
Libertarian Strategy Gazette

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A Unique Opportunity

The attacks on Washington and New York create a novel political situation for Libertarian candidates across the United States. The politicians of the duopoly parties are falling over each other to demonstrate their lack of differences. By wide report, both of the major parties are finding it difficult to find candidates to challenge incumbents. We have an opportunity to establish ourselves as *the* significant opposition party, the Party that stands for low taxes and not high taxes, the Party that stands for civil liberties and not for their suppression, the Party that stands for appropriate military action toward nations that attack us but against entangling foreign relations that create war rather than peace. Now, above all, is the time for Libertarians to roll up your sleeves, get to work, put candidates on the ballot, and run to win. ...George Phillies

Save The Candidates

I know that Ted Brown said that many candidates are running again. But I continually think about one local candidate who, when I asked if he is running again, responded "**No Way!**"

I've been reading up on marketing, and it is always cheaper and easier to get more sales from existing customers than to recruit new. For the LPCa, candidates are one version of our customers. We have to "sell" Libertarians on the idea of becoming candidates before they will go out and sell the LP to voters.

Yes I know that the LPCa and LP are always understaffed and underfunded and besides how can the LPCa help 100+ partisan candidates, but unless we find a way we are throwing away resources.

Some of our active regions **do** help and support candidates, but many of the smaller and less active regions, the candidates are somehow expected to do it all.

This year Rodney Austin is working on some "generic" candidate literature, and I think Fred Mangels will be helping with some web page expertise. I'm sure that JR will again be making and distributing 1,000's of signs, Mark Selzer's "Libertarian Alternative" TV show will be available for airing on cable stations and Mark may be able to do shows with at least some of our candidates.

Perhaps as a start we need a listing of candidate resources currently available.

Let's work together and help make our 2002 candidates want to run again.

Cause for Optimism

From reading the LPUS email list, an outsider, or a historian of the future, wouldn't have any clue that 2001 is turning out to be a great year for the Libertarian Party. No one ever seems to talk about the good news.

In Georgia, we have never been able to run any candidates for US House of Representatives, because the state requires about 15,000 signatures per candidate, a burden no group or independent has ever overcome in any state (within a single congressional district). We have a lawsuit pending. Now the Democrats in the legislature have introduced a bill that, if passed, would put us on the ballot for US House automatically. We don't know if this bill will pass, but it may. Georgia is our best state, electorally, so it would be a great advance to be able to run for congress in Georgia.

In the 10 months since the presidential election, we are the only party that has completed any petitions to get on the ballot of any state. We are the only party, besides Dem & Rep, which is on the ballot for 2002 in over half the states.

We have our first on-ballot campaign for statewide office in Virginia, and we're getting more attention in the Washington DC papers (as a result) that ever before in the party's history. We have also launched our first serious petition attempt for Maryland statewide state office (for 2002), in LP history.

We have potential candidates for Governor of New Mexico and Wisconsin who have the ability to get press, just because of who they are. I haven't heard of any potential Green Party gubernatorial candidates for 2002 who have the same name recognition, anywhere in the U.S. Also, in Massachusetts our likely gubernatorial candidate is also now very well-known in that state.

...Richard Winger

On the same lines, the Libertarian Victory Fund reports that Bonnie Flickinger, three-term city councilperson and current mayor of Moreno Valley, may run for the Riverside County Board of Supervisors. Her Committee is Flickinger for Supervisor, PO Box 1492, Moreno Valley, CA 92556. There are no limits on contributions; if she doesn't run, your money will be returned.

Perhaps-Helpful Factoids

Ridge—Gun-Grabber

"In May of 1994, then Rep. Tom Ridge teamed up with President Bill Clinton, Sarah Brady (HCI) and Rep. Charles Schumer (D-NY) to pass the semi-auto gun and magazine ban. By casting his vote for the gun ban in a narrow 216 to 214 loss for America's gun owners, Ridge's one vote can arguably be blamed for its passage and subsequent inclusion in the Clinton crime bill of 1994.

"In August of 1994, after GOA led a coalition of grassroots activists which nearly defeated the Clinton crime bill, Ridge continued his opposition to America's gun owners. He voted for the rule to bring the crime bill and its gun ban to the floor for a vote. (Ridge was one of only 42 Republicans to do so.) He then voted for final passage of the crime bill -- one of only 46 Republicans to do so.

