
Libertarian Strategy Gazette

Libertarian Strategy Gazette believes that we should try to learn from the past. Sometimes, when we look at the past, we realize that the more things change, the more things remain the same. Sometimes we look and we see that 20 years after the fact the world has not changed, and many of the same points are being discussed.

In 1981, Kent Guida ran for National Chair of the Libertarian Party. Here are his actual proposals for what the party should do, taken from his open letter to delegates to the forthcoming Libertarian National Convention.

Libertarian Strategy Proposals

(continued from the previous issue)

Summary and Conclusions

The examples here are only two of many successful instances of positive relations between local party organizations and the news media. And, of course, there have been hundreds of individual experiences which have been successful throughout the country. But there is a substantive difference between having one or two positive experiences and building a regular, permanent, ongoing relationship with the news media. The key distinctions are:

Personalizing relationships with the news media.

Creativity in identifying opportunities for coverage.

In the Ohio example, the fact that the media coordinator was willing to get to know the reporters on a first name basis more than made up for any technical deficiencies there might have been in the preparation of news releases or the staging of news conferences. In Iowa, too, the party recognized the personal, human element inherent in small town news coverage.

In both illustrations, those responsible for generating media coverage were quick to spot opportunities, or to create them where none existed. They found an "angle" of interest to the media, and developed a Libertarian slant for it. Too often, this is done the other way around, with the news angle either submerged or nonexistent, with disappointing results.

The technical details of media relations, of course, are extremely important, and knowledge of them is es-

(Continued on page 2)

Editorial

Preparing for 2002

A look at selected polling data from the 2000 election cycle.

In the time between major election cycles, the Libertarian Party should analyze its strength and weaknesses and prepare to do better next time around. Many political groups spend a lot of money to have polls conducted to gather the type of data we seek. We are lucky in that the Rasmussen Portrait of America poll has already done this and has done it for free.

Two polls were conducted last year that should be of particular interest to Libertarian activists. The first was a Libertarian litmus test. It basically surveyed a scientific sample of the population with the World's Smallest Political Quiz. The other poll analyzed who was voting for Harry Browne. The former tells us who is a libertarian and the latter tells us who votes Libertarian. This data illuminates both the good and the bad.

The good news is that we have a lot of room to grow. Next to centrists, Libertarians are the largest ideological group at 16% of the voting public. Only 2% of the population actually applies the word Libertarian to itself. This shows both our failure to educate the public about libertarianism and also our potential for growth. While changing public opinion is important, we have the potential to grow our ranks by simply convincing those who agree with us to support us.

Trying to turn libertarians into Libertarian Party members can be difficult. Most libertarians just want to be left alone and don't want politics to invade their life. We can sell our party to them as a product, but to do that we have to deliver liberty. Rather than talking big, we need to provide demonstrations of how supporting the Libertarian Party means more freedom in your life. Our party needs to focus on grassroots organizing and actually implementing its platform instead of pissing and moaning. We need to back

(Continued on page 4)

(Continued from page 2) [Libertarian Strategy Proposals]

essential to building and keeping credibility and regular coverage. Some of these will be covered in the summary of Key Points. Technical knowledge, however, can only go so far; the rest is up to the enthusiasm and innovative-ness of the people responsible for news coverage

KEY POINTS ON REACHING THE NEWS MEDIA

1. Personalize your relationships with members of the news media. Get to know them, and treat them like people.
2. Be creative in finding opportunities for media coverage. Consider what needs are there to be filled and think of ways to fill them.
3. Local news media, such as small town newspapers, are usually hungry for any news with a local angle and will often run your news releases verbatim.
4. Develop a formal media list, including the names of the individuals to receive your releases.
5. Your news releases should follow a standard format: double-spaced, written with the most important information first, and including a name and phone number for the contact person.
6. Follow up news releases with phone calls to ask if the release was received and if it will be used.
7. Don't hesitate to ask reporters and editors for advice, once you get to know them. Demonstrate that you want to make their jobs easier.

