

THE LIBERTARIAN *Volunteer*

Volume 4 ♦ Issue 3 ♦ September/October 1993

A newsletter for LP volunteers, activists, officers, candidates, & student organizers

LP State Chairs: What's the one thing they want?

Survey reveals surprising results

Sigmund Freud asked: "What do women want?"

But Bill Winter asked: "What do *LP State Chairs* want?"

Winter, the Director of Communications at the National LP headquarters in Washington DC, recently surveyed the chairs of all 50 state organizations around the country (and the District of Columbia). One of the most provocative questions he asked was: "In your opinion, what is the *one* most important thing the national Libertarian Party should do *right now*?"

"I wanted to find out where State Chairs think the LP should be heading, and where they think we should be putting our resources," said Winter. "In a sense, this is a 'wish list' of what LP state Chairs want."

The list revealed some surprises, admitted Winter — and also some not-so-surprising answers.

In order of popularity — grouped together in common categories — here is the list of responses, with the number of state Chairs suggesting each item:

13 Get more publicity;

Get more public attention; Market ideas better;
Get the convention on C-SPAN.

6 Have better communications with state parties;

Get more tips, ideas, or information to state parties;
Help state parties more;

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R's & D's prepare strategy for LP candidates in '94

Libertarian Party candidates at the state and local level positively *strutted* out of the 1992 elections — triumphantly boasting of record-high vote totals, several victories, and a handful of near-misses.

But Libertarians weren't the only ones who noticed the election results. Professional Republican and Democratic campaign strategists did, too — and they have wasted no time in preparing their counterattack.

While Libertarians bask in the glory of double-digit finishes, the "major" parties political gunslingers are busy preparing specific strategies to ruthlessly squash upstart Libertarian (and other third-party) candidates in future elections.

Witness the eye-opening article entitled "When Two's a Race and Three's a Crowd: Winning When There's One Candidate Too Many," that appeared in the January 1993 issue of *Campaigns and Elections* — the *bible* of the political campaign industry.

In the article, John Fairbank and Paul Goodwin of Fairbank, Maullin & Associates (an opinion and public policy analysis company in Santa Monica, California) described in stark terms the new political reality facing their Republican and Democratic clients:

"1992 was the year of the third party. At every level

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Inside

**How to woo
Perot's voters**

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**How to save
time & money on
your next mailing**

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HQ needs updates on LPers in office

The National LP office is updating its list of Libertarians in office around the USA – and needs help to keep it accurate and complete.

"I've added 22 Libertarians to the list in just the last two months – everyone from a city commissioner in Florida to a school board member in Alaska," said Bill Winter, Director of Communications in Washington DC. "But I know there are more out there!"

Winter said he is asking all LP state organizations to contact him immediately if they learn about a Libertarian in office.

"I need every state organization to call or write me when a Libertarian gets elected or appointed to office; or when a new member joins who is currently in office; or if you discover that you've got someone in office you didn't know about!"

"This list is important," said Winter. "When the media calls, I need to be able to give them accurate information about our electoral achievements. It also helps us target future electoral efforts based on past success."

Send information to: Libertarian Party, Attn: Bill Winter, 1528 Pennsylvania Avenue, SE, Washington DC 20003. Or call: (202) 543-1988. Fax: (202) 546-6094. CompuServe: 73163,3063



THE LIBERTARIAN Volunteer

A newsletter for LP volunteers, activists, officers, candidates, & student organizers

Volume 4 ♦ Issue 3 ♦ September 1993

The Libertarian Volunteer (formerly *APC News*) is a publication of the Libertarian Party.

Its goal is to provide proven advice, timely news, political resources, strategic suggestions, and accurate information for Libertarian volunteers.

Letters, comments, articles, and suggestions are welcome!

Editor: Bill Winter

Send all correspondence to:

Libertarian Party ♦ Attn: Bill Winter

1528 Pennsylvania Avenue, SE ♦ Washington DC 20003

Or call: (202) 543-1988 ♦ Fax: (202) 546-6094

CompuServe: 73163,3063

10 tips: How to give a more successful speech

Public speaking – for many people it is their worst nightmare.

But it is also a useful tool to effectively spread the word about the Libertarian Party. Here are 10 suggestions from communications specialist Donna Hartley to make your next public speech more successful – and to put you more at ease while giving it:

1) Remember that **a speech is like a story**; it should have a beginning, middle, and end.

