in ballot access issues. He knows precedents, and by tapping into his 'knowledge base' we can perform a lot of research. ban@igc.org, 415-922-979, or Ballot Access News, Box 470296, San Francisco, CA 94147.

Steve said if the situation warrants, e.g. a civil rights matter, attorney fees might be recoverable.

National / State Expectations

The first session dealt with concerns state chairs had previously identified. Three-quarters of this session with database issues.

Database

Nick Dunbar is the person at National responsible for database work. Nick sends data to states in seven different formats in order to accommodate their disparate processing needs. He receives data in (almost) 50 different formats. When Nick receives data from states, frequently he concludes, "Yes, I can figure this out." If so, he'll work on it if he has time. If not, the matter gets folded into his priority list.

Nick has published his preferred input formats in a document entitled "How to Send Updates to National." (Missouri has reviewed this document and is working through the remaining problems that apparently are due to inconsistent column headers).

Nick currently uses Windows 5 FoxPro, primarily because FoxPro offers unlimited users without a license fee.

The database design is complicated by the varying data needs of 50 different states. Geoffrey Neale of Texas wants a county field in the volunteers' database. This was a change readily agreed to.

In addition, many fields contain inconsistent labels. For example, "apartment" is spelled out in some cases while in others it is "apt." Nick runs addresses through a "CASS certifi-

cation engine" (as Tom Wahl does for us in MO). If the address is resolved, his CASS software standardizes the address, e.g., changing "apartment" to "apt," and adds the Zip+4. This process still leaves ambiguities (100 North Main versus 100 South Main), which Nick cannot resolve.

Work is underway to redesign database processes, and include the Web in the solution. The work should be done 60 days after Nick is satisfied the design is appropriate and the specs are in place.

Ron Crickenberger (LP Political Director) wanted to know if a solution that involved giving state chairs or their designees access to the whole database and permit them to "mine" it or extract portions and manipulate it, would be an acceptable solution. Geoffrey Neale of Texas said "great," and I concur.

The discussion then touched on several of the issues that make this topic more involved than apparent at first blush:

Data Exchange: Geoffrey Neale also recommended we use an industry standard exchange mechanism called XML (eXtended Markup Language). XML features a rather low-tech, comma-delimited, hierarchical file consisting of name-value pairs. The advantage of XML is it provides a standard, easy mechanism for data exchange, in which software on both sides can be completely different. This arrangement would bet better able to enable capabilities and not restrict options.

Data Content: The design should include the flexibility to accommodate the "SDDs" in MA (state defined districts), the Counties in Missouri and Parishes in Louisiana. Steve Dasbach (LP Director) noted the new database would support several "user definable fields." Congressional districts must remain a look-up, since few people know their own district and districts change.

Accessibility: Steve Dasbach noted the intention is to allow accessibility and updates over the Web.

Security: Eli Israel from MA added the facility must support authentication (I am who I say I am and not a hacker), authorization (I can see Missouri's but not Illinois' data) and reliability. Steve Dasbach added the current and new systems have an audit trail for recovery purposes, and Nick Dunbar noted the view-level and update level-security already in place.

Convenience: Additional desired functionality includes the

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ability to print standard Avery labels without having to download or manipulate the data.

Requirements: Eli Israel, as consultant by trade, noted we should collect requirements and let the design flow from that. Others, including Richard Kerr of West Virginia, called for simplification (1-2 formats, not 7). Others proposed we evaluate functionality versus cost as standard business decisions, governed by implicit economies of standardization. States that object to the standard or require additional or different capabilities will be asked to foot the bill.

Donna Mancini of KY (only quasi-jokingly) recommended we refer the matter to a "geek committee."

The group agreed that Nick would send out external design specs consisting of what the screens would look like with descriptions of how they operate, to state chairs. The state chairs are responsible for having their states review the document and provide feedback within one week.

Nick Dunbar was empowered to make decisions and judgments. After that Nick would get to work on the new database. With every state given this opportunity for input, Nick would not be second-guessed or forced to deal with complaints.

Literature

The group also discussed national's plans to produce better brochures. Work is in progress to produce full color, glossy brochures with the pricing the same as now (7 cents) or 1-2 cents more. National will produce them as current inventory runs out. The "Family Budget" brochure will be phased out.

Longer term, after the strategic branding work is complete, national will revisit the brochures and change the wording to dovetail the branding recommendations.

New brochures suggested include an education brochure targeted to home-schoolers, a group with which the party is making inroads. The brochure would focus on the failure of government educational systems.

Another brochure suggested was to target high school teens and youth.

Someone suggested bumper stickers be recognized as a form of advertising and give them away. Nick Dunbar noted the price was not to make a profit but to use a market mechanism to allocate the supply.

Austin Hough of Illinois has "Libertarian on Board" suction cups, which appear to be vastly superior to bumper stickers in their effectiveness. In addition, Illinois gets 100-200 extra copies of LP News per month and puts them in libraries, laundromats, and so on.

Another possibility mentioned is to make PDFs of the bro-

chures downloadable. They don't have to be inventoried or shipped, but simply produced locally as needed.

Several people are "sick of brochures" including Eli Israel of MA. Eli prefers we focus on candidates and promote THEIR names.

Washington's needs are modest as well. They want one sheet describing that the LP is about, a bumper sticker and candidate brochures.

Oregon, wants a touchy-feely brochure NOT on issues. Instead, they want it to focus on families. They also want a tri-fold mailer that includes tasks volunteers are interested in helping with.

Austin Hough of Illinois noted that as we get more candidates, then we would need fewer brochures (which CATO or ISIL could provide) and more candidate brochures.

Steve Rosile of Kansas noted we need TV presence above all.