"In the Spring of 1995, Sarah Brady teamed up with newly elected Gov. Tom Ridge to push one of Pennsylvania's most restrictive state gun control laws in a long time -- Act 17. As Pennsylvania's Governor, Ridge presided over the passage of Act 17, and then signed it into law. GOA opposed this bill from its inception and teamed up with several pro-gun state organizations to lead the national charge against the bill. Act 17 registered and taxed long gun buyers and placed other restrictions on Pennsylvanians' gun rights."

...This message was received
from Henry Bowman.

Letter

Editor: You have been sending me an unsolicited issue of Let Freedom Ring and I have enjoyed it--it is refreshing. I just finished reading the last issue. It also took me to your website.

I have been an LP member since December of 1999 and have been pushing for change ever since. It appears to me that you are too. I am requesting that you put a link to my website www.makingfreedomring.com on your site and I will link yours to mine. My website is the Michigan Political Action committee I started. Hopefully, it will inspire other people to start similar "political" organizations in their States.

Others around the country want to see the LP become a political party, not just a philosophy club--in 1 year I was elected vice-chair of the Michigan State Party due to that.

Ghazey Aleck <aleckfamily@voyager.net>

A Political Strategy

...Ken Sturzenacker

[A compressed version of this article appeared in the pages of *Liberty* magazine. The full article appears here with permission.]

"There are an estimated one million elective offices in this country, and most of them are local offices in small communities where no one wants to run for office."

"No one" includes most members of the Libertarian National Committee (LNC). That's a problem. According to Michael L. Young, director of the Center for Survey Research and an associate professor of politics and public affairs at Penn State University's Harrisburg campus, the continuing decline of political parties, an alienation with government, political apathy, and a lack of interest in community service contribute to the 20-30 year-long trend.

Young's comments were part of a news report in the Harrisburg, Pa, 'Patriot News' in late April, lamenting the shortage of candidates for many municipal-level offices in Dauphin County, which includes Harrisburg, Pennsylvania's capitol.

Local campaigns are the LP's real opportunity to achieve electoral success and have direct power to change public policy. While the power to end subsidies to libraries, repeal zoning laws, eliminate fees and licensing requirements, put trash collection, water and sewer systems, snow and leaf removal out to bids may not seem as interesting as bringing troops home from overseas, they are just as important to the process of building a society of personal and economic freedom from government, and a lot more quickly attainable.

More elective offices exist nationwide than the total number of voters registered Libertarian - currently about 300,000. The match between Libertarians and otherwise uncontested offices is, of course, far from perfect; but in the short run, at least, it is not too much of a stretch to presume that almost any Libertarian who wanted to run for office could find one close to home without much, if any, significant opposition.

For the past decade, the LNC has wedded itself to a policy of emphasizing campaigns in which LP candidates have virtually no chance to win, who raise a pittance to flail against major party contenders with millions of dollars, in many cases only after they have drained themselves emotionally and financially just to get their names on the ballot.

Worse, the LNC has insisted on the intellectually bankrupt fiction that a Libertarian Party line on general election ballots

is valuable, important, necessary and equally useful in all states at the same time. Among all of the self-inflating puffery to come out of LP HQ, the myth of 50-state ballot access is among the most destructive barrier to success, even in a presidential year. This penchant for self-abuse has apparently known no bounds, though there are growing signs the blatant deception is being rejected, both inside and outside the Party.

In last year's election, which of the third-party nominees got

Local Organizations Take the Lead!

As received from the San Mateo Libertarians:

My fellow Libertarians, the LPSM is gaining significant recognition in San Mateo County. I am highly optimistic about the near-term growth of registered and active Libertarians. We need your support **NOW** to capitalize on our efforts. At our November meeting, the following item was acted upon by our Central Committee.

Business:

o Authorized the LPSM to provide up to a \$365 dollar-for-dollar match for a newspaper ad publicizing the LPSM with content to be decided by a committee consisting of Larry Wiener, Rob Fliegler, and Jack Hickey. (7-1-0) J. Hickey
The original motion for \$1000 was amended to \$365. (4-3-0) C. Schmidt
o Rob Fliegler pledged \$365, not counted toward the match, to help fund the ad.

