

■ From the Editor

Sharing the wisdom of LP State Chairs

Soul singer James Brown used to be called "the hardest working man in show business." Well, for my money, the hardest working men (and women!) in *politics* are LP State Chairs. And right behind them are other LP activists — some holding positions as party officers, some holding public office, some just quiet, unsung heroes.

To honor their accomplishments — and to profit from their hard-won wisdom — this issue of the *Libertarian Volunteer* is focusing on "Advice from the Chairs." We're printing articles from three State Chairs featuring advice, success stories, and political principles. (Look for more articles from State Chairs in future issues, too.) And from the national level, we have contributions from National LP Chair Steve Dasbach (a former State Chair of Indiana) and LNC Alternate Mark Tuniewicz.

With this format, I'm trying to recapture the "round-table" flavor of past meetings of the Council of State Chairs. I attended meet-

ings in Salt Lake City ('93), Chicago ('91), and Philadelphia ('89), where State Chairs from around the country would share suggestions, tips, and achievements (and a few instructive failures, too!) with their peers. It was a friendly, *cooperative* learning environment, where key players in the Libertarian movement profited from the experience of others on the front lines of third-party politics.

Thinking back to those inspiring, educational meetings, I was reminded there's a lot of experience and knowledge at *all* levels in the LP — and it needs to be shared. You'll find a heaping dose of it in this *Libertarian Volunteer*.

■ From the National Director

Maximizing the LP's campaign exposure

Operation Everywhere — between July 7 and November 6th all of us should devote ourselves to the task of ensuring that everyone everywhere is aware of the Libertarian Party. Why? Because repetition is the key to having our name and our message heard and remembered and acted upon.

And the final four months of the 1996 presidential campaign represent the greatest opportunity we've had for this kind of relentless repetitive outreach since the last Presidential campaign.

Our upcoming convention will be broadcast on national TV. Radio talk show hosts will broadcast live from the convention floor. And newspaper and magazine reporters will be there to cover our activities. Its shaping up to be the biggest single media event since our victory in Dixville Notch, New Hampshire, four years ago.

In the week after the convention we'll begin advertising on talk radio. And we'll also book our presidential candidate on as many talk shows as he can humanly do — working him morning to night. And we'll also start a campaign to have our friends in talk radio begin a daily drum beat, urging our candidate's inclusion in the presidential debates. *Repetition, repetition, repetition.*

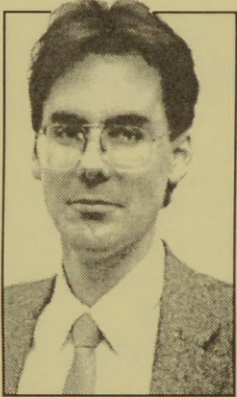
People will see our convention coverage. They'll hear our candidate on the radio. They'll hear our radio commercials. They'll hear talk show hosts talking about us. And hundreds of thousands of people will receive direct mail appeals from us as well. And out of all of this, many people may start to talk about us to their friends, creating positive word-of-mouth.

But there's more. Local activists should do *everything they can* to ensure that we're publicly visible all the time.

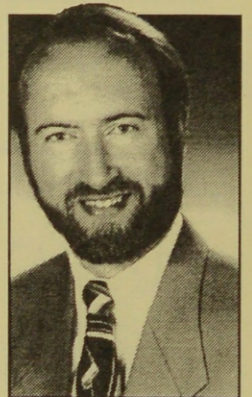
How? Information booths is one way. If there's a shopping mall or a flea market, or any kind of event where you can have a Libertarian booth, do it. You can also make an effort to win the precinct where you live. Go door to door, not once, but twice, or even three, four, or five times. Identify possible Libertarian supporters and contact them again and again and again.

The goal — recruit new LP members, register voters, and win votes. Operation Everywhere — by being everywhere all the time we can have our message heard enough times that it sinks in, so people have a chance to think about, and perhaps act on it, by voting for or joining the Libertarian Party.

So I urge you, for the next four months, let's try to be everywhere, all the time.



Bill Winter, Editor



Perry Willis, National Director

The Libertarian Volunteer

A newsletter for LP volunteers, activists, officers, and candidates
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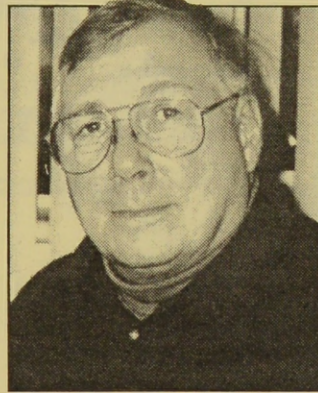
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What's to be done? The answer lies with "the basic principles of human politics"

BY JIM LORENZ

Editor's Note: Jim Lorenz was elected State Chair of the LP of Utah in 1995. In his first column as Chair in the state party's newsletter, *The Utah Liberator*, Lorenz contemplated the party's future political plans and asked the question: "So, what's to be done?" Here is his answer, slightly edited:



Before we can answer that, we have to consider a few basic principles of human politics that are tested and true, whether we like them or not. And, like it or not, when we announce our party membership, whether we run for office or collect signatures or pass out handbills, we are acting as politicians. So we might as well know some of the ground rules:

1 Money is the mother's milk of politics. Money buys ink, paper, postage and media time. It pays the phone bill and all the other various expenses of making an effort. However, a little bit of money applied in just the *best* way can have a very great effect. Waste is always futile and no money to spend leaves the opportunity untouched.