Where are things going well between National and State Organizations?

The group noted:

Ballot access support
Candidate recruitment (manual available from National)
LP News is outstanding
National's promptness in responding to requests

Membership

Helmut Forren of Georgia started this session by asking, "Why do we kick people out for not paying dues"? Churches don't kick their members out. Active "members" of the church are the ones who run the church meetings and show their involvement in other ways.

Steve Dasbach, who finally got a chance to speak only much later, clarified that LP "membership" is initiated when someone signs the pledge. Failure to pay annual dues does not revoke that membership. Dues-paying "membership" is a metric reported for *internal* consumption.

Moreover, said Steve, tests have shown that appeals to "contribute" versus "join" elicit a stronger response to "join." Subsequent renewals are stronger down the road as well.

Most states experienced declines in this internal metric. A closer inspection of the data reveals that declines occurred in 1993 and 1997 as well.

Demoblicans have "sustaining members," roughly equivalent to the membership class we report internally, and about 400k in number. As such, it is a simply a donor class. Eli Is-

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rael from MA called it a "proxy" for all the kinds of support we might get. Demoblicans fundraise from all donor classes.

In some states, this distinction is important. In Tennessee for ballot access, 24,000 card-carrying, dues-paying members are needed.

Eli Israel from MA, a consultant by trade, noted his client cable TV firms have learned that in months in which they do not look for new members, membership declines by 3%. People move, finances change, attrition occurs.

Eli also reported prospecting expense is not correlated with membership gains. The most fruitful membership campaign in MA cost nothing. An e-mail using Carla Howell's distribution list got 90 members. By contrast, a mailing to encourage members to mail friends and family inviting them to join cost \$1000 and produced nothing.

MA gets 20% renewals by calling lapsed members, while in Iowa Mark Nelson reported a return mailing to lapsed members pays for itself.

Mark reported Iowa offered a trial membership for \$10. With the state paying \$15 initially, \$12 returned via the UMP arrangement with national. If 25% renewed, Iowa recouped its investment.

The gubernatorial candidate got 50 new members on the campaign trail saying, "give us \$10 to keep up with this campaign, and by the way, sign this and you can be a member."

An energetic candidate from Iowa initiated an annual "Freedom Fest" party that attracts even more members. Iowa's goal is to increase its mailing list by 50% to 3000 good names. It uses candidates as its outreach tool.

Iowa has been able to attract more and better candidates, improved conventions and improved parties including "more drinking, less thinking."

Sara Chambers of Alaska (formerly of the Indiana LP) does not put a chair in the Operation for the Politically Homeless booths in order to encourage an active presence. Sara focuses on caring, having knowledgeable people work the booth, shaking hands, being sociable and giving something to the kids.

Sara, who is a member of the American Society of Association Professionals, advised the group to first figure out what members need and want, and then work to provide it. Simply "ask people what they want, follow through and follow up." Continue following up through increased communications (the "high-touch" approach).

At that point, questions about the effectiveness of the OPH / Nolan quiz emerged. An alternative is at www.Quiz2d.com.

Iowa does not use the standard quiz.

Helmut Forren of GA reported they were the beneficiaries of Neil Bortz and his promotion of Harry Browne on his radio show. The GA party did nothing. Accordingly, membership went up in a year or two, but then down in subsequent years. GA's seesaw membership reflects the drop-offs from non-renewals after membership spikes.

IA, AK, GA and MA were the four states whose membership has increased.

Three of the four states with the worst membership loss included MI, TX, and CA. On a percentage basis, VT, GA, WV, and PA sustained the largest losses. (Again, GA can be on both lists reflecting a large net gain, which includes a sizeable year-to-year drop).

Michigan said "we don't touch them enough." Michigan had grown in recent years. Without that recurring touch, Michigan suffered a setback.

Studies have found 44% of Libertarians typically renew after one year. In subsequent years it is 82%. This is consistent with other organizations. All organizations must prospect for new members.

MI was even able to model its membership. Allowing for the time that MI did not prospect for new members due to cash flow problems in 2001, and applying the percentages above to the base numbers, generates a result within 100 members of what MI has now.

Be careful in the use of gimmicks to improve membership because they create spikes in membership, which can less be sustained than otherwise. Take, for example, WV's case, which offered free membership one year. The memberships did not persist.

Marty Miskey of ND noted that at Demoblican meetings, attendance swells when candidates show up. Moreover, the Demoblicans don't focus on members. They focus on contributors.

At this point, someone noticed in the data that 1993, 1997, 2001, all post-presidential election years, showed drops in membership. Maybe this was something not to be concerned about but instead reflected normal post-year activity levels.

The overall conclusion, however, was to run for office. Candidates generate members. To get more candidates or more donations, simply ask people to run or ask people to donate. And do the nuts and bolts recruiting. Call lapsed members. Ask people to join the Party in outreach booths. Make the personal touch.

How to Nurture Volunteers

First off, ensure you stroke your volunteers. Hand out certificates. Make volunteer work fun and turn it into a game. Mark

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Rutherford of IN produces 20-30 hand-written thank you notes per week!

Beyond that, know your people – know what they like and what makes them thrive. Tennessee chair Richard Pearl goes to county meetings as often as possible and gets to know the people who are the most active. While very few people may show up at those meetings, those people are the hard core.

Indiana reported again its "Job Jar" which Missouri stole from the 2001 conference. IN has determined which things needed to get done worst. They produce a job board with envelopes and descriptions. A prospective volunteer takes an envelope from the job board and registers his or her name. (This method was popularized by Perry Willis' outreach manual, based on his experiences with his California LP county organization.)

