# Libertarian Strategy Gazette

Volume 2 Number 10

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October 2002

#### **Errors in Direct Mail**

California Libertarian Activist Richard Ryder has circulated, and now obtained for *Libertarian Strategy Gazette's* use, the following wonderful article on direct mail. With thanks to Richard Ryder, we present

# The 12 Most Common Direct Mail Mistakes... And How to Avoid Them

Successful direct mail doesn't depend on fancy, four-color design or "creative" copy. by Robert W. Bly

#### **Summary:**

Mistake No. 1: Ignoring the most important factor in direct mail success--the mailing list

Mistake No. 2: Not testing.

Mistake No. 3: Not using a letter in your mailing package.

Mistake No. 4: Features vs. Benefits.

Mistake No. 5: Not having an offer.

Mistake No. 6: Superficial copy.

Mistake No. 7: Saving the best for last.

Mistake No. 8: Poor follow-up.

Mistake No. 9: The magic words.

Mistake No. 10: Starting with the product - not the

prospect.

Mistake No. 11: Failing to appeal to all five senses.

Mistake No. 12: Creating and reviewing direct mail by

committee.

#### Mistake No. 2: Not testing.

Big consumer mailers test all the time. Publishers Clearing-house tests just about everything...even (I hear) the slant of the indicia on the outer envelope.

Business-to-business marketers, on the other hand, seldom track response or test one mailing piece of list against another.

As a result, they repeat their failures and have no idea of what works in direct mail - and what doesn't. A mistake. In direct mail, you should not assume you know what will work. You should test to find out.

For example, copywriter Milt Pierce wrote a subscription package for Good Housekeeping magazine. His mailing became the "control" package for 25 years. That is, no package tested against it brought back as many subscriptions.

The envelope teaser and theme of that successful mailing

[Direct Mail] (Continued on page 6)

### Opinions Liberty Volunteer

LNC Alternate Bonnie Scott writes us about the possibility of reviving the LPUS Publication Liberty Volunteer.

What is Liberty Volunteer? It's mentioned in the LP Policy Manual as one of our publications, an activist newsletter: http://archive.lp.org/lnc/pm/20011014.html(excerpts below)

Does it exist? It was published for a while during the '94-'98 time period. Archives can be found at http://archive.lp.org/lit/lv/ and the latest (undated) issue is found here: http://www.lp.org/services/lv/

What was its mission? As stated on that page: The Libertarian Volunteer is a newsletter by and for Libertarian activists. Our focus can be summed up in just two words: "What works" -- politically, that is. Our job is to bring you information about effective political and campaign techniques (drawing on the knowledge of LP activists and political professionals). Plus, we'll share tips and suggestions you can use immediately. Our goal: To help you help the LP succeed -- at the state and local level, and in campaigns.

What happened to it? No money, no time, no content? Those are just my guesses, I haven't asked. The issues that were produced are great--but they seem so ambitious that the obvious reason for them ending seems like burnout on the editor's part. The content comes from some of the places you'd expect: Cloud, other libertarian writers, et al., but many are unsigned, making me think it was mostly the editor(s?)--Bill Winter? Kudos to the authors/ editors of those issues, in any case: they're chock-full.

Why revive L\*Vol? I think that we need a stronger team of grassroots volunteers, at least in some states, and that a Liberty Volunteer publication fitting the above definition (the mission) could help.

What do I envision? I helped out with Indymedia.org for a while, so what I'm describing is not utopian:I've actually seen something similar work. But feel free to describe anything you think is a better, sustainable model.

I envision a publication run by an editorial team consisting of one Volunteer Editor from each LP region. I envision this team of ten people self-forming, drawing up an agreement with LNC, Inc, and getting an issue's worth of content to LNC staff(1) every two months(2), who will forward it along to the printer and mail house and send it to our members (and other targeted folks if/when possible). I envision a sim-

[Editorial] (Continued on page 2)

ple, non-glitzy newsletter (similar in size to George Phillies' *Let Freedom Ring!*, for those who have seen that), that has tips and success stories from activism in as many of the states as we can fit in.

Have you seen the USA Today "roundup" section, or whatever they call it?

There's a sentence about each of the fifty states. Imagine having that for the LP, highlighting activist work... including our affiliates in PR and other countries who submit summaries. (Via an easy web form, naturally.)

(I envision getting Spanish versions out, too, with Volunteer translators--IndyMedia does it!)

Tools? Indymedia's newswire is well-known. It's not quite the leftist equivalent of FreeRepublic.com--I would give that title to CommonDreams.org. It's the anarcho-leftist version of Slashdot, which is tech-oriented. See http://dc.indy media.org/ or http://nyc.indymedia.org/ or check out http://www.indymedia.org/ for a city near you. It's all-volunteer activist news, and it's been growing steadily since "The Battle of Seattle."

The Strategic Planning Team suggested that we have a similar site that was \*libertarian.\* I think that's a great idea. One way to manage Liberty Volunteer COULD be to have an open-source, web-based newswire like that for people to post stories, then the editorial team could cull articles from there, do the layout, and get it sent out in various formats-text email, PDF, and paper, for those who prefer that. That's sort of how the IndyMedia print team works: they use a bunch of newswire stories, but they also write their own features, and solicit some from people who become de facto members of the editorial team. OK, OK, they call it an editorial collective, but I always would tell them that I preferred to call it a "group of voluntarily-cooperating individuals!" So, that would be a more open arrangement, less work for the Volunteer editors. That openness is great for generating website content, but not really "legit" enough to sign an agreement promising to send the LNC bimonthly issues independently, I don't think. :-) Thus the ten-member editorial team, to be the "responsible" parties and have the final editorial decision-making for the print version. (All articles are available on the website, and "inappropriate" ones aren't deleted, but hidden and available if a reader looks for it, the way indymedia does it.)