SPEAKERS BUREAUS

In early 1981, thanks to the generosity of a dedicated Libertarian, a national Speakers Bureau pro-

gram was established to develop Libertarian speakers and to set up speaking engagements for them around the country to audiences of civic groups, service clubs, high schools, and colleges. This coordinated effort sprang from the knowledge that individual Libertarian Speakers Bureaus have worked effectively within limited geographical areas. Therefore, in theory, a major effort to build a nationwide network could multiply these success stories many times over.

The potential numbers speak for themselves. If an average of one speaking engagement occurred in each state per week, with an average audience of 50 people, then Libertarians could be presenting their message in person to a total of 125,000 people each year -- and these numbers are conservative if the more successful early Speakers Bureau reports are any indication.

The South Carolina Experience

The Libertarian Speakers Bureau in South Carolina focused its initial efforts on civic groups and service clubs -- organizations like the Rotary, Optimists, Sertoma, American Legion, etc. After a slow start, their efforts picked up momentum to the point where they have four local coordinators and eight speakers in addition to the state coordinator, and were able to complete or schedule over ten engagements within a few weeks.

The effort started slowly because, the coordinator found, it was difficult to locate the individual in each group through whom to schedule a speaking engagement. Initially, the coordinator used a Chamber of Commerce directory of groups and sent standard letters to the persons listed as heads of the groups, describing the Speakers Bureau and offering its services. There was no response. The coordinator decided to call each person -- and found that, in most cases, the head of the organization was not responsible for scheduling speakers and knew little about it. Through persistence, the coordinator found the appropriate person, sent another descriptive letter, and followed up two weeks later with a phone call.

Initially, these people were noncommittal about inviting Libertarians to speak, but the coordinator persisted in calling them every few weeks to see if they had made a decision. In most cases, the decision was "Yes" because, as the coordinator described it, they became convinced that the Speakers Bureau was a serious program. After the first engagement was finally scheduled, the next several engagement soon followed, and audience response, according to the speakers, has been excellent.

The District of Columbia Experience

Who Are We?

The Pioneer Valley Libertarian Association is Massachusetts' oldest local Libertarian organization, with regular meetings since 1995. The PVLA and its sister Central Massachusetts Liberty Coalition work to advance freedom across Massachusetts' 1st, 2nd, and 3rd Congressional Districts, stretching from Williamstown to Dartmouth. Read about the PVLA and CMLC at <http://www.pvla.net> and <http://www.cmlc.org>. The Pioneer Valley Libertarian Association meets the Second Wednesday of the month, 7 PM, at Bickfords Family Restaurant, Old Boston Road, Springfield.

Grassroots Libertarians is the National Libertarian Organization dedicated to bringing Libertarian Victory by building the Party up from the Grass Roots. The Grass Roots philosophy appears in George Phillies eBook "Stand Up for Liberty!" (<http://3mpub.com>).

The PVLA and CMLC web sites are hosted by Excell.net (<http://www.excell.net>) a locally-owned and operated internet service provider with solutions for people and businesses in the Pioneer Valley. Why not patronize a fellow Libertarian? www.excell.net for internet service?

D.C. Libertarians have focused primarily on the other likely opportunity for Speakers Bureaus: high schools and colleges. According to the D.C. coordinator, she first began by compiling a list of schools and calling them for the names of department heads in Government, Political Science, Economics, etc. She then sent a descriptive introductory letter to these people.

As was the case in South Carolina, she found that no one responded to the letter alone -- but that they did respond very readily to her follow-up phone calls. Again, as in South Carolina, persistence paid off. She found it helpful to list a choice of topics for teachers to select from, and that most teachers were delighted with the opportunity to have a Libertarian speaker once the coordinator established through her actions that the Speakers Bureau was a serious effort. And, even though the Speaker Bureau in D.C. didn't get started until near the end of the school year, six speaking engagements were scheduled and completed, with good response from both students and teachers.