Missouri institutionalized the Job Jar as a part of its monthly executive committee meeting minutes, which are always published within three days of the meetings. MO has gotten volunteers for 24 tasks including everything from making table decorations for the state convention to a campus coordinator, newsletter editor and database coordinator.

Getting Volunteers: To get volunteers in the first place, Austin Hough of Illinois has an e-mail distribution list of 2000 addresses! He recently put out a request for an activity director and got 10 resumes! (Austin: If you read this, let me know what engine you use to send out e-mails without getting thwarted by anti-spamming software – actually e-mail broadcasting is fairly common; who has a general, cheap, platform-independent solution?).

Several states maintain lists of prospective activities, including Colorado. This is important because it offers a buffer of projects for new activists and members to get to work on right away. However, WA experiences a 'flake-out' rate of 80% after a couple of months. Thus it is necessary to follow up.

Handling so-called "Bad Activists": "Bad activists" pose another problem. Oregon dealt with this problem by having two parallel organizations. Membership in the "Mainstream Liberty Caucus" was by invitation only. This organization was composed of those with the time, talent, money or a simple desire to see the Libertarian Party win elections. When the group achieved critical mass, they showed up at conventions and won party offices.

WA tries to figure out where the bad activists are "coming from." Frequently solving the problem is as matter of asking the so-called bad activists questions, then giving them the time to air their grievances and put the matter to a vote.

The apparent fear of the bad activists is to become irrelevant, as the entry of 1000 mainstream Libertarians would relegate them into a corner. Keep in mind Gresham's Law of Activists found in the binder listing 10 attributes of good versus bad activists.

Gresham's Law of Activists

There are some people in the libertarian movement who are bad activists. Even though they may be "OK" ideologically, they do not forward the cause of freedom. On balance, they actually harm the movement. If the Libertarian Party is going to accomplish anything, we need a real "gold standard of activists" to defeat Gresham's Law of Activists and not put up with bad behavior.

To Be Continued

Issues with Paid Staff

Some people talk about paying a national chair in terms of having a national office in "competition" with the grassroots for dollars, as if Libertarians would continually have a choice of whether to write checks to fund that person's salary each year.

But once such a paid office is established, how much choice do people really have over funding it? The nature of paid staff is that once they are on board few people want to risk alienating them by arguing that they should be let go or their salaries cut. Least of all the elected officers and committee members making budget decisions who work in closest proximity with the employee(s).

Numerous practical reasons can always be cited to retain existing employees and salaries. Employment contracts. Continuity. Keeping quality people (who typically play along by hinting that they can't afford to stay if their compensation is reduced!). Employee(s) may also work discreetly for their own retention. Unless specifically forbidden, they are almost guaranteed to be convention delegates, and will tend to vote for members of whichever faction is most sympathetic to their continued employment at a favorable rate of compensation.

Sometimes the cost of an employee will be deceptively lowered by the person raising funds to cover or help cover the cost of his/her own salary. But of course those funds could have been spent on something else if the payroll expense didn't have to be met, and each hour spent raising money is an hour less that the employee has to devote to the purposes for which he or she was hired.

Paid staff also tend to favor hiring yet more paid staff. After all, it increases their numbers, thereby also increasing their clout and job security, and often decreases their workload.

Some people have implied that people like George Phillies want to reduce the money going to the national office to direct more money toward their own operations. I don't think this is true; I do appreciate the concern. We must be constantly vigilant against the danger of people seeking to advance their own economic self-interest in the guise of fighting for liberty. (There may be a time and place for seeking enrichment in the libertarian movement, but acting in a capacity where one is receiving the dues money or political contributions of LP members is not it.) In this particular case, there are so many local organizations around the country among which LP money is divided that any reallocation of funds due to the implementation of changes people like George seeks at National would be unlikely to have a significant impact on the amount of money flowing to groups they control.

However there is another potential conflict of interest that represents a much larger lure -- the prospect of paid employment. Those who lobby for greater numbers of paid employees in the LP, or greater compensation for those employees, should disqualify themselves from any consideration as potential hires. This will help remove any doubts that may arise over their motivations.

Starchild

Candidate for Libertarian National Committee
At-Large Representative

On Fundraising

One thing to remember in all of this discussion about money (it does seem to corrupt doesn't it?) and competition is:

- 1. the LNC has a very strong upper hand because
 - a. they have the funds to begin with
 - b. they control (in house) the national newsletter and
 - c. the membership list.

If you use the same methods of the LPC and most other large organizations you will spend a lot of money to raise more money in the same way. Since the local organizations and many of our candidates begin with nothing, nada, zero funds they do not do very well in the fundraising game.

This is not to say truly local organizations could not focus on their local communities and raise even more money than they might with the internal lines of direct communication with the membership the LNC exploits.

It is because we look at the money rolling into one level or another and think of it as a single pie to be cut into slices that we fail to think outside the box of direct mail, advertising, etc.

As local organizations and candidates we can compete effectively by using telemarketing, sales, outreach via events and public access TV, etc. You know, personal contact with members and potential members. It may seem harder but in the long run it will pay off with more local activists who not only give money but ideas and time to carry out those ideas.

...Gail Lightfoot

Stand Up for Liberty!

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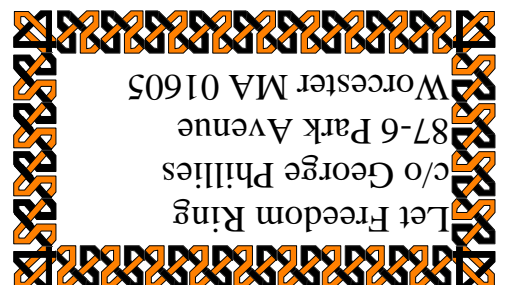
Massachusetts' oldest local Libertarian group, with regular meetings since 1995. We meet the second Wednesday of every month at Bickford's Family Restaurant, Old Boston and Pasco Roads, Springfield.