2) To grab your audience's attention in the first minute, **begin with an entertaining story, a joke, or an intriguing question**. Keep their attention by using colorful words with visual impact.

3) Every three to five minutes in your speech, **back up your opinions with real-life stories** or factual examples.

4) **End your speech on an upbeat note**: Ask a provocative question, quote somebody, tell a story – leave them laughing.

5) The first time you give your speech should *not* be in public! Instead, **practice your speech** out loud in private beforehand. Record it into a tape recorder; film yourself in front of a video camera; or have a friend listen to it.

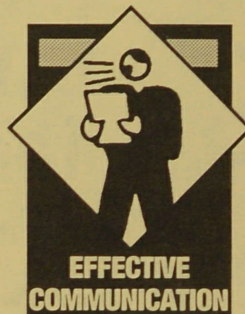
6) **Work on your voice range** as you practice. Speak from your diaphragm, using a range of highs and lows for emphasis. Avoid a snooze-inducing monotone!

7) **Practice pausing** before and after important points and speak in a normal conversational tempo. High speed is a virtue for trains – but not for public speaking!

8) Use direct **eye contact** with the audience. If necessary, find a few people who seem to be the most receptive and look right at them.

9) **Move around** and gesture while giving your speech; don't just stand woodenly behind the lectern. Studies indicate that 55% of how people perceive you is by body language; 38% is by your voice quality; a mere 7% is by your words.

10) **Smile**. Show that you're enthusiastic about your ideas; if you're not excited about what you're saying, why should an audience be? Have fun!



The 5 secrets to wooing Perot's disgruntled voters

Democrats did the research for us — now we can use their results to win votes from Perot's followers

They're out there, 19 million strong.

They're the people who voted for Ross Perot in the 1992 election, and they're a *huge* potential source of votes for Libertarian candidates in '94 and '96 — if we sell ourselves to them correctly.

It may not be easy: Perot supporters are by no means Libertarian, and they are not necessarily against bigger government and higher taxes. But they are angry at government. They are distrustful of the Republicans and Democrats. And that gives Libertarian candidates an opening to appeal to them.

A recent survey of Perot voters by the Democratic Leadership Council — the “moderate” Democratic group that Bill Clinton used as a springboard to the presidency — discovered good and bad news about this so-called “radical middle” voting bloc.

Good news for Libertarians.

Perot voters:

➤ Have a deep dislike for Congress, and the “greed, privilege, and special interests” they see running rampant in Washington.

➤ Are willing to support a candidate who “pushed radical change in government.”

➤ Dislike both the Republicans and Democrats. They are “cold” towards conservative hero Ronald Reagan and think GOP economic policies have failed. They also have negative views of the Democrats and their core constituencies, such as organized labor.

➤ Hold secular views on social issues such as abortion, and are suspicious of the moral agenda of the Religious Right.

But there's bad news for Libertarians, too.
Perot voters:

➤ Will support higher taxes and more federal programs if government “reinvents” itself and cleans up its act. In other words, they don't necessarily want smaller, government; they want “better” government. “To sug-

gest they simply favor smaller government, low taxes, and less spending” isn't correct, said one of the pollsters.

➤ Aren't against the mushrooming federal deficit per se, but merely see it as a symbol of an out-of-control government. Indeed, three-quarters don't even list the deficit (or taxes) as the most important problem facing the country.

➤ Would vote for a candidate who would stimulate private sector jobs and reform health care, implying that they still think it's the government's proper “job” to do those things.

➤ Would vote for the Texas billionaire again for president. If Perot runs in 1996, the LP presidential candidate won't pry loose many of his votes. But Libertarians will have an opportunity to win the votes of Perot's supporters at the state or local level.

With this survey as a guide, how can Libertarian candidates reach Perot's people?

➤ **Emphasize our “independent” status.** Sell ourselves as the principled alternative to the “politics as usual” of the Republicans and Democrats. Underscore that even “reform” Republicans and Democrats are still part of the “status quo” problem.

➤ **Talk about how Libertarian programs will boost the economy and create jobs.** Stress that free market policies take decisions out of the hands of corrupt, inefficient politicians, and put power back in the hands of people.

➤ **Make the point that more government programs only create more government special interests, bureaucratic gridlock, and pork.** Stress that our policies would make government “work better” by making it smaller and more efficient.

➤ **Highlight our willingness to “clean out” Congress,** and emphasize that we are against their perks and privileges.

