Dear Supporters of Liberty,

The Natcom meeting in Los Angeles was very exciting. Never have I seen such determined and committed people.

I came away with many good ideas and suggestions from the National Committee members; many of those ideas have already been implemented and are working very well. Also, I was appointed the LP’s National Director, with a term to last until the convention in Seattle.

Did you ever wonder why there’s such a turnover in National Directors? The answer is, in part, that the Director works for the Chair and they must have a good working relationship. When election time rolls around the new Chair needs someone they can work with managing the office. If the Chair and the Director cannot work together, progress will be impeded. As you can readily see, turnover is built into our system and must be planned for.

In the job description of the National Director, it states that, "the National Director shall provide for a smooth transition." This is one of the most important aspects of the job; it is one of my highest goals. The Chair and I began a process in August to make this headquarters operation more "user friendly" and we’re going to continue in this vein until we’re satisfied this headquarters is as "user friendly" as we can make it.

This will help tremendously the present Chair and Director as well as Chairs and Directors of the future.

Of Special Interest to State Chairs and Ex-Candidates:

FROM THE CLIPPING SERVICE

If certain Libertarian candidates were quoted correctly, (and who knows in this hostile media) these four quotes win the 1986 "Shoot Yourself in the Foot" awards: (No names will be given.)

First Place:
"If I win I’ll demand a recount."

Second Place:
"If elected I’ll only go to work one day a week -- to veto bills."

Third Place:
"If elected to this position, I will abandon it."

Fourth Place:
"My chances of winning are next to zero."

Such remarks are not encouraging to independent thinkers who want to make their votes count.
That’s why there are Candidates Workshops and full-time professional Political Consultants. If you are uncertain as to such services in your area, contact:

The American Association of Political Consultants
320 N. Larchmont Blvd.
Los Angeles, CA 90004

QUOTE OF THE MONTH:

"The future does not necessarily belong to the Democrats. Or to the Republicans. It belongs to those who understand the new political marketplace, the new media and the new technologies."

James M. Dwinell
Publisher, Campaigns & Elections

Also of Special Interest to State and local Parties:

In addition to the clippings, this month I’m featuring ads from companies that sell lists; properly defined lists can undoubtedly be of help to state parties that want to prospect for new members but need a method of gathering names quickly and easily.

For example: American List Counsel, Inc.
Client: MOTHER EARTH NEWS (Mama’s Boy ad)
Demographics: 37, married, property owner, college educated
Average income: $37,000/yr.
Active Subscribers: 452,197

What you have here are independent persons, property owners, gun owners, heavily taxed at 37K/yr., and possibly living "unpopular" lifestyles. Potential libertarians.

Free Advice:

1. Don’t be afraid to order only a thousand names. (There may be minimum orders, but press your case, or team up with another state or NatCom region. Also, the city or state you team-up with does not have to be close, California and New York can jointly purchase.)

2. List brokers can provide lists in many forms:
   A. Gummed labels or cheshire;
   B. Floppy disks, magnetic tapes, 3X5 cards;
   C. Printouts;
   D. YOU can select names by State, individual Zip codes and other criteria;
   E. Some may even have their phone numbers!

3. Expect to submit a sample of whatever you’re going to mail to the list for approval by list owner.

4. The list is definitely "Salted" to see if you mail to it without paying. You get to "keep" (add to your list) the responses you receive.

5. Read all the ads carefully, they apply to different types of people.

The clippings are pretty interesting this month. Our next issue will have more post-election results.

See you next month!

Terry V. Mitchell
National Director, LNC

P.S. The Staff of the Libertarian Party’s National Headquarters wishes all of you a happy holiday season. We have every confidence that 1987 will be a great year for the LP!
WOMEN MAKE THE DIFFERENCE!

Dependable Females are at Dependable!
Reach proven mail order buyers, subscribers and respondents to a variety of offers.
Contact Betty Maco, Carleen Cusick or Chris Cabrau to test the best in FEMALE DIRECT MARKETING FILES.
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Our student body is growing...

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American Student List Company, the nation’s largest supplier of high school student lists, is a major source for college student lists, will soon make available a young student file of both junior high and elementary school pupils. The opportunities for your direct mail campaigns to this young market will be tremendous!

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98 Cuniff Mill Road
Great Neck, N.Y. 11021

A Subsidiary of American List Corporation

Mama’s Boy

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5,241 Canadian Subscribers

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FUND RAISERS 20% DISCOUNT

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Insight

The Democratic Party did not win the last election. That's not surprising. The Republican Party lost it by antagonizing the voting public. The Republicans took the last half year, distilling their message down to a blunt, almost criminal attack on the President. Their goal was to portray the President as weak on national security and to paint him as a man out of touch with the American people.

During the last half year, the Republican Party has used the issues of national security and economic growth to fuel their campaign. They have avoided the issues of who is to blame for the economic downturn and have instead focused on the issues of national security and the war in Iraq.

The Democratic Party, on the other hand, has focused on the issues of who is to blame for the economic downturn and has avoided the issues of national security and the war in Iraq.

They rarely attract a news reporter's attention, and when they do, they are usually engaged in a discussion on the company's stock or back-section page of the newspaper. The few news stories of this year's political campaign are a rare occurrence. They may attract some local coverage, but they tend to be overshadowed by the national news.

Based on the recent history of the political campaign, it is unlikely that the Democratic Party will win the next election. The Republican Party has a strong advantage in the media and has a well-funded campaign.

As a result, the Democratic Party will have to work hard to win the next election. They will need to focus on the issues of national security and economic growth, and they will need to avoid the issues of who is to blame for the economic downturn.

They will also need to have a strong message and a well-funded campaign. They will need to have a strong message and a well-funded campaign.