Our Web Pages

<http://www.pvla.net> <http://www.cmlc.org>

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LSG Supplement

This Issue

Software for Campaigns/Web Sites
Campus Vigorous Activism Against Drug Warriors
The New Jersey Plan

Software for Campaigns

From: "Jeff Jefferson" <california_libertarian@hotmail.com>
(Courtesy of Mark Murphy)

Apathy (FREEWARE) Voter Targeting Software allows candidates and PAC's to quickly and easily access voters who are most likely to turnout on election day. Apathy allows users to access voter information by precincts, names, addresses, and other methods. The users defines who a Best Voter is by selecting patterns of voting history which allows the candidate to extract walking lists and mailing labels.<http://www.bestvote.com/apindex.htm>

Campaign Free - <http://www.campaignfree.org/>
Offers free web sites for political candidates running for any office of any political philosophy from anywhere.

The next 3 I am familiar with. They contain databases of media contacts with phone, fax and email addresses. Contacts at most major magazines, newspapers, radio and TV stations that accept articles/news items for publication (you send in an interesting story, they plagiarize it, publish it and take the rest of the day off or something like that).

Active MediaMagnet 4.2
<http://download.cnet.com/downloads/0-3356723-100-8044153.html?tag=st.dl.10000-103-1.lst-7-1.8044153>
Submit press releases to more than 11,000 media contacts.
OS: Windows 95/98/Me/NT/2000/XP
File Size: 7.1MB
License: Shareware, \$150

Press Booster 1.03
<http://download.cnet.com/downloads/0-10016-100-5108016.html?tag=st.dl.10000-103-1.lst-7-2.5108016>
Generate a press release from scratch, then send the press release to over 13,000 media contacts.
OS: Windows (all)
File Size: 9.5K
License: Shareware, \$60

News-Pro Media Magnet 1.0
<http://download.cnet.com/downloads/0-10016-100-917443.html?tag=st.dl.10000-103-1.lst-7-3.917443>
Send your press releases to 7,000 media contacts.
OS: Windows 95/98/NT
File Size: 4.6MB
License: Demo

Campaigns Control 2.1
<http://download.cnet.com/downloads/0-10023-100-8914085.html?tag=st.dl.10000-103-1.lst-7-4.8914085>
Manage your fund-raising campaign through organizing pledges, generating payment schedules, registering payments, and so on.
OS: Windows 98/NT/2000
File Size: 15MB
License: Demo

CamPane 2.0.0
<http://download.cnet.com/downloads/0-10017-100-8759110.html?tag=st.dl.10000-103-1.lst-7-18.8759110>
Run your political campaign with this database management software.
OS: Windows 95/98/Me/NT/2000/XP
File Size: 9.6MB
License: Demo

Campaign 3.5.8
<http://download.cnet.com/downloads/0-3356723-100-889749.html?tag=st.dl.10000-103-1.lst-7-6.889749>
Reach your customers with targeted email.
OS: Windows 95
File Size: 9.4MB
License: Shareware

Politics 1996 1.00
<http://download.cnet.com/downloads/0-10044-100-862865.html?tag=st.dl.10000-103-1.lst-7-22.862865>
Run your own campaigns with this political simulation game.
OS: Windows 95
File Size: 618K
License: Shareware

BESTVOTE Voter Targeting Software allows candidates, professional campaigners and PAC's to quickly and easily access voters who are most likely to turnout on election day.
<http://www.bestvote.com/bvindex.htm>

eBallot: Web-based online voting software and election system.
<http://www.votenet.com/products/eballot.cfm>

eContributor: market-leading online fundraising software.
<http://www.econtributor.com/>

Votenet Voter Registration™: ensures your supporters are registered to vote. <http://www.votenet.com/products/voter-regis.cfm>

Capweb: the web's first and best grassroots advocacy software.
<http://www.votenet.com/products/capweb2.cfm>

FECInfoPro: the leading campaign finance and money-in-politics research tool for corporations and associations.
<http://www.votenet.com/products/fecinfo.cfm>

PACtracker: a customizable research service that tracks PAC fundraising. <http://www.votenet.com/products/pactracker.cfm>

Votenet Web Hosting: solutions tailored to public policy, political and nonprofit organizations. <http://www.votenet.com/products/hosting.cfm>

Votenet Web Marketing: make sure the web is working for you - drive more traffic to your site. <http://www.votenet.com/products/marketing.cfm>

ELECT, Inc. produces campaign management software and fundraising/financial tracking software for political candidates and campaigns. <http://www.electinc.com/>

eLANDSLIDE: customizable Candidate Websites. <http://www.votenet.com/campaigns/>

Aristotle Publishing Inc. - <http://www.aristotle.org/>
Supplier of high performance information systems and software to elected officials, political candidates and PAC's, including Internet campaign fundraising.

PICnet - <http://www.picnet.net/>
Political Information Center Network provides online information infrastructure designed specifically for political campaigns. Site describe services and provides portfolio and news releases.

Political Resources - <http://politicalresources.com/>
List of commercial resources for candidate, issue, and corporate campaigns

Campaign Graphics - <http://campaigngraphics.com/>
Florida-based vendor of political signs, bumper stickers, t-shirts, and other promotional merchandise.

Capitol Micro Systems, Inc. - <http://www.capitolmicro.com/>
Developers of campaign management software for associations, political campaigns and PACS.

Kathleen Lisson Campaign Information - <http://www.kathleenlisson.com/> Offers a free book advising Republicans on running for office. Directory of campaign and electioneering related articles, multimedia, and Internet political consultants.