Since then, we have received commitments raising our total budget to \$1035.

I am hoping to raise enough to have two sequential 1/4 page ads placed in all San Mateo County editions of the Independent. This will cost in excess of \$2000.

These ads will lay the groundwork for similar ads in the future, as our successes mount and our candidates are heard.

Send your contribution to
LPSM Lady Liberty
c/o Jack Hickey
243 Ferndale Way
Emerald Hills, CA 94062

The ad will feature a background of the Preamble ("We the People"...) and an image of the Statue of Liberty embedded in the current New York skyline. I will be placing a copy of the ad on my website as soon as it is finalized. But please support our effort now. We need upfront money to place our political ad.

Text will include the following:

Don't Abandon Liberty!
Libertarian Party
San Mateo County

Message from Jack Hickey, Chair:

As the grandson of an Irish immigrant, and a native New Yorker, I took pride in the majestic image of our Statue of Liberty as captured in the otherwise horrific photos of the New York City Skyline.

As we contemplate the future of our country, the reactions to the disaster of September 11 threaten the liberties we hold so dear. It is more important than ever to exercise our voting

rights to choose our leaders at all levels. We must rein in taxing powers which have led to bloated, inefficient government.

In the recent June election, tax measures were defeated as voters responded to Libertarian ballot arguments. We have redoubled our efforts for the November election with 13 ballot arguments and 9 candidates.

By writing ballot arguments, and participating in forums, the Libertarian Party of San Mateo County has provided voters a chance to send another message to politicians and bureaucrats in November's election.

You may recall our efforts in 1999, which resulted in voter rejection of the \$148 million Community College bond measure. Now, emboldened by the reduced (55%) vote requirement, they are back with a \$207 million measure!

Study the ballot arguments and candidates in your Sample Ballot. Visit us at www.LPSM.org and the League of Women Voters at www.SmartVoter.org. Cast informed votes based upon **YOUR** Principles on November 6.

Vote for smaller government!

Jack Hickey, Chair

Libertarian Party of San Mateo County

650-368-5722

Team Candidacies

From the Libertarian Victory Fund:

Asheville Libertarians run in non-partisan race as a "Freedom Team"

Asheville, NC - Dave Goree is running for mayor of Asheville. Bernard Carman and Kevin Rollins are running for Asheville city council. They are calling themselves the "Asheville Freedom Team." They believe that this will help them maximize resources and maximize votes.

The team shares a common brochure, a single website (<http://www.AshevilleFreedomTeam.org>), and has a mountain logo that is on everything that is associated with the campaign. The team members pool their money, friends and supporters to get more done.

Cross-promotion is the key to their "team" strategy.

"Everywhere each of us goes, we promote each other," explained Carman. "That means that each of our names gets out there three times as much."

Goree the race car engineer, Carman the musician and Rollins the college student represent different areas of the community and have separate circles of friends that they are using to get the message out. "Kevin's at the University and has lots of friends over there, Bernard ran 45Cherry [a downtown nightclub] and everyone in Asheville knows him from there and I probably know 75% of the motorcyclists and racers in town," said Goree. "We are trying to get everyone each of us knows involved in this campaign."

Sharing costs is also critical. "We don't have a lot of money

to throw around, so every expenditure that we can share, we do share," said Rollins. "Dr. Milsted came up with the idea of using economies of scale in Libertarian political races. And we're doing it here in Asheville."

Dr. Carl Milsted, the campaign chairman for the Freedom Team and member of the Libertarian National Committee, moved to Asheville to help the Freedom Team economize their efforts. "Over the last couple of years I have been trying to get the LP and LP candidates to save money and maximize results by doing this economies of scales idea. Actually, that's the reason I got on the LNC in the first place," he added.

"This concept is critical for the Libertarian Party to consider," concluded Milsted. "Working together, instead of being a group of cats that don't want to cooperate with each other. "

You can read more about the economies of scale project at <http://www.Quiz2d.com>. -- Asheville Freedom Team

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

Over 310 copies have now been distributed throughout the country!