➤ **Point out that Libertarians are the only ones with a realistic plan to cut both the deficit and taxes.** (Even if it isn't their top concern, this is important to mention).



Tip!

BETTER DESIGN

Creating a campaign or outreach brochure? Be sure to include photographs — the bigger the better. Studies show that pictures grab the attention of readers first, then headlines, and, finally, the actual text.

—TARGET MARKETING MAGAZINE

What Chairs want

► CONTINUED FROM PAGE 1

- Provide better service to state parties.
- 5 **Stop debating** each other so much;
Spend less time fighting; Be more tolerant.
 - 4 **Rewrite platform**; Adopt Atlanta Proposals.
 - 3 **Get a celebrity to run for president**;
Find a good presidential candidate;
Get Ed Clark to run for president again in '96.
 - 3 **Buy some national advertising**.
 - 3 **Support winnable candidates**;
Get more Libertarians elected.
 - 2 **Form coalitions**.
 - 2 **Be more active**; Be more focused.
 - 2 Get our **presidential candidate** into debates;
Raise more money for our presidential candidate.
 - 2 **Get more members active**;
Organize at the grass roots level.
 - 2 Do "something bold;" "Kick some butt."
 - 1 Get unified.
 - 1 Concentrate on ballot access.
 - 1 Build membership.
 - 1 Get a new NatCom.
 - 1 Professionalize.
 - 1 Get Warren Rudman to join the Libertarian Party.
 - 1 Produce broadcast-quality videos explaining LP
for cable access TV.

What was Winter's response to these suggestions?

"They are almost uniformly good ideas," he said.
"And I'm glad to see that the LP is actually in the process
of implementing many of them."

Specifically, he noted that the top two vote-
getters — get more publicity and improve
communications — fall under his new job
description.

"I'm doing my best to improve our publicity
and media profile," he said. "But it isn't easy;
we're just too small right now to make any
kind of *major* impact. I have learned that
publicity follows success — success doesn't
follow publicity. I'm doing what I can, but until
the LP gets more members, and wins more elections, we
are just too insignificant for any kind of major media
scrutiny. We have to have realistic expectations: we
can't *trick* the media into covering us."

He also said he is hard at work trying to improve
communications with state organizations. "This news-
letter you're holding in your hands is one example of
what we're doing," he said. "I'm also at work on an LP

organizing manual, and part of my job in the national
office is to try to solve problems, and make sure states
get the service they need."

Some of the suggestions will be more difficult to
implement, he admitted.

"The idea that we do national advertising, for
example," he said. "Let's say we decided to advertise on
national television: a 30-second spot on a hit show like
Seinfeld costs \$320,000. The LP has an annual budget
of about \$1 million. We could blow our entire year's
budget in 90 seconds!"

Winter said he has collated all the information he
received from his survey of state Chairs and has passed
it on to the LP National Committee for review.

The best way to reach politicians

You're as mad as hell and you're not gonna take it
anymore.

Or: You are in charge of orchestrating a Libertarian
lobbying effort to change the mind of your local
Congressman or U.S. Senator on some important issue.

Either way, what is the *best way* to catch the
attention of an elected official?

According to a recent survey by Western Union, the
written word is still the king of communication.

The company surveyed 79 Congressional staffers to
find out what "works" — what form of communication
they, and their political bosses, usually pay the most
attention to. The results:

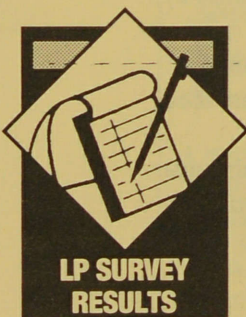
► **Write!** 80% gave personal letters "great impor-
tance" because they indicate serious thought and effort
unmatched by faster, easier forms of communications.

► **Don't bother with phone calls.** Staffers dislike
them, saying there are too many; they are too easy to
make (and tend to be less serious); and too abrupt.
Staffers also frequently assume callers were simply
stirred up by a special interest group or radio talk show
host. By contrast, said one staffer, "If people write, it
means they haven't been incited."

► **Try to sound reasonable.** "Don't threaten,"
suggested one staffer. "Be reasonable. The constituent
should not approach the office as a hostile witness."
Avoid insults.

► **Don't drag on too long;** be brief and timely.

► **Avoid sending form letters** or form postcards
— one staffer said "a dozen thoughtfully crafted per-
sonal letters have more impact than 200 postcards."