DirectFile - <http://www.directfile.com/>
Online political accounting and disclosure service to assist campaigns, PACs, and major donors.

Colourprep, Inc. - <http://www.colourprep.com/>
Catalog and direct mail printing, graphic design, and web publishing services, specializing in political projects. Based in Dallas, Texas. Gallery, client list, history, and services listed.

Politicalsign.com - <http://www.politicalsign.com/>
Design firm offering political signs, banners, posters, bumper

stickers, and other goods for political candidates.

Victory Data Systems Inc. - <http://www.victorydata.com/>
Specializes in voter databases, political campaign consulting services, and all phases of direct mail. Also provides municipal fund accounting software.

CapTel - <http://www.captel.net/>
An outbound teleservices and Internet marketing company specializing in customer and membership marketing for national associations and businesses, and fundraising for public policy and political organizations.

Stakemill - <http://www.campaignyardsigns.com/>
Offers an array of election and political campaign yard signs. Provides product comparison, price list, order form, and links to artwork for logos and printers.

CampaignBiz.com - <http://www.campaignbiz.com/>
Custom imprinted campaign materials including signage, bumper stickers and labels, buttons, and balloons.

Campaign Commander - <http://www.election-software.com/>
Campaign management software which tracks fund raising and membership donations and targets voters for mailouts and street canvassing.

Precision Signz - <http://www.precisionsignz.com/>
Signs and graphic impression services for political candidates and campaigns.

Ohio Voter Contact Services - <http://www.ohiovcs.org/>
Provides database, direct mail, and other voter contact services to political candidates and political consultants.

Voter Roll Call - <http://www.voterrollcall.com/>
Political telemarketing service offering officials and candidates a way to reach out to constituents via the telephone.

The Button King - <http://www.thebuttonking.com/>
Specializes in all-metal political campaign buttons; also offers signs, magnets, and stickers.

Creative Services of New England - <http://www.best2win.com/>
Sells union-made campaign and promotional products to political candidates, organizations and labor unions.

Minnesota 2000 - <http://www.minnesota2000.com/>
Political campaign services including site development, commercial production, and printing. Based in Mankato, Minnesota.

MasterPrint - <http://www.masterprint.com/>
Union printer in Portland, Oregon specializing in political printing and direct mail.

CampaignButton.net - <http://campaignbutton.net/>

Sales of buttons for political campaigns.

American Printing and Mailing - <http://www.unionprinter.com/>
A one to four color printing and mailing company servicing labor unions and political consultants since 1974. Provides online catalog, list of services, and samples.

Croshaw Printing and Direct Mail, Inc. - <http://www.politicalcampaigns.com/>
Provides targeted list and labels, direct mail programs and alternative promotional tools for political campaigns.

Campaign Wizard - <http://www.campaignwizard.com/>
Internet software which allows a candidate running for office to create and maintain a campaign website automatically using web-based forms.

Candidate Logos for Campaigns - <http://www.campaignimage.com/>
Affordable, professional and personalized logos for candidates seeking all levels of elected office available online.

Phonelinq - <http://www.phonelinq.com/>
Targeted phoning voter contact and communications service.

Votenet - <http://www.votenet.com/>
Internet advocacy tools and campaign solutions including Capweb, Voter Registration, Online Fundraising, Policy Voice, FEC Info Pro and PAC Tracker.

VirtualSprockets - <http://www.virtualsprockets.com/>
Internet software and advice for political campaigns. This is the firm that assisted John McCain and Max Fose.

E-Advocates - <http://www.e-advocates.com/>
Full-service, Internet advocacy consulting firm backed by Capitol Advantage. Offers Internet strategy and management, cyber-recruitment and activism, legislative tracking, site development, and related services.

NetCampaign - <http://netcampaign.com/>
Internet campaign solutions for candidates and advocacy organizations. Based in Washington, DC.

E-Voter Institute - <http://www.e-voterinstitute.com>
Advocates the interests of companies and organizations providing online services to political candidates and to political and issue advocacy groups. Membership open to professionals and academics.

e-Elections.com - <http://www.e-elections.com/>
Offers campaign web solutions and services, Internet strategy, and site design.

Campaign Advantage Internet Services - <http://www.campaignadvantage.com/>
Designs and operates strategic

online campaigns for Democratic causes and candidates at the federal, state, and local levels.

Political Web Design - <http://www.politicalwebdesign.com>
Web design, development, and marketing for candidates and public affairs organizations.

The Hathaway Group - <http://www.thehathawaygroup.com/>
Provides web programming and design, banners, database management, voter contact, fundraising, and web commercials.

Civic Mind Media, Inc. - <http://www.civicmindmedia.com>
Provides eGovernment and eBusiness consulting and web design services to leading government agencies, political candidates and companies.

New Media Communication - <http://newmedia.technomania.com/>
High-tech marketing firm that specializes in putting the latest computer technology to work for its political and advocacy clients.

new|media - <http://www.technomania.com>
high-tech marketing firm using the latest computer technology to create interactive, functional and visually engaging Internet solutions. A large number of political clients.

Donald Lewin Nelson - <http://www.donaldlewinnelson.com/>
A Lakewood California web site designer and internet strategist specializing in political campaigns, advocacy advertising, public affairs, public relations, and government relations.

Voteworks.com - <http://www.Voteworks.com/>
A non-partisan technology company providing web hosting, web site design, and ecommerce related services for political candidates.

RightClick Strategies - <http://www.rightclicks.com>
Internet marketing firm for member-based organizations, offering grassroots building tools, including email database construction and management, website redesign and online advertising campaigns.

vawebs.com - <http://www.vawebs.com>
Web development company specializing in the development and maintenance of web sites and applications for the Commonwealth of Virginia & local governments.