If you are a Libertarian candidate or campaign activist and you would like a free copy of this publication, please send your request. Contact them at Director@LibertarianVictoryFund.com. 702-657-6573 <http://www.LibertarianVictoryFund.com>

Let Freedom Ring! Libertarian Strategy Gazette

Subscriptions \$13 per year.

Send your money to Carol McMahan,
221 Bumstead Road, Monson MA 01057.

National Party Strategic Analysis

To assist with a report I am preparing, and which will be issued by the political action committee, Vote Libertarian, regarding the topic of running the most effective political campaigns possible, I would appreciate any feedback to the following questions: Does anyone have knowledge of what specific market research, if any, has been done, in the past, before the adoption of membership recruitment efforts, such as Project Archimedes? If such market research was done, are the methods and results of same available for inspection? Has the Strategic Planning Team done or recommended any specific market research to back-up the recommendations contained within the recent SPT report which is not appended to that report? If so, are the methods and results of such market research available for inspection?

By market research I mean any and all studies including but not limited to polling; surveys; focus groups or simple statistical analysis of the potential market. [For example: it is a fact that fewer than 1% of the electorate, in any given election, donates so much as one thin dime to any political campaign and that fewer still contribute to political parties and/or join political parties...this fact is freely and readily available by anyone taking the number of contributors to campaigns and contrasting that total number with the variable number of qualified electors. There have been scholarly studies of the number of contributors who give below the threshold reporting amount at the federal level, \$200.00, and the results of those studies show that the total number of contributors, of all dollar amounts, to all campaigns, all political parties and independents, is still less than 1% of the total electorate, for any specific election cycle.]

Were the aforementioned facts ever considered by members of the LNC and/or responsible parties of the Browne campaigns prior to soliciting and expending contributor dollars? Such studies, which have concluded as above, have been commissioned and/or done by many prestigious groups, such as the Pew Charitable Trusts; and, such studies are freely and readily available to anyone who asks.

Did the LNC or any responsible party ever consider such studies before leaping into earlier schemes like Project Archimedes? If so, what countering evidence was relied upon to dismiss the prevailing wisdom that broadcast advertising alone is not effective as a campaign strategy? Has it ever been discussed by the members of the LNC and/or by any responsible party with the Browne campaigns that there is some possible statistically significant correlation between an increase in dues paying members and increased vote totals for candidates?

Has anyone on the LNC or anyone officially responsible for schemes like Project Archimedes (and the current SPT) ever considered this simple and readily available information be-

fore soliciting potential contributors so as to gain funding for such projects and before committing to spend contributor money on gaining support from a total universe of possible respondents which is far less than 1% of the total electorate? Are such matters now being considered or have they ever been considered in the past--prior to soliciting funds from potential contributors to finance efforts like Project Archimedes and the proposed efforts of the SPT?

Have the members of the LNC or any responsible party of the opposed efforts of the SPT? Also, have the members of the LNC or any responsible party of the two Browne campaigns ever sought and/or submitted any verification or professional documentation that broadcast advertising (free and paid) alone or as the primary "campaign activity", is considered effective as a campaign strategy; i.e.; effective in obtaining electoral support, specifically votes for the candidates? Were tracking polls or any other form(s) of market research ever considered as a necessary ingredient in such plans?

[More specifically and as an example: are there any contemporaneous written plans or research to document the claims made in the '96 campaign cycle, in 1996, in a series of fundraising letters signed by Chairman Dasbach and sent to potential contributors, that there was in actuality any written and vetted plan(s) known as Operation Drumroll and/or Operation Drumbeat, as was represented in that series of fundraising appeals? If so, is that documentation available for inspection?]

Are there any records extant and available, aside from minutes of the LNC, of either the LNC or the two Browne campaigns which demonstrate any deliberations regarding such market research including but not limited to: tracking polling, surveys and focus group studies prior to the time at which funds for same were solicited and expended?

Does the LNC have (or has it ever had in the past) any specific written pattern, practice, plan and/or policy regarding a general and reasonable standard that before funds are solicited or expended, proper care will be exercised to ensure that such fundraising and expenditures will be ethical, as in the money will be used for the purposes for which it is solicited and that when such funds are expended, actual value will be obtained for the expenditure (such "actual value" to be defined as in keeping with the representations made to potential contributors at the time the money was solicited?)