8 ways to save time or money on your next mailing

Understanding Bulk Mail regulations can save aggravation — and money

For most state Libertarian Party organizations, mailings are a *vital* part of their political efforts.

Whether it's newsletters, fundraising efforts, legislative alerts, or any one of a hundred other possibilities, mail provides a crucial link to members, prospects, and politicians.

But it's also an expensive link — and, thanks to the inefficient government monopoly — getting more expensive all the time. To counteract that, here are eight tips to help you save money, time, or aggravation on your next mailing.

1) If you mail more than 150 pieces at one time, get a bulk rate permit. Your immediate cost per piece will drop down from 29¢ to 16¢, and possibly all the way to 9.8¢.

How will bulk rate affect your delivery time? Federal regulations say the Post Office should deliver third class mail within 10 working days, but you will usually find that in many states — excluding sluggish large city Post Offices — your mailing should arrive within three to five days. But for extremely urgent, time-sensitive pieces, First Class may be the only safe way.

Other drawbacks: You will have to sort each mailing by zip code, and bundle it according to certain arcane Postal regulations. Your local Post Office has a “how-to” bulk rate information package that explains all the rules, and describes how to get the most favorable rates.

(Details on how the National LP can help you qualify for a bulk rate permit are available from the National office. Or, if your state LP already has a permit, county organizations can get a form from their local post office to qualify for their own in-state mail drop location at no extra cost.)

2) Stringently follow Postal regulations if you use bulk rate mail — the Post Office is reportedly cracking down on “non-conforming” pieces. Regulations say that every piece in a bulk rate mailing must be exactly identical in contents and weight.

Also: Stay on good terms with your local bulk mail

technician; he or she can help you avoid problems.

3) Make sure your indicia is correct. For example, the Los Angeles County LP had its newsletter delayed because its indicia read: NON-PROFIT / ORGANIZATION / BULK RATE PERMIT / LIBERTARIAN PARTY. The Post Office rejected it because the word “PAID” didn't appear. Be sure your indicia resembles the box that appears on every issue of *LP News*: NON-PROFIT ORG. / U.S. POSTAGE / PAID / MARTINSBURG, WV / PERMIT #102. (Of course, you'll have your own city and permit number listed.)

4) Make sure your labels are machine readable. The Post Office is increasingly using Optical Character Recognition machines (OCR) — laser devices whose job it is to read the bottom two lines of an address. If the OCR machine can read it, an inkjet printer automatically sprays a barcode in the lower right corner. If it can't decipher your label, your mail will be bounced to live humans, slowing it down. Your local Post Office can give you the latest guidelines for meeting their OCR-readable standards.

5) Keep your return address out of the OCR scannable area. Postal guidelines say the bottom-most portion of a return addresses should be at least 2-3/4 inches from the bottom of the envelope. If the OCR can't read your mailing label, it will keep searching; if the return address dips into the scannable area, it will think it's the address and boomerang your mail back to you.

6) Don't put anything in the barcode area. The Post Office reserves the bottom 5/8ths of an inch of an envelope (especially the right-most 4-3/4 inches) to insert the barcode. Keep mailing labels, “teaser” quotes, and graphics out of that area.

7) Include the words ADDRESS CORRECTION REQUESTED under your return address. This won't speed your mailing, but it will help to keep your mailing list clean and up-to-date. If the recipient has moved, bulk rate pieces will rebound back to you with the forwarding address on a yellow label; you'll be charged 35¢ (or more) per piece for this service. First Class mail will be delivered to the recipient with a separate address correction sent to you.

8) Contact your post office for more information. Ask for Publication 28, “Postal Addressing Standards.” If you use business reply envelopes (BREs), ask for Publication 25, “Designing Business Letter Mail.”

Thanks to Kim Goldworthy, State Chair of California, for providing the information used in this article.

“Stay on good terms with your local bulk mail technician; he or she can help you avoid problems.”



R's & D's get ready

➤ CONTINUED FROM PAGE 1

of politics, third-party candidates had a *bigger impact* on the '92 election than ever before . . . and they're *developing momentum*. This means that Democratic and Republican campaign professionals can no longer afford to ignore third-party opposition in congressional and legislative races."

In other words, the 1992 elections were the early tremors of a major seismological shift in American politics, warned Fairbank and Goodwin: "In the 1990s, multi-candidate races will become more and more routine, and the once-common 50% majority victory may become a vanishing relic of a previous political era."