(1) right now, Liberty Volunteer is defined as a publication that gets reviewed by the Advertising & Publication Review Committee of the LNC. If it's outsourced (i.e., not done by paid LP staff), that could be up for negotiation, \_I\_ should think. OTOH, the editors might not mind an occasional suggestion. If it were up to me, I'd leave it up to them, EX-CEPT...hmmm, maybe it should just go through the Committee while LNC, Inc. is still subsidizing any of the production costs. Once a team can take it to self-sufficiency,

they no longer have to pass it by the Committee. Can people live with that model? (more below on that) (2) if it could come out every other month, we could interleave it with LP News, and have one going to every member's house each month (if they are not on "reduced mail"), alternating months.

I've seen this volunteer model work with indymedia.org already. (They even raise money for printing 10,000 print newsletters, and DON'T take ads. They also don't have mailing costs.)

Would it really be \_volunteer\_ for a Libertarian publication?

That's up to the ten people who get together and make a proposal. I've phrased it that way, because it could work that way, and there might not be enough ad revenue to pay folks or even cover costs in the beginning. I think that ten people who care enough can actually be found. (Can find each other and come forward, is my hope, actually--I'm such an optimist.)

Our financial situation is terrible at the national LP. We can't afford to pay anyone to CREATE this publication, but I think a good case could be made for laying out some money to print and mail this publication if great content could be provided without paying anyone. Perhaps the publication could be given two years or so to get financially on its own feet (self-sufficient at covering its costs). It wouldn't be, in the beginning, so some real Liberty Volunteers would have to come forward. (If they don't, the idea wasn't worth it in the first place, and someone should propose a different business model. I won't be offended if you offer alternative ideas.)

What IS my business model? I don't see any sign of ads in the online Liberty Volunteer issues, just "notices," which I wouldn't include in my ideal Liberty Volunteer. (But again, I'd leave it up to the people who actually came forward.) The LNC Policy Manual forbids classified ads! I envision one class of ads for Liberty Volunteer-- ads calling for volunteers! (Wow!) Candidates and people with project ideas can take out small text-only ads at \$5/word or something (it's up to the people making the proposal). We could devote a page to those ads, in the "B&W, all text except a small logo, no-frills newsletter" for our Liberty Volunteers...or whatever people think is the best way to go about it.

Would it have to be ten people? No, of course not, but I think that a team with one person from each region (plus a correspondent from each other country that participates?) would be a stable model that could survive some turnover and fluctuating availability of its members. Feel free to propose something else you think would work and be dependable. Maybe an ad sales Volunteer would be a separate position, maybe it would be one of the regular editors. It's up

to you. Please let us all know your ideas for "Liberty Volunteer." (And who you'd nominate as a Volunteer Editor for which region.) Let's really use this list productively...

...Bonnie Scott

#### Why Run?

Bill Woolsey <wwoolsey@comcast.net> answers the question ...Why enter a race you have no chance to win?

To build Libertarian voter identification to develop a base of support for future victories.

To identify Libertarians for GOTV efforts, contributors, volunteers, and candidates.

Polling suggests that just under 20% of voters have a generally libertarian perspective on policy. They want smaller government and don't want government promoting traditional moral values. (Yes, the questions could be tweaked a bit to better get at what we want.) About 14% fit in the libertarian quadrant given the Advocates questions—they take enough hardcore libertarian or noncommittal positions on personal and economic issues to add up to 60% for each.

How do we communicate to such people that they are libertarian and the Libertarian Party is for them? How do we find those who we have convinced and obtain contact information so that we can call them for their votes (especially in winnable nonpartisan races), recruit them as candidates, contributors, and volunteers?

I believe that the best way to do this is to have a Libertarian candidate for partisan office go door-to-door with voter list in hand. A push card or brochure that says Libertarian and \_briefly\_ outlines a program that is bold in promoting both personal and economic liberty by \_major party standards\_. People who volunteer that they are already Libertarian or who look at the brochure and claim to like it--those folks should be marked down on the voter list.

The second best approach is the same as above but with the door-to-door being done by a person living in the neighborhood for the Libertarian candidate.

The third best approach is for the candidate to hand out brochures in a public place. While a system for getting contact information on the spot is good, it isn't all that realistic. The material distributed should have a way to contact the campaign.

The fourth best approach is volunteers doing as above in a public place.

And finally, the mass media. Contact information is a must here as well, but don't expect much.

Similar activities can be undertaken to promote the Liber-

tarian Party, but none of those are as effective as having a campaign and a candidate. I oppose any mass media not associated with a campaign and a candidate. In my opinion, this sort of activity should be secondary to serious races for winnable office.

And there is a tremendous trade-off between the best races for building Libertarian voter id (universal coverage of state legislature seats?) and running serious races for winnable office (nonpartisan town council or school board.)

Running high level offices greatly decreases the proportion of voters directly reached by the candidate. This leaves the \_much\_ inferior efforts of volunteers. And these are volunteers that are needed to help in serious races for winnable office.

While "none of the above" is a possibility at the Presidential level and in some states for various offices, it isn't possible in other states. Further, it is not politically possible in the LP.

For these reasons, I think it is important to choose as a partisan candidate for high-profile offices someone who understands than winnable races are the priority. Rather than trying to make their efforts the center of Libertarian activity, they will travel about and encourage local libertarians to volunteer and support their local races. If no such races exist, then they will encourage the sort of grass roots activity that is similar to what needs to be done in serious races for winnable office.

Sure, we should try to have candidates who will look good and be articulate for the occasional mass media appearances--the debates and such. But be realistic about what such things will accomplish. Some good, of course.

...Bill Woolsey

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**Pioneer Valley Libertarian Association** 

#### **Ultra-Cheap TV Ads**

AT&T Media Services, as a public services, is selling political ad space on their Cable outlets. The ads cover all hours of the day and night, on networks such as ESPN, TLC, Lifetime. A thirty second spot for a district (locally, ca. 3 of these in a Congressional District) on one channel runs \$2-4. They have production support. I do not have out-of-Massachusetts contact data.

#### **Oregon-Alternative View**

George,

I was recently given a copy of your Libertarian Strategy Gazette and was disheartened to read the piece relating to the Libertarian Party of Oregon and how they supposedly handle bad activists. The Mainstream Liberty Caucus which was profiled in the piece isn't all it pretends to be. I'm not going to deny that there are and have been bad activist outside of the MLC, but there are some inside it as well.