2 All politics are local. That is, people first tend to see issues in the light of *how they will be affected personally*. Very few objectify even fewer issues — the burden is on us. In sales training this is spoken of as "selling the benefits." It is

■ **Utah LP State Chair Jim Lorenz: "Very few folks worry about whether the light in the refrigerator is really off after they close the door."**

just common sense and is easy to do with a little practice.

3 Politics is the art of the possible. It is also true that you cannot sell something that nobody wants, can't use and won't pay for.

[For example], I don't think we could elect a Libertarian governor of Utah in 1996 because we would both have to find a candidate of stellar charisma and raise some \$6 to \$10 million, plus build a professional organization capable of using vast sums of money for maximum political effect.

What *is* possible: With a few dollars and a dedicated cadre of principled Libertarians, we can, in a short time, produce a marked change in public perception and a much higher acceptance of Libertarian principles and candidates.

Apply our sparse resources to the most effective leverage points so that we look like

thousands. Form hundreds of committees and fronts, as the Left does, to make a point and disappear before being attacked. We want to change public opinion over a time period that has no deadline, with just a little money every month. This is the right thing to do. It is possible and doable. We can also find minor races for minor offices that we can *win* and so prove our usefulness and dedication.

4 Nothing political happens by accident. If you want to get the public to do something, you have to make the effort.

The burden is always on the one attempting to communicate. Statutes are written by persons who want some reward, and every word is weighed to that standard, whatever it may be. If you want to write statutes for a Libertarian purpose we will have to help you get elected.

But first, you will have to help the Libertarian Party become powerful enough to do that. Time, money, work and attitude.

5 Appearance is reality. Very few folks worry about whether the light in the refrigerator is really off after they close the door. They become very interested when they open the door and the light does not come on and the root beer is warm. It is always what we see and realize that makes the most immediate difference in our behavior. As the tailor used to say, "The clothes make the man."

If Libertarians are seen as being indifferent, confused, remote, unreliable — in a word, *unelectable* — then that is our reality. When we are representing the Libertarian Party we must be focused, clean and neat in our person, vehicles, and media material. When a member of the public opens our door, our light must come on and our presentation must not be spoiled. Our public face must always reflect success and confidence — not on our personal terms — but on what we know the public expects — if we expect their support.

6 Politics is a team sport. Most Libertarians are individualists. However, if we are to have any success in changing public opinion, we must associate and cooperate. While all of us would loathe a "check-off" system for the compulsory collection of union dues, our burden is to cooperate *voluntarily* to fund and operate the Libertarian Party.

Our newsletter, which will be mailed free to dues-paying members, is printed on *real* paper, mailed by *real* postage and this incurs *real*, not idealistic, costs. Sad but true, even idealism has its price. The purest Libertarian in the world could not be politically effective alone and without funds.

By working together as closely as possible, we can multiply our individual efforts to advance freedom many times over. ■



LP Convention '96

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egate to attend the Platform debate, the presidential nominating process, or the election of LP officers.

However, the other events of the convention — meals, speakers, panel discussions, and social events like the LP's festive 25th Birthday Party — cost thousands of dollars to put on, and LP members who wish to attend those events are asked to cover the cost. (Convention attendees also make independent transportation and accommodation arrangements.)

Because of the different package deals available, LP members can choose which events they wish to attend, and how much they wish to pay. There are at least 10 different package deals available, ranging in price from \$10 to \$320. Prices for this convention are 5%-30% cheaper than for the 1993 convention in Salt Lake City.

"There ain't no such thing as a free lunch — or a free convention," noted LP National Director Perry Willis. "But just about every Libertarian I've ever talked to has said it's well worth the cost of attending an LP national convention."

TANSTAAFL aside, there is a *free* musical event at the Jefferson Memorial on the evening of Wednesday, July 3rd, and a *free* continental breakfast on Thursday, July 4th (8:00 to 9:00 am).

■ When should I arrive? When should I plan to leave?

That's up to you. The "official" convention will be called to order at 9:00 am on Thursday, July 4th, so many Libertarians will arrive the day before.

However, there are convention related events starting as early as July 2nd; the Sal Guzzetta campaign training session (July 2 & 3); a meeting of State Chairs (July 3); a meeting of the Libertarian National Committee, Inc. (July 3); and the Jefferson Memorial event (July 3).