Therefore, they wrote: "When it comes to voter and opposition research, overall message development, voter contact, and targeting, a strategy for addressing third-party candidates (and even a fourth-party candidate) is *essential*."

How will Republicans and Democrats handle insurgent Libertarian candidates in this new political era? Fairbank and Goodwin gave a number of specific suggestions to their "mainstream" party clients:

➤ Do more voter opinion research to identify the appeal of third-party candidates. Try to measure the existing support for third-party candidates. How many people are willing to cast "protest" votes? Which "traditional" party does the third-party candidate hurt more?

➤ If a real threat is present, conduct *thorough opposition research* to identify weaknesses. Learn which "negative facts" or themes will hurt the third-party candidate most.

➤ Narrowly target potential third-party votes. Use direct mail or phone banks to address their concerns and woo them back to the "major party" fold.

➤ Develop a campaign strategy to respond to third-party attacks. Be prepared to combat third-party television advertisements or direct mail attacks.

This is the Republicans' and Democrats' game plan. But, for Libertarians, forewarned is forearmed.

For any potential LP candidate or campaign manager, knowing the political strategies suggested by Fairbank and Goodwin for their Republican and Democrat bosses is the first step to effectively countering them.

Specifically, if you plan to be a Libertarian candidate for office:

➤ **Don't run unless you are a high-quality, wholesome candidate.** Candidates with criminal records or socially unacceptable lifestyles will become the target of savage attacks, and will be defeated. Why go into a campaign with a potential millstone around your neck? Libertarians will rarely have the resources to answer an effective, high-powered smear campaign.

➤ **Don't expect to be ignored if you are a genuine threat.** The better your chance to win, the more certain you are to be attacked.

➤ **Do your own voter research to find out which of your themes and ideas best resonate with voters** – and learn where your opponents are weakest on the issues.

➤ **Do voter research to discover who your "core" voters are.** Target them, repeat your message again and again, and prepare a "get out the vote" campaign on election day.

➤ **Do opposition research.** Know your opponent – and be prepared to exploit any weaknesses.

➤ **Respond to all attacks on the LP platform or philosophy.** Our ideas are exotic to many voters, and easy to caricature. Be ready to defend Libertarian ideas in a calm, reasonable fashion, backed up with concrete examples of success.

1992 was a rude shock for mainstream politicians. They don't like being forced to guard their flanks from third-party candidates, and they have no qualms about using the same ruthless techniques on Libertarians that they use on each other. So success for Libertarians in 1992 means greater danger in 1994 and beyond.

But well-prepared and nimble LP candidates should be able to dodge the big guns fired by panicking Republicans and Democrats – and to keep LP votes totals marching inexorably upward.

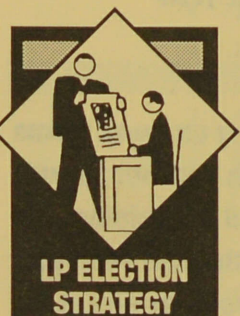
It is even feasible for the LP to keep *winning* elections, thanks to the third-party "momentum" that Fairbank and Goodwin warned their nervous Republican and Democratic clients about.

"The better your chance to win, the more certain it is that you will be attacked."



VOLUNTEERS

Want to make volunteers feel welcome – and eager to help? Campaign advisor Martin Burns reminds us of Rule #1 in volunteer management: "Greet any new face that appears at the campaign doorstep with a smile."
—CAMPAIGN MAGAZINE



7 ways to make your publication "reader friendly"

Designing a Libertarian brochure or newsletter? Follow a few simple typographical rules to make sure it's easy to read – and easy to comprehend. A three-year study of the impact of design and typestyles on reader comprehension discovered:

► The most readable headlines use a serifed font (such as the one you're reading now), in upper and lower case letters. (92% comprehension rate). Lower comprehension rates: *SERIFFED, ALL-CAPS: 71%. ITALICS, ALL-CAP: 57%. CURSIVE, ALL-CAPS: 26%.*

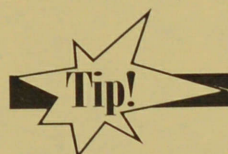
► In body text, readers vastly prefer serifed typefaces – reading comprehension drops drastically when a sans serifed font is used, from 67% to 12%.

► Never put body text in all-caps. An overwhelming 93% of readers objected to even small amounts of all-caps body text.