First off the central characters making up the officers of the MLC have been around for some time and they have had an opportunity to improve their PR skills. Without running through the litany of their actions I think it is important to point out that one of the organization's founders, Mr. Richard Burke, has supported Republican candidates at the expense of Libertarian candidates in the recent past and has the dubious distinction of trying to get a large number of LPO members ruled ineligible to participate in the 1996 convention. Mr. Burke now runs the LPO as its Executive Director.

Under the leadership of the MLC the LPO's membership has gone from about 650, or 700 when it adopted the UMP to about 370 today. There are little, or no funds to help jump-start candidate's campaign. The last three business convention have been held far from the Portland area, which is the population center of the state. And attendance at each of these has steadily declined. It was 48 people at the last one. The nominating convention which was held in Portland on Saturday, July the 20th, had a turnout of 56 people with 32 casting votes for the gubernatorial candidate. Two votes were for NOTA and the others didn't vote. There are some 14,000 registered Libertarian voters in the State of Oregon. As the hair of the largest county organization in the party and a non MLC member I have had just two referrals for the 800 phone number in the past four years.

## Let Freedom Ring! Libertarian Strategy Gazette

Subscriptions \$15 per year. Send your money to Carol McMahon, 221 Bumstead Road, Monson MA 01057. There are a lot of people who have been lead to believe that the MLC is doing the good work of getting the LPO out in front on the political field, both within and outside of the MLC, and there have been some things that have happened that are to the LPO's benefit, but in the end it is still a secret organization that collect the dues of non MLC members through the national UMP program and uses them to the disadvantage of those people, which is quite possibly a misuse of those dues.

I cannot stress enough how important openness is to the political process, both nationally and within our own party and the MLC is not inclined to openness. The results have shown that the impact of that type of business is not conducive to building for the future.

Thank you,

Michael Wilson, Chair, Libertarian Party of Multnomah County, Portland, OR

#### The Road To Victory

While cleaning my house this weekend, I came across an article I hadn't seen for some time.

It was a cheap black nylon-and-polyester handbag I received at the 1998 Libertarian National Convention. Bearing a vivid imprint of the U.S. Capitol's dome, large, gaudy white-and-red letters appeared on it:

THE ROAD TO VICTORY Libertarian National Convention 1998 Washington, D.C.

And what a Road that convention was. Complete with a 1/50 scale model of the U.S. Capitol on stage, the 1998 National Convention had most of the trappings of a real political gathering -- sleazy backroom deals, vicious internal campaigning, the seduction of innocent delegates from states like Connecticut, Maine, and Oregon by political operatives in the Hotel Bar, lurid promises of 100,000 or more donors (adroitly referred to as "members" by the party leadership) by David Bergland's campaign, Harry Browne near tears on the podium as he passionately endorsed Bergland and decried Negative Campaigning.

The bag went into the trash with a lot of other junk. What could I possibly need it for now?

Sitting on the sidelines looking at the LP circa 2002, a mere four years later ... with donor totals under 27,000 and sinking fast, scandals enveloping the party, the heady days when that bag was packed full of LP literature at the Washington Convention Center seem long ago indeed.

So, in light of the dismal election returns reflected below (the Libertarian candidate for Governor of New Jersey, one of the nation's most populous states, received a mere 0.22% of the vote!), what has the LP had to say on its web site about its electoral successes?

- \* Ballot Access News says the LP is the nation's "most successful" third party in the last 50 years -- but you have to click further into the site to read that the assessment of "success" was based upon the number of gubernatorial and U.S. Senate candidates the party has fielded.
- \* A whopping "8% of talk radio listeners support Libertarian Party, says new survey." Only 8%?
- \* An African immigrant named John F. Kennedy is running for the Florida State House as a Libertarian.
- \* The LP claims that less government will magically mean less terrorism.

The party's almost over, folks -- literally. The party I and many others sweated bullets over and into which many of us invested thousands of dollars and hours has turned into a leaky rowboat rushing toward a waterfall.

Presidential-campaign scandals. Pathetic (almost comical) vote totals. Foundering leadership. Plunging levels of donors. It all adds up to doom, my friends.

Right now, as a registered Republican, I feel like an older brother watching his sibling waste away from drug and alcohol abuse -- I love him and what he stands for, I can see the end result of his behavior, but there's not a goddamn thing I can do about it.

Unless something happens quickly, the Libertarian Party will collapse under its own weight. One can already hear the superstructure groaning.

For the second time, George Phillies' throw-the-bastards-out campaign for National Chair failed. Yet, this time around, it should be more than apparent that the time has come to throw the money-changers out of the temple. Those who have used the Libertarian Party for their

personal gain have cast dark clouds of doubt and dismay over the Party and its ideals, thereby alienating its supporters.

Geoff Neale, the new National Chair of the party, needs to dispel these clouds and give the Libertarian Party the organizational transparency it has always needed.

It would be nice if Neale would do some or all of the following to save the party. He probably won't, but what the heck:

- 1. Immediately fire all staff having any connection with Perry Willis, Jack Dean and his business Web Commanders, Michael Emerling Cloud, David Bergland, or Sharon Ayres.
- 2. Retain the services of an independent auditor to examine the financial activity of the Libertarian Party from 1994 to the present, particularly vis-a-vis the 1996 and 2000 incarnations of the Harry Browne for President Campaign as well as any and all dealings with the various Michael Cloud/Carla Howell political entities: Carla Howell for U.S. Senate, Michael Cloud for U.S. Senate, Carla Howell for Massachusetts Governor, and The Committee for Small Government. This would include a careful

investigation into George Phillies' allegations that certain preferred renters of the LP's mailing list, such as Harry Browne, were allowed to do so at either a discounted rate or were permitted to make late payments.