The Arizona Experience

This example illustrates what may be the key point of successful Speakers Bureaus activities: that it's often difficult to get the program off the ground initially; but that the hard work will pay off for a long time to come.

Several years ago in Tucson, Libertarians there decided to offer speakers in high schools and made contacts in very much the same way the D.C. experience illustrated. After the first few weeks of systematic contacting and follow-up, invitations started to come in and the program started rolling.

It hasn't stopped yet. The Tucson Speakers Bureau rarely has to write letters to make contacts, because they're getting one or two invitations per week from area high schools to come speak --all because they decided to do the ground-breaking work a few years back. High school teachers now know that the Libertarian party organization is there to supply speakers, and they are happy to take advantage of its presence.

The Vermont Experience

Sometimes a new activity is the essential ingredient needed to get a party organization off the ground. In Vermont, a state where formal party activity has been scarce, Libertarians suddenly took to the idea of a Speakers Bureau as an ideal way to get active and communicate their message. The coordinator who agreed to start up the program managed to recruit ten participants within a short time, and this activity has provided the impetus for party meetings and other planned activities which had

never really existed before.

The Massachusetts Experience

In Massachusetts, the Speakers Bureau program provided a new weapon for the arsenal of Libertarian activities designed to keep members interested and involved. They started up "speech-craft sessions" for potential speakers -- an eight week course on techniques of effective speaking, with plenty of opportunity to practice. The sessions were arranged by a party activist with the cooperation of a local Toastmasters group, and the participants received formal certificates of completion of the course, and thoroughly enjoyed becoming more confident of their ability to speak in public.

The Massachusetts experience duplicates other examples of local party organizations which have become affiliated with Toastmasters International, an organization with chapters in most cities which exists for the purpose of training people in public speaking.

Libertarians who have joined Toastmasters report the experience to be very positive, since the organization is designed to combine pleasant opportunities for socializing with a structured course in public speaking. The parent organization will charter clubs made up primarily of Libertarians. Anyone interested in improving his or her public speaking ability should consider joining a Toastmasters group, or better, making a party project out of such involvement.

Summary and Conclusions

Forming a Speakers Bureau is a project that any Libertarian party organization, regardless of size, can accomplish successfully. It isn't expensive, and it doesn't require some outside event to occur before members can get active. More than enough opportunities already exist in high schools, colleges, service clubs, and civic groups. The only tool needed is a telephone.

Libertarians who have started Speakers Bureaus have found:

- Most groups are eager to have Libertarian speakers once they become convinced the Speakers Bureau is a serious effort.
- Audience response is almost always very positive.
- Initial persistence in finding the right person to contact, and then in continuing to talk to him or her, is required; but persistence more than pays off in terms of future speaking engagements, once the availability of the Speakers Bureau becomes generally known.
- The Speakers Bureau is an excellent way to activate a wide range of Libertarians, and to increase their feelings of accomplishment and involvement.

To Be Continued

our message up, but we also have to take a serious look at our message.

The poll of Browne supporters showed that they are the least religious group of voters out there. They are less likely to attend church than the supporters of any other candidate. Conversely, people with libertarian views tend to be very religious. Those who attend church more than 4 times a month are actually more likely to be libertarians than conservatives. As a Christian Libertarian myself, I can attest to the fact that people who study Christ's message of love, tolerance, and responsibility can easily find themselves sporting libertarian political views. How then do we fail to convince this large voting block to support our party?

Part of the problem is the caustic, selfish nature of much of the Libertarian Party's rhetoric. We tell people that we want to be left alone and that we want our money back. This does not necessarily play well with people who have genuine compassion for their neighbors. Framing issues in the light of how they help people - such as privatizing social security will do a better job of providing for the elderly or ending the war on drugs will help drug addicts - could open up the Libertarian alternative to a whole new voting block. Separating Ayn Rand and objectivism from the party can also help us. Not every Libertarian subscribes completely to the objectivist philosophy. Further, we're not a philosophy club and should not concern ourselves too much with philosophy. We are a political party and that is important to remember.