Contribution Processors - [http:// ww.contributionprocessors.com/](http://ww.contributionprocessors.com/)
Offers online political contribution processing, web site design for political candidates, and web hosting services.

TechCampaigns - <http://www.techcampaigns.com/>
Leases candidate and initiative-related domain names.

Bronner Group, LLC - <http://www.bronnergroup.com>
has helped over seventy-five governments optimize processes and

enhance public service delivery by designing eGovernment and other business solutions.

U.S. Elect - <http://www.uselect.com/> Campaign web design and consulting for political candidates and government officials.

Political Servers - <http://www.politicalservers.com/>
Website creation, re-development, and marketing for political campaigns. Low Cost & Fast - high quality web-sites for political candidates (starts at \$2000). Online Fundraising - less than two weeks.

To Elect - <http://www.toelect.com/>
Web hosting for political candidates through sub-domains.

E-Voter - <http://www.evoteronline.com/> Voter registration and election management software available today. Describes features and annotated list of customers.

CaseyDorin Internet Productions - <http://www.caseydorin.com/>
A complete web-based multimedia production company serving candidates and office holders.

Presage Internet Campaigns - <http://www.presageinc.com/>
Providing integrated web-based message delivery, email list and database building, banner advertising, and promotion.

Mindshare Internet Campaigns - <http://www.mindshare.net/main.shtml> Develops and implements online campaign strategies to help clients use the Internet to organize, educate, and engage citizens towards meaningful off line action.

MAILING LISTS-----

FNS Direct Marketing Inc. - <http://www.fnsco.com/>
Provider of direct mail mailing lists and computer related options for direct mailers.

MGI - Marketing General Lists - <http://www.mgilists.com/MailingList.cfm> Ten categories of U.S. Mailing lists.

American Computer Group - <http://www.mailorder.com/>
Offers database services, mail services, and list services.

American List Council ALC - <http://www.amlist.com/>
Directory with articles, categories, and catalog for professional mailing lists firms.

Direct Marketing Concepts - <http://www.direct-marketing.net>
A marketing list broker and compiler.

ListBazaar - <http://www.listbazaar.com> Mailing lists.

Infinite Media - <http://www.infinite-media.com> A full service mailing list brokerage dedicated to providing comprehensive services for all of your direct marketing requirements.

Intertec List Rental - <http://www.interteclists.com> Information about company and targeted subscribers who read trade publications.

AccuData America - <http://www.accudata.com> Consumer, business and professional mailing and telemarketing lists.

Main Strike Telecommunications, Inc. - <http://www.mainstrike.com> Business and Consumer mailing, telemarketing, and fax lists.

HR Direct, Inc. - <http://www.hrdirect.net/> US mailing list broker.

Cyberdirect - <http://www.cyberdirect.com/> Mailing lists, telemarketing databases, fulfillment resources and agencies.

Go Leads business directory - <http://www.goleads.com>
US small business directory providing mailing and telemarketing lists to businesses generating insurance, sales and employment leads.

idEXEC - <http://www.idexec.com> Company information on over 60,000 firms and 400,000 executive decision makers by job function. Updated daily.

GreatLists.com - <http://www.Greatlists.com/> A business-to-business mailing list supplier.

Peachtree Data, Inc. - <http://www.peachtreedata.com/> Provider of list maintenance services including: NCOA, merge/purge, DSF, LACS, telephone append, CASS certification and postal pre-sort.

Listbroker - <http://www.listbroker.com/> Mail Listings with nearly 2 billion names, updated daily.

Lists Are Us - <http://listsareus.com> Over 45,000 lists in virtually every category or criteria.

Marketing File - <http://marketingfile.com/> Business and consumer mailing lists with integrated label printing.

Information Refinery - <http://www.inforefinery.com> Information about the company, services and lists offered.

Market Models - <http://www.marketmodels.com> Target marketing, customer profiles, SIC code, online businesses.

Bulk Email Addresses - <http://1st-bulk-email-software-superstore.com> Offers high quality bulk email address lists.

PCS Mailing List - <http://www.pcslist.com> Mailing list broker, we offer free consultation to promote your mailing campaign.

MarketTouch - <http://www.markettouch.com>
Superior data, database marketing and the collective experience.

Triplex Direct Marketing - <http://www.tdmc.com> Service bureau

for the direct marketing industry specializing in list hygiene, merge/purge, database management and list fulfillment.

Turn Key Direct Mail - <http://www.mailingjet.com>
Based in San Diego CA and serves the entire United States by providing turn key direct mail services.

Adbase Inc. - <http://www.adbase.com> Mailing list service for commercial photographers, illustrators and reps in North America.

Directmailinglists.com - <http://www.directmailinglists.com/>
Specializes in direct mail services such as mail design, mailing lists, and sortation.

Washington Lists - <http://www.washingtonlists.com>
Broker/Manager fundraising, health lists.

Direct Mail Connection - <http://www.directmailconnection.com/>
Provides direct marketing mailing lists.

Americalist - <http://www.americalist.com>
Mailing lists, direct marketing materials, and telemarketing.

Nationwide Data Services - <http://www.nationwidedata.com/>
List broker and Compiler.

eleads - <http://www.eleads.com>
B2B lead generation and marketing research.

Cass Inc. - <http://www.cassinc.com>
Direct mail data processing.

5-Star Lists - <http://www.5-starlists.com>
Free mailing list research services.
Accutrend Corporation - <http://www.accutrend.com/>
Acquires all the new business registrations across the nation.