- 3. To the extent the independent audit reveals any wrongdoing, including, but not limited to, laundering of campaign or LP funds to or from Perry Willis, the Harry Browne Campaign, or any other entity, file suit against the responsible parties, demanding an accounting as well as disgorgement of profits.
- 4. Terminate the contract of National Director Stephen Dasbach. His tenure since 1998 has been characterized by nothing but sharply reduced numbers of paying donors and ceaseless scandal. By now it should be clear to all Libertarians that his employment in 1998 by David Bergland was nothing but pure cronyism.
- 5. Make restitution to Gene A. Cisewski for his legal and other expenses in connection with the mindless retaliatory lawsuit brought against him by the LNC some years ago which resulted in his financial destruction. (Of course, Mr. Cisewski has had the last laugh, having been recently elected to office as a Libertarian in Wisconsin!)

I love liberty, and I care for its protectors and defenders -- including my friends in the LP. And so, my friends, speaking as one standing on the outside looking in, I'll tell you this: if you don't act now, the party will quite literally be over, and sooner than later at that

Yours in liberty,

Michael L. Sensor

Attorney at Law, Political Junkie & Son of Liberty Wilmington, Delaware

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Subscribe to Let Freedom Ring! Only \$13 a year to Carol McMahon, 221 Bumstead Road, Monson MA 01057 Checks Payable "PVLA", please.

# The Bonus Pages Available Only Electronically This Month

We have located a huge list of Libertarian Internet links from local, state, and national groups and Libertarian organizations in foreign countries.

You should all thank Joe Dehn for his indefatigable work in support of the Libertarian party in compiling this list

The list is available electronically at www.dehnbase.org or in .pdf format for those who dislike screen reading as the supplement pages attached to the electronic edition of this issue of Libertarian Strategy Gazette at www.cmlc.org/pubs/lsg1002.com

was "32 Ways to Save Time and Money." Yet, Mr. Pierce says that when he applied the same theme to subscription mailings for other magazines - Science Digest, Popular Mechanics, House Beautiful - it failed miserably.

"There are no answers in direct mail except test answers," says Eugene Schwartz, author of the book, "Break-through Advertising." "You don't know whether something will work until you test it. And you cannot predict test results based on past experience."

# Mistake No. 3: Not using a letter in your mailing package.

The sales letter - not the outer envelope, the brochure, or even the reply form - is the most important part of your direct-mail package.

A package with a letter will nearly always out pull a postcard, a self-mailer, or a brochure or ad reprint mailed without a letter.

Recently, a company tested two packages offering, for \$1, a copy of its mail-order tool catalog. Package "A" consisted of a sales letter and reply form. Package "B" was a double post-card. The result? "A" out pulled "B" by a 3-to-1 ratio. Why do letters pull so well? Because a letter creates the illusion of personal communication. We are trained to view letters as "real" mail, brochures as "advertising." Which is more important to you?

#### 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!
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#### 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
Brought to you by www.excell.net.
Libertarian owned—Libertarian operated
Provider of internet services



#### LIBERTARIAN MAILING LISTS

(As reported on lpus-misc@dehnbase.org)

Selected News and Announcements Lists

libertynow@free-market.net Freedom News - daily digest of news and commentary www.free-market.net/features/lists/

announce@lp.org Libertarian Party - official public announcements www.lp.org/action/email.html

PUS@dehnbase.org Libertarian Party business - news and announcements www.dehnbase.org/lpus/

clips@theadvocates.org Libertarian Clips (daily news clippings) www.self-gov.org/clips/

LP-Related National Discussion Lists

LPUS-MISC@dehnbase.org Libertarian Party business - miscellaneous www.dehnbase.org/lpus/

LP - campaigns LPUS-CAMP@dehnbase.org Libertarian Party business - campaigns (other than pres/VP) www.dehnbase.org/lpus/

LPUS-PRES@dehnbase.org Libertarian Party business - presidential campaigns www.dehnbase.org/lpus/

smith2004-discuss@topica.com L. Neil Smith for President 2004 www.topica.com/lists/smith2004-discuss/

LP - platform and positions LPUS-PLAT@dehnbase.org Libertarian Party Platform www.dehnbase.org/lpus/

LPUS-PROG@dehnbase.org Libertarian Party business - the LP Program www.dehnbase.org/lpus/

LP - strategy GroundUpLibs@yahoogroups.com "all politics is local" groups.yahoo.com/group/GroundUpLibs/

LP2000@yahoogroups.com "a caucus to develop, analyze and discuss strategic plans" groups.yahoo.com/group/LP2000/

LPUS-PLAN@dehnbase.org Libertarian Party business - strategic planning www.dehnbase.org/lpus/

LP - tactics and tools

LPUS-DATA@dehnbase.org Libertarian Party business - databases www.dehnbase.org/lpus/

LPUS-PUBS@dehnbase.org Libertarian Party business - newsletters and other publications www.dehnbase.org/lpus/

LPUS-TV@dehnbase.org Libertarian Party business - television/video www.dehnbase.org/lpus/

LPUS-WWW@dehnbase.org Libertarian Party business -

world wide web www.dehnbase.org/lpus/

Other National Discussion Lists by Topic

culture

libertarian\_culture@yahoogroups.com spreading libertarian ideas through art, music, television, etc. groups.yahoo.com/group/libertarian\_culture/

libfic-l@yahoogroups.com

Libertarian Fiction - discussion of authors and literature groups.yahoo.com/group/libfic-l/

drug war

cp3@yahoogroups.com Constitutional Patriots Opposing Prohibition groups.yahoo.com/group/cp3/

drchemp@drcnet.org
Drug Reform Coalition discussion - industrial hemp
www.drcnet.org/lists.html

drctalk@drcnet.org Drug Reform Coalition www.drcnet.org/lists.html

medmj@drcnet.org

Drug Reform Coalition discussion - medical marijuana

www.drcnet.org/lists.html

economics

hayek-l@maelstrom.stjohns.edu Hayek related research maelstrom.stjohns.edu/archives/hayel-l.html

education

SepSchool@yahoogroups.com separation of school and state groups.yahoo.com/group/SepSchool/

election laws

LibPR@yahoogroups.com Libertarians discuss proportional representationgroups.yahoo.com/group/LibPR/

ethnic/languageBlack\_Libertarians@yahoogroups.com groups.yahoo.com/group/Black\_Libertarians/