Our party is nothing more than the people who make it up. And sometimes those people exhibit an anti-religion, anti-Christianity bias. I know Libertarians that have drifted from the party because they feel intimidated by the bias against their religious views. Some Libertarians have actually told others that one can't be a Christian and a Libertarian, or claimed that religion is anti-libertarian because it constitutes coercion against the mind, or selected specific issues such as abortion and made them a litmus test. I encourage every Libertarian to take a look at your own attitude and try to determine whether it helps to grow the LP or hinder or it.

The final bit of relevant data from the Rasmussen polls shows that African Americans comprise the least number of liberals and the highest number of libertarians. Minority outreach is a must. We're turning the corner on the issue. Though our party is mostly white and male, an increasing number of minorities are joining our party and actively recruiting people from every background. That's not

enough. For some of us this means we need to get out of our comfortable neighborhoods and spreading the message to new areas.

Our party is formed on the important idea of liberty. We live in America, the greatest nation the world has ever known. We are the dedicated group of people who have chosen to ensure that the lamp of liberty continues to burn brightly. Fortunately, there are enough people in this country that still believe in individual liberty for our side to win. The difficulty is that we as individuals must rise to a certain level of tolerance and boldness and understanding in order to reach all these people. It's time to build a bigger and broader Libertarian Party for 2002.

Jason C. Miller is a candidate for the Hudsonville Public Schools Board of Education. He currently holds an appointed political office on the Hudsonville Parks & Grounds Advisory Board, and is an active member of Grassroots Libertarians.

Links: <http://www.portraitofamerica.com/html/poll-1468.html>

<http://www.portraitofamerica.com/html/poll-1208.html>

Oops!

My apologies to all Illinois and Michigan activists for ~~reported the successful outcome of the Illinois State convention as an outcome of the Michigan State convention.~~

Books

I just bought "Fundraising For Dummies" at the local bookstore. ~~This book is excellent. In my opinion,~~ every county and state chapter should have a copy. The book is actually a "how-to" book for small nonprofit organizations, with an emphasis on fundraising.

You probably know everything in this book and more. But if you could leaf through it the next time you're in the bookstore, and recommend it to every state and county chair that you run into, in my opinion the LP will grow by leaps and bounds. It isn't just a fundraising book, it also shows you how to run a county chapter or a state chapter.

Here are the titles of some of the chapters:

Gearing up to raise funds

The Case statement

Getting your Board on board

Valuing volunteers (philanthropists and fundraisers). Creating a fundraising plan.

Donor Research. Meet your donor. Cultivating major givers. Why 'no' can lead to 'yes'.

Using your Fundraising tools. working the media, working the phones, organizing, implementing

and celebrating your annual fund, the special event, Fundraising on the web.

The capital campaign

The challenge grant

Planning for major gifts

And here are a few books and tapes that every Libertarian should have:

The Psychology of Selling (2 cassettes) by Brian Tracy (much of the elements of political persuasion is covered in this tape series, but many other things are covered, and it is put in better perspective)

Sales for Dummies by Tom Hopkins

Fundraising for Dummies

Rain Making—the professional's guide to attracting new clients, by Ford Harding (many L's have small consulting businesses and they could double their incomes if they read this)

Steve Schiffman- *25 Secrets of Successful Salespeople* (book and cassette)

Steve Schiffman- *Closing Techniques That Really Work. Cold Calling Techniques that Really Work*

Zig Ziglar- *Sell Your Way to the Top* (tape).

Think and Grow Rich —by Napoleon Hill (an oldie but a goodie)

Tony Robbins—*Awaken the Giant Within*.

The tapes are recommended over the books, because you have to hear the voice inflections. Also Tony Robbins has some excellent CD Rom programs that are worth the \$150 or \$230 that he charges. He gives a 30-day unconditional refund, but you will keep the CD's. Start with his \$13 book and take it from there.