Phonefinder - <http://www.phonefinder.com>
115 million U.S. consumers and businesses on cd and dvd.

Flash Data Inc. - <http://www.flashdata.com/>
Mailing lists or turn-key direct marketing solutions.

The Alan Drey Company - <http://www.alandrey.com>
The latest marketing tools and technological breakthroughs.

The Last Planet - <http://TheLastPlanet.com> Targeted consumer and business mailing lists and telemarketing leads.

AD-Venture Lists - <http://www.adventurelists.bigstep.com>
Fast,easy,current mailing lists.

Act One Mailing Lists - <http://www.actonelists.com/>
Mailing lists service.

Teleconnect Inc. - <http://www.teleconect.com/>
Lists for direct mail, telemarketing, and database marketing.

Focus USA - <http://www.focus-usa-1.com/>
Consumer database company lists 95 million households. Specializing in predictive modeling and database services.

Target Market Corporation - <http://www.target-market.net/>
Consultation and count report of your best targets.

Access Brokers - <http://Access-Brokers.com>
Offering all types of business and consumer mailing lists.

Liberty Diversified - <http://www.libertydiversified.net>
Telemarketing, direct mail and now opt-in email lists.

Hippo Direct - <http://www.hippodirect.com/>
Eighteen categories of mailing lists.

List World USA - <http://listworldusa.com>
Specializing in direct mail and mailing list specialties.

Action Lists - <http://www.actionlists.com>
Mailing lists, phone lists, e-mail lists.

Carol Ann Marketing Company - <http://carolann.com/>
Providing list brokerage and mailing services including bulk mailings, business lists and consumer lists.

Direct Responce Marketing of Orlando - <http://www.drmorl.com>
Direct mail services, mailing list management, graphic design and data entry.

Prospects Influential, Inc. - <http://www.prospectsinfluential.com/>
Targeted direct marketing lists for mailing, faxing, e-mailing.

Marc Publishing Co - <http://www.marcpub.com>
Supplier of lists.

Total List Management Services - <http://www.mailing-list-management-services.com> Mailing list management services, database development, deduping and related services.

Mailing List Buying Guide - <http://www.mailinglistbuyingguide.com> Offers mailing list buying tips.

Caldwell List Company - <http://www.caldwell-list.com>
Databases for telemarketing, small business, direct mail and Internet marketing information.

American Profiles - <http://www.americanprofiles.com/>
Direct mailing and telemarketing leads.

American Direct Mail - <http://www.americadirectmail.com>
Information about company and lists for homeowners, business or consumers.

Destination Direct - <http://www.destination-direct.com>
Services include direct mailing lists, mailing list brokers, targeted mailing lists, list brokerage, direct marketing, direct mail design, and graphic design.

USA Mailing Lists - <http://www.usamailinglists.com/>
Direct mailing lists to satisfy any mailing or telemarketing need.

Quality Mail Marketing, Inc. - <http://www.qualitymailmarketing.com> Direct mail marketing, located in Kansas City, Missouri.

AAA Mailing Lists.com - <http://www.aaamailinglists.com>
Specific business and consumer mailing lists.

Potomac List Company - <http://www.potomaclist.com/>
Potomac is a full service list broker and list manager.

Dresden Direct, Inc. - <http://www.dresdendirect.com/>
Target marketing and consumer list management services.

Focus USA - <http://www.focus-usa-1.com/maillistframe.htm>
Consumer mailing lists.

Direct Mail Services, Inc. - <http://www.directmailsvs.com>
Targets your markets at the lowest cost with mailing lists based on geographical data, household income, age, credit history, or occupation.

Dirmark - <http://www.dirmark.com/>
Offers mailing lists, telephone marketing lists, and fax lists.

Mailings4u.com - <http://www.mailings4u.com/>
Direct mail and mailings for marketing.

Dwyer Services - <http://www.dwyerservices.com/>
Mailing, lettershop and list services to the business community.

The Rich List Company - <http://www.usalists.com/>
Contact lists for direct marketing.

Innovex Inc - <http://www.innovexdirect.com>
Consumer and business data.

The Mail Hut - <http://www.themailhut.com>
Your direct mail specialist.

FrontUp - <http://frontup.com>
Suppliers of targeted email addresses of businesses in the UK and USA.

Realty Ease - <http://www.realtyease.com> Information about the company and how to organize and create your mailing list.

Best Priced Lists - <http://www.bestpricedlists.com/sitemap.asp>
Get sales leads, mailing lists, telemarketing lists and email lists.

123-Mailing-Lists.com - <http://123-Mailing-Lists.com>
Consumer and business mailing lists and telemarketing leads.

AmericasLists - <http://www.americaslists.com/sitemap.asp>
Mailing lists, sales leads, direct mail.

List-Link International - <http://www.list-link.com>

A more informed approach to list research.

LeadKing - <http://leadking.net> Mailing and telemarketing solutions.

USdirectmail.com - <http://www.usdirectmail.com> We are an on line directmail business that specializes in small to medium business to business marketing.

The Sales Leads and Prospect List Co. - <http://www.salesleadsandprospectlists.com/> Qualified sales leads generated through direct mailing list services.

DirectoriesUSA - <http://www.directoriesusa.com> Offering direct marketing lists to assist in prospect research, sales leads, business verification, skip tracing, debt collections and marketing list generation.

Daily Business Leads - <http://datandomains.com/leads>
Leads with valid email, phone and fax numbers.

Compact data solutions - <http://www.cdsdata.com>
Public information software provider of direct marketing research.

DK Marketing Services, Inc. - <http://www.dkmarketinginc.qpg.com>
Specializes in mapping market data for mailing lists.