HispanicLibertarians@yahoogroups.com groups.yahoo.com/group/HispanicLibertarians/

foreign policy libs4peace@yahoogroups.com groups.yahoo.com/group/libs4peace/

organize-libs4peace@yahoogroups.com groups.yahoo.com/

group/organize-libs4peace/

free regions

freestateproject@yahoogroups.com
Free State Project (a USA state)
groups.yahoo.com/group/freestateproject/

libertarian-nation@yahoogroups.com Libertarian Nation Discussion Group groups.yahoo.com/group/libertarian-nation/

nation-builders@yahoogroups.com "new, free nations not tied to existing States" groups.yahoo.com/group/nation-builders/

future

libfut@ifi.uio.no Libertarian Futurists folk.uio.no/thomas/lists/libfut.html

gay/lesbian

GayLibertarians@yahoogroups.com groups.yahoo.com/group/GayLibertarians/

GLIL@yahoogroups.com groups.yahoo.com/group/GLIL/

OutrightLibertarians@yahoogroups.com groups.yahoo.com/group/OutrightLibertarians/

other political parties

GOP-Liberty@yahoogroups.com "conversation amongst libertarian and other pro-liberty Republicans" groups.yahoo.com/group/GOP-Liberty/

LPUS-DROP@dehnbase.org Libertarian Party business - other political parties www.dehnbase.org/lpus/

philosophy/religion

christlib@reveile.org Christianity and Libertarianism www.reveile.org/christlib/listdocs/

JewishLibertarians@yahoogroups.com groups.yahoo.com/group/JewishLibertarians/

libertarian-baptists@yahoogroups.com groups.yahoo.com/group/libertarian-baptists/

pagolibertarian@yahoogroups.com Pagan and other old religions groups.yahoo.com/group/pagolibertarians/

self defense

firearms-alert@yahoogroups.com groups.yahoo.com/group/firearms-alert/

pinkpistols@ yahoogroups.com groups.yahoo.com/group/pinkpistols/

students

LPCampusActivist@yahoogroups.com "the mechanics of campus activism and outreach" groups.yahoo.com/group/LP-CampusActivist/

veterans

LibVets@yahoogroups.com veterans concerns and recruiting veterans groups.yahoo.com/group/LibVet/

women

LibertarianWomen@yahoogroups.com "reaching out to the women of America with the libertarian message" groups.yahoo.com/group/LibertarianWomen/

liberty53000@groups.yahoo.com Ladies Talk Liberty groups.yahoo.com/group/liberty53000/

libfem@ifi.uio.no Libertarian Feminists folk.uio.no/thomas/lists/libfem.html

lp\_women@yahoogroups.com "Libertarians who selfidentify as women in their daily life are welcome" groups.yahoo.com/group/lp\_women/

Miscellaneous National Discussion Lists

activist-talk@libertarianactivist.org (to join mail to Libertarian-Activist-on@libertarianactivist.org)

American\_Liberty@yahoogroups.com "freedom, liberty, anarcho-capitalism, libertarian, conspiracy, ..." groups.yahoo.com/group/american\_liberty/

LibertarianDebate@yahoogroups.com groups.yahoo.com/group/LibertarianDebate/

libertarianexchange@yahoogroups.com "explore libertarian thought and expose the flaws in collectivist logic" groups.yahoo.com/group/libertarianexchange/

LibertyBandwagon@yahoogroups.com In Pursuit of Liberty and Respect for All groups.yahoo.com/group/LibertyBandwagon/

millenniumlibertarians@yahoogroups.com "a place to discuss the future of Libertarianism" groups.yahoo.com/group/millenniumlibertarians/

thelibertarianclub@yahoogroups.com "holding the line against big government" groups.yahoo.com/group/thelibertarianclub/

Region/State/Local Lists by Location

USA - southeast LNCSouthEast@yahoogroups.com groups.yahoo.com/group/LNCSouthEast/

USA - midwest

LP7@yahoogroups.com groups.yahoo.com/group/LP7/

USA - New England

pinkpistols-ne@yahoogroups.com Pink Pistols - New England groups.yahoo.com/group/pinkpistols-ne/

Alabama

lpa-announce@yahoogroups.com groups.yahoo.com/group/lpa-announce/

lpa-activists@yahoogroups.com groups.yahoo.com/group/lpa-activists/

lpa-discuss@yahoogroups.com groups.yahoo.com/group/lpa-discuss/

Arizona

lpaz-announce@yahoogroups.com groups.yahoo.com/group/lpaz-announce/

lpaz-discuss@yahoogroups.com groups.yahoo.com/group/lpaz-discuss/

Arizona - Pima County libertarians-announce@listserv.arizona.edu

University of Arizona libertarians@listserv.arizona.edu University of Arizona

California

announce@ca.lp.org LP of California - official public announcements www.ca.lp.org/

LPC@dehnbase.org LP business in California - news and announcements www.dehnbase.org/lpc/

ca-firearms@yahoogroups.com discussions of firearms legislation and issues groups.yahoo.com/group/ca-firearms/

ca-liberty@yahoogroups.com California Libertarian News and Discussion groups.yahoo.com/group/ca-liberty/

LPC-CAMP@dehnbase.org LP business in California - campaigns www.dehnbase.org/lpc/

LPC-EXCOM@dehnbase.org LP business in California - LPC Executive Committee www.dehnbase.org/lpc/

LPC-LOCAL@dehnbase.org LP business in California - local organizations www.dehnbase.org/lpc/

LPC-MEM@dehnbase.org LP business in California - membership www.dehnbase.org/lpc/

LPC-MISC@dehnbase.org LP business in California - miscellaneous www.dehnbase.org/lpc/