...Tim Crowley

Free Campaign Training Manual

The Libertarian Victory Fund has published a 15 page guide to running an effective campaign for local office. The manual covers the all the basics in a concise, easy to read format. Here's some of the topics that are covered ...

- * Organizing the campaign
- * Getting involved in the community
- * Message development
- * Opposition research
- * Campaign plan
- * Using signs effectively
- * Door to door campaigning
- * Producing powerful direct mail
- * Using the Internet
- * Media relations
- * Endorsements
- * Getting out the vote (GOTV)
- * Fundraising

If you are a Libertarian candidate or campaign ac-

tivist and you would like a FREE copy of this publication, please send your request to: Director@LibertarianVictoryFund.com.

Stand Up for Liberty! by George Phillipies.

This 120-page manual proposes the "Local Organization" strategy for the Libertarian Party, with specific, well defined roles for National, State, and Local Parties and Groups. *Stand Up for Liberty!* is available as an eBook from Third Millenium: www.3mpub.com.

And now for the closing riddle: Why was this book review list, with pieces from Tim Crowley, Chris Azzaro, and your editor, different from all other Libertarian book columns?

Because it was about marketing the party and winning elections, with not a word about philosophy in sight. That's the difference between the Libertarian Philosophical Spleenventing Society and the Libertarian Party. And we're here for the Party.

Don Ernsberger Speaks to DC LP "How To Be An Effective And Principled Libertarian Candidate"

Don Ernsberger gave a very detailed and enlightening talk at the last LPDC dinner meeting. (See photos at <http://www.lp-dc.org/photos.html>.) A long-time activist and retired teacher, Don ran in Pennsylvania for the US House in 1988 and for US Senate in 1994. He currently works part-time for his long-time friend Rep. Dana Rohrabacher as an aide and policy advisor.

Don said he started both his campaigns with three guidelines by which to judge his effectiveness in running a principled libertarian campaign: 1) to legitimize the Libertarian Party; 2) to educate the public; 3) to help libertarians learn organizing skills. He shared examples of how he succeeded in doing all three of these.

Don's first goal was to legitimize the party as part of the electoral system so that people would recognize the LP as a real choice. In his House race he did that by making sure he was in every one of the eighteen debates sponsored by various civic organizations. Don used the personal touch to make sure he was not over looked. He got a list of all previous debate sponsors and, starting a good nine months before the election, he personally called and visited the organizers of the debates. He told them he was considering running and was interested in their feedback. He feels that the fact that organizers found him to be a nice, sincere, intelligent person—and not any innate sense of fairness—caused them to invite him.

Similarly, he called and visited all the major press, meeting both with editorial staff and individ-

ual writers—often over lunch. He received a whopping 125 stories just on his campaign and was mentioned in another 155 stories on the campaigns.

Finally, he made sure he filled out every voter survey sent to him. Not filling them out results in a “no response” notation on most voter surveys distributed to voters. That is a sure way to lose credibility with those who bother to read them.

Don spent \$38,000 in his House race, compared to the several hundred thousand each spent by his Demo-publican opponents. He got only 5% of the vote on election day, compared to 40% for the Republican, and 55% for the Democrat. However, he made enough of an impact that in 1994, that when the Republican Senatorial candidate Rick Santorum heard Don would be running, he asked to meet with Don. He tried to dissuade Don from running, obviously fearing Don could cost him the election. Don made it clear that libertarian principles and issues needed to be advanced and Santorum was not capable of doing so.

In Don’s 1994 Senate campaign, where he had to cover the whole state, he repeated the personal contact process, though on a less intensive scale, since he could not contact everyone in the state.

Debate-wise, his main goal was to be in the League of Women Voters debate, one which ultimately was carried on CSPAN. He made such a good impression on them, that not only did they invite him, but when Rick Santorum threatened a boycott because Don would be debating, the League told him to go ahead—they would put an empty chair in his place. Santorum had to back down.