If the LNC does not have such a pattern, practice, plan and policy, why doesn't it? If the LNC has such a pattern, practice, plan and policy, is it available for inspection by any potential contributor? If the LNC has such a pattern, practice, plan and policy, is there any correlative and enforceable requirements which extend to those who rent and/or use the L.P. contributor lists which are under the control of the LNC? Any and all responses can be sent to me at: privacy-matters@msn.com and/or to directaction@yahoo.com
HAVE BIG FUN! In Liberty, John P. Slevin

Electing One Libertarian What Could Be Accomplished

[As sent to us by Sean Haugh of the Libertarian Party of North Carolina.]

A simple question: If we elected a single Libertarian state legislator, or a single Libertarian Congressman, what might he or she hope to do? One way to find out is to take a collection of would-be state legislators, put them in a simulated state legislature, drop a single Libertarian into their midst, and see what follows. That's exactly what happened in South Carolina:

Winning the Budget Busters Game

Howdy friends, since everything's been so quiet here lately, I figured you'd have time to read another one of my long stories, intended for public consumption. I'd like to tell you a story about how one Libertarian legislator just might make a big difference.

When this was written I was enrolled in the Institute for Political Leadership. IOPL is a nonpartisan, nonprofit organization devoted to training future North Carolina candidates and campaign operatives. In 10 weekend sessions over 4 months, 20 promising political novices get some incredible training.

The course covers many aspects of how to run a campaign, such as television, polling, fundraising, and voter identification. Also covered in detail are public policy issues facing NC, and exercises on how to be effective once in office. The goal is to elevate the level of political activity in this state, by producing graduates who run intelligent, positive, issues-oriented, and ethical campaigns. I am the fifth Libertarian to be accepted to the Institute in its 21 years history, and I consider it a great honor and joy to be a part of it.

This weekend, our class exercise was a roleplaying game called "Budget Busters", based on the true-life 1991 budget crisis here in North Carolina. Here's the story: our state Constitution does not allow us to run a deficit. However, when the General Assembly convened that year, it was discovered that due to "recessionary pressures" and greater than expected use of social services, the state was \$800 million in the hole. This figure grew to \$1.2 billion during the course of the game. Our mission was to figure out how in tarnation we would balance this budget.

In the last class, we were given our assignments. Eight of us were named to the Republican-controlled House Finance Committee, 7 to the Democrat-controlled Senate side, and the remaining five were given various lobbying roles. I was named to the Senate committee. So for two weeks, I got to refer to myself as Sen. Sean Haugh (L-Durham). That was just too much fun.

I took this game probably far too seriously. After all, as a Libertarian, what better platform could I have for demonstrating the sickness of runaway govt spending? Here was my chance to show just how we could stop it dead in its tracks. To make a long story short, I burned plenty of midnight oil developing a very detailed plan on just what to eliminate. This plan ended up being 20 pages long, and took three parts.

The Chair of the House committee, in his real life, is employed by the John Locke Foundation, our own little homegrown Cato Institute in Raleigh. He offered their proposal "Changing Course II" as his blueprint for reform. I gratefully accepted this as one of the three parts. I developed further cuts, which comprised a second part.

My real coup was that I did what I was told would be almost impossible. Not only did I procure a real live copy of the 1991-93 NC Budget, I discovered I could **understand** it. The budget document is 7 volumes, weighing about 23 pounds, listing state spending line by tedious line. Bet they didn't count on me being an office manager who understands the language of object codes. Killer dawg! I read the whole damn thing, and I became as one with the budget as I could for two weeks.

This document showed clearly the before and after -- I could see exactly what the real 1991 General Assembly themselves cut. (I also saw what they gave new funding for, but I didn't say a single word about that. If you want to raise spending, then do your own damn research.) That became the third part of my Comprehensive Plan. To be Continued

Stand Up for Liberty!

George Phillies exciting new book of Libertarian Party strategy is now available as an ebook in multiple formats from Third Millenium Publishing, <http://3mpub.com>.

Grassroots Libertarians

dedicated to fixing the Libertarian Party from the bottom up. Now on the web at www.grassroots-libertarians.org.

Our Message: "Just Be Active! Run for Office! Campaign! Help!"

Pioneer Valley

Libertarian Association

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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