LPC-PLAN@dehnbase.org LP business in California - planning www.dehnbase.org/lpc/

LPC-PLAT@dehnbase.org LP business in California - platform www.dehnbase.org/lpc/

LPC-PROP@dehnbase.org LP business in California - ballot propositions www.dehnbase.org/lpc/

lpcppsc@yahoogroups.com LPC Political Prisoner Support Committee groups.yahoo.com/group/lpcppsc/

westcoastlibertarians@yahoogroups.com groups.yahoo.com/group/westcoastlibertarians/

California - northern

ba-liberty@yahoogroups.com Bay Area Libertarian News and Discussion groups.yahoo.com/group/ba-liberty/

NorCalLibertarians@yahoogroups.com groups.yahoo.com/group/NorCalLibertarians/

California - Alameda County and Contra Costa County

eblp@yahoogroups.com East Bay Libertarian Party (LPC Region 1) groups.yahoo.com/group/eblp/

California - Contra Costa County

cal-libertarians@yahoogroups.com University of California at Berkeley groups.yahoo.com/group/cal-libertarians/

California - Los Angeles County

lplacregion65@yahoogroups.com LPC Region 65 - Southeast L.A. groups.yahoo.com/group/lplacregion65/

California - Orange County

LPOC-Announce@lpoc.org LP of Orange County (LPC Region 30) - announcements www.lpoc.org/pg-mailing\_list.html

LPOC-Echo@lpoc.org LP of Orange County (LPC Region 30) - discussion www.lpoc.org/pg-mailing\_list.html

PinkPistolsOrangeCountyCA@yahoogroups.com Pink Pistols - Orange County groups.yahoo.com/group/PinkPistolsOrangeCountyCA/

California - Sacramento County

sac-LPS@yahoogroups.com LP of Sacramento County (LPC Region 34) groups.yahoo.com/group/sac-LPS/

California - San Bernardino County

sbclp@yahoogroups.com San Bernardino County LP (LPC Region 36) groups.yahoo.com/group/sbclp/

California - San Diego County

sdlp@sdlp.org LP of San Diego County (LPC Region 37) - announcements www.sdlp.org/getinvolved/joinemail.cfm

sd-libchat@sdlp.org www.sdlp.org/getinvolved/joine-mail.cfm

California - San Francisco

announcements@lpsf.org LP of San Francisco (LPC Region 38) - announcements www.lpsf.org/

activists@lpsf.org LP of San Francisco (LPC Region 38) - activist list www.lpsf.org/

general@lpsf.org LP of San Francisco (LPC Region 38) - general discussion www.lpsf.org/

California - San Mateo County

LPSM-Announce@yahoogroups.com LP of San Mateo County (LPC Region 42) - announcements groups.yahoo.com/ group/LPSM-Announce/

LPSM-Discuss@yahoogroups.com LP of San Mateo County (LPC Region 42) - discussion groups.yahoo.com/group/LPSM-Discuss/

California - Santa Clara County

LPSC@dehnbase.org LP of Santa Clara County (LPC Region 43) - announcements www.dehnbase.org/lpsc/

LPSC-MISC@dehnbase.org LP of Santa Clara County (LPC Region 43) - discussion www.dehnbase.org/lpsc/

California - Santa Cruz County

LPCASZ@yahoogroups.com LP of Santa Cruz County (LPC Region 44) groups.yahoo.com/group/LPCASZ/

California - Ventura County

lpvc@yahoogroups.com LP of Ventura County (LPC Region 56) groups.yahoo.com/group/lpvc/

Colorado

CLOP@yahoogroups.com Colorado Libertarian and Objectivist Personals groups.yahoo.com/group/CLOP/

pinkpistolscolorado@yahoogroups.com groups.yahoo.com/group/pinkpistolscolorado/

Colorado - Adams County

adamscolp@yahoogroups.com groups.yahoo.com/group/adamscolp/

Colorado - Boulder County | lpboulder@yahoogroups.com groups.yahoo.com/group/lpboulder/

Colorado - Jefferson County Jefco\_Mtn\_LP@topica.com www.topica.com/lists/Jefco Mtn LP/

Connecticut lpct-activist@lpct.org www.lpct.org/BeAnActivist.html

Delaware LPD-announce@yahoogroups.com groups.yahoo.com/group/LPD-announce/

LPD@yahoogroups.com groups.yahoo.com/group/LPD/

District of Columbia LP-DC@yahoogroups.com groups.yahoo.com/group/LP-DC/

libertarians-dc@yahoogroups.com groups.yahoo.com/group/libertarians-dc/

LP-DC-discuss@yahoogroups.com groups.yahoo.com/group/LP-DC-discuss/

Florida lpfannounce@yahoogroups.com groups.yahoo.com/group/lpfannounce/

lpf@yahoogroups.com groups.yahoo.com/group/lpf/

Florida - Broward County LP-Broward@yahoogroups.com groups.yahoo.com/group/LP-Broward/

Florida - Hillsborough County lphc-talk@yahoogroups.com groups.yahoo.com/group/lphc-talk/

lphc@yahoogroups.com groups.yahoo.com/group/lphc/

Florida - Seminole County lpfscannounce@yahoogroups.com groups.yahoo.com/group/lpfscannounce/

lpfsc@yahoogroups.com groups.yahoo.com/group/lpfsc/

Georgia

announce@lpgeorgia.com www.lpgeorgia.com/email-signup.php?list=announce

activist@lpgeorgia.com www.lpgeorgia.com/emailsignup.php?list=activist

GeorgiaLibertarians@yahoogroups.com groups.yahoo.com/group/GeorgiaLibertarians/

Georgia - Altanta

PinkPistolsofMetroAtlanta@yahoogroups.com groups.yahoo.com/group/PinkPistolsofMetroAtlanta/

Hawaii

lph-announce@topica.com www.hi.lp.org/email.htm

lph-discuss@topica.com www.hi.lp.org/email.htm

Idaho

LP-Idaho\_announce@yahoogroups.com groups.yahoo.com/group/LP-Idaho\_announce/

Idaho\_Libs@yahoogroups.com groups.yahoo.com/group/Idaho\_Libs/

Illinois

LPI-announce@yahoogroups.com groups.yahoo.com/group/ LPI-announce/

il-liberty@topica.com www.topica.com/lists/il-liberty/

liberty-in-illinois@topica.com www.topica.com/lists/liberty-in-illinois/

Illinois - central

uiuc-libertarians@yahoogroups.com University of Illinois at Urbana-Champaign College Libertarians groups.yahoo.com/group/uiuc-libertarians/