In this race Don spent only \$63,000, compared to over a million by each of his competitors. But his 3% obviously made a difference for one of the candidates-Santorum got 49% and his opponent 48%. Most importantly, after this race the Libertarian Party was taken more seriously. Don reports that League of Women Voters have invited three Pennsylvania candidates since all have been invited to that debate. Meanwhile, libertarian registration has increased from 600 to 2800 in his district alone.

Don’s second goal was to educate the public to the real policy alternatives libertarians offer. He confessed that in his campaigns he might have spent a little too much time trying to point out the inconsistencies of his opponent’s opinion (especially the one who ran on a slogan of “freedom”!). Nevertheless, every time he spoke, and in his literature, he would count down ten important libertarian issues. He definitely noticed a growing awareness among voters in his second, 1994 campaign, as far

as his positions on taxes, the war on drugs and civil liberties, and a growing acceptance of them.

Don’s third goal was to help libertarians—and his many non-libertarian personal friends who helped him out—learn organizing skills. And he and his volunteers definitely learned how to run a campaign, from press to publicity to writing to poster to leafleting. As much as possible, he’d assign each person a specific duty: debate or poster coordination, press contact, etc. Many of the volunteers who worked on the 1988 campaign had drifted away by 1994, or were involved in other campaigns. However, he asserts, they remain a latent pool of talent who won’t forget their skills when they decide to get involved again. Meanwhile, his 1994 campaign trained a whole new crew of activists, ready for future activism.

Finally, we all discussed the various scenarios under which liberty may be obtained, from the gradualist strategies which seem necessary in good times, to the more radical strategies that can be advanced during times of war or economic distress. We must remember that those who have been active for only a short time still may have learned skills they can bring to bear should the cause of liberty take off. Also, we discussed exploring strategies like emphasizing the war on drugs or calling for the right to secede and form independent communities, preferably libertarian ones!

By the time Don was done, I was thinking: Don Ernsberger for President, 2004!!

Carol Moore

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Libertarian Strategy Gazette

Published by the Pioneer Valley Libertarian Association, Carol McMahan (Treasurer) and George Phillies (Editor and Chair) for Grass-Roots Libertarians across America. Subscriptions to Libertarian Strategy Gazette are \$13 per year, payable to Carol McMahan, c/o George Phillies, 87-6 Park Avenue, Worcester MA 01605. Contributions of articles are always welcome.

Poll Watchers a Must!

Dear George,

Our evidence is that up to 2/3rds of Browne's votes were stolen in Fl, mostly by Democrats, and probably on average half. In one county thousands of votes blatantly disappeared, and a Libertarian vote inspector--our State Chair who had also just won a landslide vote-- was removed by police, and the Florida Supreme Court blatantly ignored rules requiring third party inspectors. If this is any evidence of what was happening nationally, Browne received many more votes. Our evidence is this was carefully pre-planned. This was reported in Florida but all but blacked out newswise nationally.

The National Party was notified of our concerns. Public protest has created a series of hearings in which we are active, and we have had a series of meetings with legislators, including the House Speaker. A program of aggressive selected poll-watching has begun.

We in Florida are delighted that the LP is big enough to steal from, and both sides frantically and blatantly stole our votes, which says more than any statistic. As we finish our investigation, an account will be circulated.

Best Regards,

MG (Michael Gilson De Lemos)

Editor's Aside: In the Massachusetts Libertarian Primary last year, there was substantial evidence of votes not being counted or reported. If you choose to vote in the Massachusetts Libertarian Party Primary next year, remember: Take along a friend. Vote in pairs. As soon as you have voted, write up that you did vote, and who your witness was.

Implement a Local Strategy

Here's a list of tactics that will fit any local Libertarian strategy.

1. Handing out Million Dollar Bills with local contact information printed on the back on Tax Freedom Day and on Income Tax Day. (the weather is better on Tax Freedom Day, especially in northern states). Show some independence from National by holding up anti-tax signs on May 5th instead. The date is somewhat flexible because you could include Federal, State, and/or Local taxes at your convenience.