Campus Vigorous Activism

marc_brandl2001 <LPCampus@hq.LP.org> reported on acts of the DRC

2. SSDP "Souder Squad" Bushwhacks Congressman in Home District <http://www.drcnet.org/wol/226.html#soudersquad>

Rep. Mark Souder, the Indiana Republican responsible for the anti-drug provision of the Higher Education Act (HEA), thought he would be safe from students angered by the provision if he held an event in his home district. He was wrong. Last Friday evening a delegation of Students for Sensible Drug Policy (<http://www.ssdp.org>) members from Indiana, Illinois and Washington, DC, made the congressional drug warrior uncomfortably aware that his HEA anti-drug provision, which has barred 43,000 students from receiving financial aid so far this year, will make him the object of protests and outrage wherever he goes. And with Souder facing a strong challenge in the Republican primary this spring, his authorship and continued support of the provision could well become a drag on his electoral chances.

The event last Friday in Fort Wayne was supposed to be a photo op event for Souder. Instead it turned into a footrace and heated parking lot discussion between the fleeing congressman and students demanding he repeal the provision before the congressman leapt into his limo and sped away into the night. Souder, along with Sallie Mae, a student financial aid assistance corporation, was cosponsor of "Paying For College," a forum open to the public about receiving federal financial aid for college. But what

should have been a time for Souder to bask in his constituents' good will instead saw the congressman heading for the exits rather than defend the HEA anti-drug provision.

"Souder had very little notice, but he knew we were coming," said SSDP media consultant Adam Eiding. "We tipped off the local media, and all three local TV stations and both local papers showed up," he told DRCNet. "And we leafleted beforehand; we made sure everyone in attendance knew he wrote the law denying aid to 43,000 students."

Although attendees expected a question and answer session, Souder strode into the room saying he couldn't stay. "He usually takes questions and answers," said SSDP national director Shawn Heller, who confronted the congressman outside the event. "But this time he only made a couple of brief comments. When I yelled out 'Congressman Souder, a quick question,' he bolted for the door," Heller told DRCNet. "We followed him, and the TV cameras followed us."

What followed was a five-minute discussion between Heller and Souder as the cameras rolled, with the congressman growing increasingly angry as his assertions were challenged. "What really ticked off Souder was when Shawn started talking about how the bill had never even been debated," said Eiding. "Souder got visibly angry then, shaking his hand beside Shawn's head. And then he took off."

"We wanted to raise awareness of this issue and to expose Souder for what he really is," said Heller. "We won't let him hide behind his rhetoric; he needs to repeal this law. Unless he moves to repeal this law, he should expect more of the same," Heller added.

SSDP is keeping an eye on Souder's events calendar and will be developing a strategy to have a greater presence in Souder's district, said Eiding. "There is an SSDP regional conference in Chicago on April 12, and after that we will have a three-week window to work this issue before the May 7 primary," he said. "We're hoping to have students go into the district and we're hoping to get students in the district out to vote. This is an open primary, anyone who is registered can vote, and a few hundred votes could decide it," he added. "If Souder's vote total drops by 2,000 votes, he could lose." Members of SSDP are forming a political action committee (PAC) for the effort.

Souder is particularly vulnerable this year for a couple of reasons. First, his old congressional district has been redrawn this year, so he has largely lost the power of incumbency and is competing for a new 3rd District. As important, he is facing his strongest Republican challenger yet in former Fort Wayne mayor Paul Helmke, a social moderate who only announced two days before the deadline, but who has emerged as potent competition for Souder.

"You shoot one monkey to scare a hundred," said Eiding. "This is a campaign issue now and Souder's opponents can use his HEA anti-drug provision against him. If Souder goes down, that will send a real message to other politicians who are con-

sidering similar approaches."

Carolyn Lunman, an SSDP member from George Washington University, was a member of the Souder Squad. "It was an exhilarating experience to see Souder make an ass of himself," she told DRCNet. "He had no response to anything we said, because there is no good response." As for continuing to shadow the congressman? "He'd better watch his back," vowed Lunman. "We'll be there."

View the SSDP-Souder confrontation in Real Video, at <http://www.ssdp.org/video/souder-confrontation.rm> online.

The New Jersey Plan

At present the Libertarian Party offers limited political support to state and county parties in the form of brochures and literature that are available for sale.

We believe the support pool should be expanded to afford states, counties and individual members a wider selection of material and media that can be produced on an economy of scale.

Specifically we believe the national LP should develop a series of print, billboard, radio and TV ads that states and counties could purchase and use simply by changing the tag line i.e. party, toll free number etc. The Browne campaign advertiser sold the "The Battered Voter Syndrome" TV ad to New Jersey's 2000 senatorial candidate at an affordable price. National could do the same for TV and other outreach media, thereby extending the benefits of economy of scale to cash strapped state parties and relieving them of developing their own material on topics of national interest.

National's seven brochures could be expanded to include particular target audiences. Students and small business comes to mind in that regard. Also it would be helpful if the brochures could be translated into Spanish.

Perhaps national could arrange for a master newsletter printing contract that would give state and county parties a better price than and more timely delivery than their current contractors.

Federal campaigns could benefit from professionally prepared LP brochures on topical issues such as foreign policy and social security. Candidates could purchase them ready-made from the LP.

New Jersey has already begun to act. We have prepared a series of print ads, radio and TV ad scripts, and brochures. Topics to date include Social Security, Foreign Policy, Congressional Pay Raises, Defense Policy, Corporate Welfare, Campaign Finance Reform and the Drug War & Terrorism. We also have a brochure addressed to students.

We are willing to share them with other states and the National LP. No doubt they can be improved upon and hopefully be offered for sale by National.

Sincerely,
Emerson Ellett