Illinois - Chicagoland LPI-Chicago@yahoogroups.com groups.yahoo.com/group/LPI-Chicago/

PinkPistols-Chicago@yahoogroups.com groups.yahoo.com/group/PinkPistols-Chicago/

Illinois - DuPage County LPI-DuPage@yahoogroups.com groups.yahoo.com/group/LPI-DuPage/

Illinois - Lake County LPI-Lake@yahoogroups.com groups.yahoo.com/group/LPI-Lake/

Indiana lpin@yahoogroups.com groups.yahoo.com/group/lpin/

IndianaLibertarianDiscuss@yahoogroups.com groups.yahoo.com/group/IndianaLibertarianDiscuss/

LP-IN@yahoogroups.com groups.yahoo.com/group/LP-IN/

Iowa

LPIA@fusiondot.com www.lpia.org/

Iowa - east lib-iowa@yahoogroups.com groups.yahoo.com/group/lib-iowa/

Kentucky libertyky@yahoogroups.com groups.yahoo.com/group/libertyky/

Louisiana LouisianaLibertians@yahoogroups.com groups.yahoo.com/group/LouisianaLibertarians/

Maryland

MDLP-Announce@yahoogroups.com

groups.yahoo.com/group/MDLP-Announce/

MDLP-NEWS@yahoogroups.com groups.yahoo.com/group/MDLP-NEWS/

MDLP@yahoogroups.com groups.yahoo.com/group/MDLP/

Massachusetts

announce@lpma.org www.lpma.org/announce.htm

campus@lpma.org www.lpma.org/announce.htm

MA-LIBERTY@yahoogroups.com groups.yahoo.com/group/MA-LIBERTY/

masslp@yahoogroups.com groups.yahoo.com/group/masslp/

Massachusetts - west liberty\_1st@excell.net

Massachusetts - Boston freeboston@topica.com
Boston Objectivist Network www.topica.com/lists/free-boston/

Michigan

lpm-discussion@yahoogroups.com groups.yahoo.com/group/lpm-discussion/

Minnesota

minnlib-announce@yahoogroups.com groups.yahoo.com/group/minnlib-announce/

minnlib-discuss@yahoogroups.com groups.yahoo.com/group/minnlib-discuss/

Missouri molp@yahoogroups.com groups.yahoo.com/group/molp/

Nevada announce@lpnevada.org www.lpnevada.org/list-serv.htm

discuss@lpnevada.org www.lpnevada.org/listserv.htm

New Hampshire

nhlibertarians@yahoogroups.com groups.yahoo.com/group/nhlibertarians/

New Hampshire - Nashua Nashua\_LP@yahoogroups.com groups.yahoo.com/group/Nashua\_LP/

New Jersey njlp-announce@njlp.org www.njlp.org/party-info.php

liberty-talk@njlp.org www.njlp.org/partyinfo.php

New Jersey - northern LPSMC-Announce@yahoogroups.com LP of Somerset and Middlesex Counties groups.yahoo.com/ group/LPSMC-Announce/

New Mexico alert@lpnm.org www.lpnm.org/SubscrCon-

trol.shtml

forum@lpnm.org www.lpnm.org/SubscrControl.shtml

lpnm-discuss@yahoogroups.com groups.yahoo.com/group/lpnm-discuss/

New York

lpny\_announce@yahoogroups.com groups.yahoo.com/group/lpny\_announce/

lpny\_activists@yahoogroups.com groups.yahoo.com/group/lpny\_activists/

lpny\_candidates@yahoogroups.com groups.yahoo.com/group/lpny\_candidates/

lpny\_legal@yahoogroups.com groups.yahoo.com/group/lpny\_legal/

lpny\_membership@yahoogroups.com groups.yahoo.com/group/lpny\_membership/

lpny\_newmembers@yahoogroups.com groups.yahoo.com/group/lpny\_newmembers/

New York - Kings County lpny\_kings@yahoogroups.com groups.yahoo.com/group/lpny\_kings/

New York - Long Island lpny\_li@yahoogroups.com groups.yahoo.com/group/lpny\_li/

New York - New York County lpny\_manhattan@yahoogroups.com groups.yahoo.com/group/lpny\_manhattan/

New York - Queens County lpny\_queens@yahoogroups.com groups.yahoo.com/group/lpny\_queens/

New York - Westchester County
lpny\_westchester@yahoogroups.com groups.yahoo.com/
group/lpny\_westchester/

New York - capital region lpny\_capital@yahoogroups.com groups.yahoo.com/group/lpny\_capital/

New York - central region lpny\_centralny@yahoogroups.com groups.yahoo.com/group/lpny\_centralny/

North Carolina LPNC@yahoogroups.com groups.yahoo.com/group/LPNC/

nc-liberty@list.vnet.net users.vnet.net/rickp/ncl-info.html

PinkPistolsAshevilleNC@yahoogroups.com Pink Pistols - Asheville groups.yahoo.com/group/PinkPistolsAshevilleNC/

Ohio announce@lpo.org lpo.org/lists/

Ohio - northeast ldl@listserv.kent.edu Kent State University libertarian discussion list

NE@lpo.org lpo.org/lists/NE/List.html

Ohio - northwest libnwohio@yahoogroups.com groups.yahoo.com/group/libnwohio/

Ohio - south SP@lpo.org lpo.org/lists/SP/List.html

Ohio - west mulibs@listserv.muohio.edu Miami University Libertarians

Ohio - central Central@lpo.org lpo.org/lists/Central/ List.html

Oklahoma oklpbusiness@yahoogroups.com groups.yahoo.com/group/oklpbusiness/

oklpdiscuss@yahoogroups.com groups.yahoo.com/group/oklpdiscuss/

Oregon Oregon\_Libertarian\_Dialogue@yahoogroups.com groups.yahoo.com/group/Oregon\_Libertarian\_Dialogue/