2. Create a local media emailing list of all local newspapers, radio talk show hosts, TV news depts, local gun groups, etc. Send them a news release a

week before any newsworthy event. Also send your local emailing list to the Advocates, the FFF and other Libertarian organizations that publish op-ed pieces. Let them spread the word in your area.

3. Try to start local college Libertarian chapters by holding one of your regular meetings on a local campus. Spend about 10 bucks for a few classified ads in the campus paper. Mention that the first 10 people get free pizza. Also put up flyers on campus a week before the meeting. Identify a few students with leadership potential and help them get a local college Libertarian club started. Once they are recognized by the college, they generally get free photocopying, ability to reserve lecture halls for Libertarian speakers such as candidates, and favorable coverage of events in the campus newspaper.

4. If you are a Libertarian and an NRA member, call the NRA's Grassroots/Legislative Hotline at (800) 392-8683. Volunteer to be a congressional NRA volunteer for the upcoming elections. Every edition of First Freedom, their political magazine, has a regional info section. They list the NRA Grassroots contacts by congressional district here. If half of the congressional contacts for the NRA in your state just happened to be Libertarians, anyone who wants to join the NRA locally will talk to a Libertarian, perhaps for the first time.

5. Start a local Libertarian discussion list on egroups.

6. Put articles from George Phillip's **Libertarian Strategy Gazette** in your local Libertarian Newsletter (with proper attribution, of course). **Libertarian Strategy Gazette** is available for \$13/ year from Carol McMahan, 221 Bumstead Road, Monson, MA 01057, or as .PDF downloads at www.cmlc.org

7. Collate as much information as possible on Candidate's Surveys and the groups that give them out. Many groups (gun groups, gay groups, Sons of Italy, Realtor's Assn, Right To Life, Natl Taxpayers' Union, NARAL, etc) publish candidates' surveys about issues that they care deeply about. If our candidates get to see these surveys far in advance of the campaign, the local party and the candidate can work out the best answers to the survey questions. The best wording will communicate Libertarian ideals while appealing to the target audience as clearly and inoffensively as possible.

8. You might want to come up with your own local candidate's survey and give it to local candidates. It might be loosely based upon the Nolan Quiz, but appropriate for the office in question. The 2000 LP platform could provide a lot of poten-

tial questions. We could then issue a scorecard.

If we did find a candidate or two with a 80% Libertarian voting record, and if we weren't running anyone against them, then we could say that they scored and 80 on our survey and let our members know about it. This would be a way to get some feedback from selected candidates. (of course, why would we run against an 80% L when there are lots of 20% L's around)

We could also send it to politicians who are complete statist. We could publicize their 10% L rating or whatever. If they didn't answer our survey, we could criticize them for that as well. We could include this survey information in our news releases. We could call talk shows and complain that they are too arrogant to complete our surveys. We can't endorse non-L candidates, but perhaps this could be a tool to use selectively in upcoming elections.

9. All the county Chairs, Secretaries, Treasurers, etc in your state could email each other periodically and share ideas. Your county chapters should keep an 'events calendar' of all

10. Consider buying a list of all registered L's in your county from the county elections board. Then call a few of them on the phone every week, and invite them to one of your more interesting events.

...Tim Crowley

Stand Up for Liberty! 8

George Phillie's exciting new book of Libertarian Party strategy is now available as an ebook in multiple formats from Third Millennium Publishing, <http://3mpub.com>, for only \$3.95.

Grassroots Libertarians

dedicated to fixing the Libertarian Party from the bottom up. Now on the web at www.grass-roots-libertarians.org. The Grassroots-Libertarians are a self-organizing group of libertarian activists whose message is "Just Be Active! Run for Office! Campaign! Help!"

Our Web Pages

<http://www.pvla.net>

<http://www.cmlc.org>

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Pioneer Valley Libertarian Association

Massachusetts' oldest local Libertarian group.
Meets the second Wednesday of every month at Bickford's Family Restaurant, Old Boston and Pasco Roads, Springfield.



First Class Mail