► Use black text against a white background – not white text "dropping out" of a black background. Catalog sales increase 33% when "positive" type is used, and 63% of people said reversed type is hard to read.

► Justify body text; it achieves double the comprehension rate of "ragged right" text, and seven times the comprehension rate of "ragged left" text.

► Don't make your columns too wide. 38% found body text set wider than 60 characters (about 4.25 inches) difficult to read, and 22% said they don't read wide-body text, even though they didn't find it difficult. Don't make your columns too narrow, either: 87% found narrow blocks of text (less than 20 characters; about 1.4 inches) hard to read.



CAMPAIGN TECHNIQUES

Want to maximize the effectiveness of your campaign budget? Don't waste it on signs and posters. Political experts Jim Warren and Howard Rheingold write: "Signs and posters are unanimously considered to be almost completely useless except for encouraging the candidate's volunteer campaign workers – who want to see them and display them. Ditto for lapel buttons. Junk!"

—WHOLE EARTH REVIEW

Women candidate training seminars will be offered

The National Women's Political Caucus will be offering a series of training seminars for women candidates around the country on "all aspects of running a winning campaign at the state or local level."

The seminars will teach "campaign basics, such as developing a campaign plan and budget, crafting message and media strategies, effective fundraising, voter targeting, voter contact, and get-out-the-vote." They are "the only campaign seminars designed to address the particular concerns of women as candidates."

The seminars are open to potential candidates and campaign managers, and feature lectures, group discussions, role-playing, and videotapes. The trainings are hosted by "three national campaign experts as well as local women experts," according to their promotional literature.

The national headquarters of the National Women's Political Caucus in Washington, DC said there is a fee for attending the seminars, but it varies by event. Call each local seminar organizer for an exact cost. The NWPC headquarters also said these are non-partisan seminars, not catering to any political party or ideology.

Upcoming seminars include (with phone numbers for questions or registrations):

► **October 23-24:** Anchorage, Alaska – (907) 279-3982.

► **October 30-31:** Denver, Colorado – (303) 784-7877. ("Women of color" training.)

► **November 6-7:** Little Rock, Arkansas – (501) 324-9495.

► **November 6-7:** Missouri – (314) 361-8007.

► **November 13-14:** Connecticut/Rhode Island/Massachusetts – (203) 345-3510.

► **November 13-14:** San Diego, California – (619) 223-8074.

► **Spring 1994:** Orlando, FL – (407) 788-8470.

► **Spring 1994:** Minneapolis, Minnesota – (612) 375-0406.

For general information about the seminars or about the National Women's Political Caucus, call their headquarters at (202) 898-1100.



Helping people perform better

How do you get the best work out of everybody in your organization?

According to Jimmy Johnson, the coach of the Dallas Cowboys (who transformed them from 1-15 losers into Super Bowl Champions in just four years), there are three simple points to remember:

1) Give them responsibility. Give your people the feeling that if they don't do the job, it won't get done. Also, let them know that when they accomplish something, they will share in the accolades.

2) Let them know you care. Be involved with your people so they know you are interested in each of them *individually*, and that you are supportive and loyal.

3) Guide them to make good decisions. Give people enough guidance to make the decisions you want them to make. Don't tell them what to do, but encourage them to do what is best.

Adapted from an article in Parade Magazine.

Tip!

DIRECT MAIL

Want to increase the response of your next fundraising or prospecting letter? Try *different-colored paper* for your reply card. A study by Scott Paper revealed that in business-to-business mailings, a reply card on colored paper can significantly boost response rates. In fact, in one test, a blue reply card outperformed a white card *by 31%*.

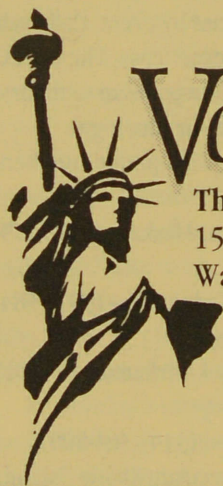
— DIRECT MARKETING MAGAZINE

Tip!

LEGISLATION & LOBBYING

Need to track legislation in your state or in Congress? Send \$1 and a self-addressed, stamped business envelope to: Government Research Service, 710 Jackson, Topeka KS 66603 and request their Legislative Hotline Directory. It gives local and toll-free numbers to check the status of any bill in any state legislature or in Congress, and lists available publications that can make lobbying more effective.

—BOARDROOM REPORTS



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