Oregon - Multnomah County lpmc@yahoogroups.com groups.yahoo.com/group/lpmc/

Pennsylvania

LPBOARD@yahoogroups.com LP of Pennsylvania Board of Directors groups.yahoo.com/group/LPBOARD/

LPPapolitics@yahoogroups.com getting Libertarians into office in Pennsylvania groups.yahoo.com/group/LPpapolitics/

PALibernet@yahoogroups.com Pennsylvania general libertarian list groups.yahoo.com/group/PALibernet/

PALiberty@yahoogroups.com Pennsylvania general libertarian list groups.yahoo.com/group/PALiberty/

pinkpistolsdelval@yahoogroups.com Pink Pistols -Delaware Valley groups.yahoo.com/group/pinkpistolsdelval/

Pennsylvania - Allegheny County PghLibertarianDebate@yahoogroups.com groups.yahoo.com/group/PghLibertarianDebate/

PghLibertarians@yahoogroups.com groups.yahoo.com/group/PghLibertarians/

Pennsylvania - Centre County l-psu-libertarians@lists.psu.edu Penn State College Libertarians

Rhode Island

Free\_RI@yahoogroups.com groups.yahoo.com/group/Free\_RI/

Tennessee

pinkpistolsknoxville-message@yahoogroups.com Pink Pistols - Knoxville area groups.yahoo.com/group/ pinkpistolsknoxville-message/

TNLP@yahoogroups.com groups.yahoo.com/group/TNLP/

Tennessee - Hamilton County hclp@topica.com www.topica.com/lists/hclp/

Texas lptexas@lptexas.org (to join send "subscribe lptexas" to lptexas@lptexas.org)

Texas - northern hotshotzdfw@yahoogroups.com
Pink Pistols - Dallas / Ft. Worth groups.yahoo.com/group/hotshotzdfw/

Texas - central PinkPistolsCenTex@yahoogroups.com Pink Pistols - Austin / San Antonio groups.yahoo.com/ group/PinkPistolsCenTex/

Texas - Brazos County aggielibertarians@yahoogroups.com Aggie Libertarians at Texas A & M University groups.yahoo.com/group/aggielibertarians/

Texas - Collin County lpccnews@yahoogroups.com groups.yahoo.com/group/lpccnews/

Texas - Denton County lptx-dentonannounce@yahoogroups.com groups.yahoo.com/group/lptxdenton-announce/

lptx-denton@yahoogroups.com groups.yahoo.com/group/lptx-denton/

Texas - Harris County HCLP@yahoogroups.com groups.yahoo.com/group/HCLP/

Texas - Montgomery County LP\_MC@yahoogroups.com groups.yahoo.com/group/LP\_MC/

Texas - Travis County AustinLiberator@yahoogroups.com groups.yahoo.com/group/AustinLiberator/

TCLPactive@yahoogroups.com groups.yahoo.com/group/ TCLPactive/

Virginia Announce@lpva.com official news from the LP of Virginia www.lpva.com/main/HTML/emailLists.asp

Forum@lpva.com www.lpva.com/main/HTML/email-Lists.asp

LPVA-Forum@yahoogroups.com groups.yahoo.com/group/LPVA-Forum/

LPVA-SCC@yahoogroups.com discussion of State Central Committee business groups.yahoo.com/group/LPVA-SCC/

SCC@lpva.com State Central Committee discussion

(others read-only) www.lpva.com/main/HTML/emailLists.asp

Virginia - northern LP-Fairfax@yahoogroups.com groups.yahoo.com/group/LP-Fairfax/

LP-Loudon@yahoogroups.com groups.yahoo.com/group/LP-Loudon/

LP-PrinceWilliam@yahoogroups.com groups.yahoo.com/group/LP-PrinceWilliam/

pinkpistols-VA@yahoogroups.com Pink Pistols / Northern Virginia groups.yahoo.com/group/pinkpistols-VA/

Virginia - southern LP-Martinsville@yahoogroups.com groups.yahoo.com/group/LP-Martinsville/

LP-Roanoke@yahoogroups.com groups.yahoo.com/group/ LP-Roanoke/

LP-VirginiaBeach@yahoogroups.com groups.yahoo.com/group/LP-VirginiaBeach/

Virginia - central LP-Richmond@yahoogroups.com groups.yahoo.com/group/LP-Richmond/

Washington LPWS-Activists@yahoogroups.com groups.yahoo.com/group/LPWS-Activists/

LPWS-Debate@yahoogroups.com groups.yahoo.com/group/LPWS-Debate/

Washington - King County LPSeattle@yahoogroups.com groups.yahoo.com/group/LPSeattle/

westkinglp@yahoogroups.com groups.yahoo.com/group/ westkinglp/

Washington - Whatcom County wclp@vex.net mail.vex.net/mailman/listinfo/wclp

West Virginia wvl@yahoogroups.com groups.yahoo.com/group/wvl/

Wisconsin lpwi@yahoogroups.com groups.yahoo.com/group/lpwi/

Thompson4Governor@yahoogroups.com groups.yahoo.com/group/Thompson4Governor/

Wisconsin - Milwaukee area LPMetroMilwaukee@yahoogroups.com groups.yahoo.com/group/LPMetroMilwaukee/

Wyoming wyolp@zayda.net www.zayda.net/mailman/listinfo/wyolp

**AFRICA** 

libsoc@yahoogroups.com

South African Libertarian Society groups.yahoo.com/group/libsoc/

#### **EUROPE**

line-list@line.dk www.line.dk/maillist.html

euro-discuss@line.dk www.line.dk/maillist.html

LibIntl@yahoogroups.com Libertarian International groups.yahoo.com/group/LibIntl/

United Kingdom libertarian-alliance-forum@yahoogroups.com Libertarian Alliance (UK) groups.yahoo.com/group/libertarian-alliance-forum/

OCEANIA libertariansocietyqueensland@yahoogroups.com Libertarian Society Queensland groups.yahoo.com/group/ libertariansocietyqueensland/

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