Events in the "don't-miss" category include:

- ✓ Party platform debate (Thursday & Friday, July 4 & 5)
- ✓ Speakers and seminars (July 4 & 5)
- ✓ Debate of presidential candidates (Friday, July 5)
- ✓ LP's 25th Birthday Party (July 5)
- ✓ Nomination of presidential candidate (Saturday, July 6)
- ✓ Awards & Honors banquet (July 6)
- ✓ Election of National LP officers (Sunday, July 7)

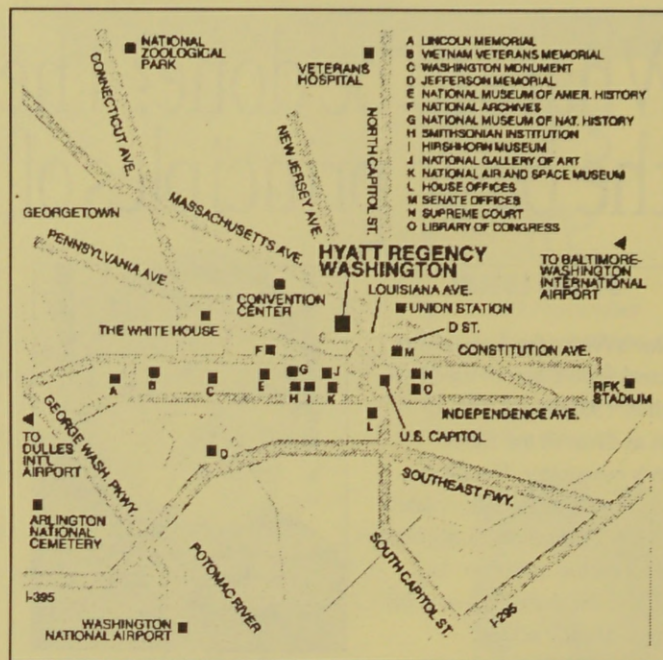
The final event of the convention — the first meeting of the new National Committee — should take place sometime on Sunday afternoon.

Ask the HEADQUARTERS

■ What is the day-by-day, hour-by-hour schedule of convention events?

A fairly comprehensive schedule of convention events has been appearing in regular monthly issues of *LP News*, says John Famularo of FEE, Ltd. In addition:

- ✓ Delegates will get the complete schedule when they check in at the convention.
- ✓ Schedule information is being posted to LP/US on a regular basis.



■ Downtown Washington, DC, showing the location of the Hyatt-Capitol Hill Hotel, where the convention will be held.

✓ You can request a schedule of events to be faxed to you. Call FEE, Ltd, at (215) 545-6994. Or, the National LP office at (202) 333-0008.

■ I've heard the Hyatt is sold out; is that true? Where can I stay while in Washington, DC? Are there budget motels you can recommend?

✓ **Hyatt:** Yes, because of the popularity of this convention, the rooms reserved by the Hyatt are completely sold out.

✓ **Other places to stay:** "If you call the Hyatt, they will give you [a list] of alternate sites, but not the complete list," said Famularo. Call the Hyatt at: (202) 737-1234.

Or, call FEE, Ltd., and "we will send you a list of other hotels," said Famularo. "Some are very close; some are a couple of Metro [subway] stops away [in Arlington, Virginia]; some are a 10-minute cab ride away. Some [of these hotels] are comparable in price to the Hyatt; some are slightly cheaper."

✓ **Budget hotels:** "There's

no such thing in Washington, DC!" joked Famularo. However, he noted that LP members can find cheap lodging by staying at lower-priced chain motels, or by sharing rooms with other delegates. For low-cost accommodations, check with your travel agent, or consult a "bargain" guidebook to Washington, DC.

■ Should I worry about the crime in Washington, DC?

You probably don't need to be concerned in the area where the convention is being held. The Hyatt is very close to Capitol Hill; it's a popular, low-crime tourist area, and well-policed. Of course, you should take the usual safety precautions that you would in any large city, and steer clear of DC's rougher neighborhoods.

■ Which airport would you recommend I fly into?

National is definitely the most convenient. It's a 15- to 20-minute Metro ride from

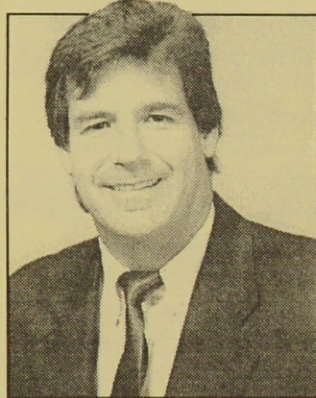
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The "Top Ten" ways you can help the party

■ From bumper stickers to running for office — there's something every Libertarian can do to help the party grow

BY SCOTT BENSON

Editor's note: In the months leading up to their annual state Convention, Tennessee LP State Chair Scott Benson published a list of "top ten" ways an LP volunteer can help the party. Here's his list, slightly edited.



■ Tennessee LP State Chair Scott Benson: "You can make a difference!"

On *Late Night With David Letterman*, the top ten list is always funny and popular. He even has a bestselling book on the same humorous subject. On a more serious note, I decided to come up with a top ten list of things a Libertarian volunteer can do to help us win. These are a few of the endless possibilities:

10 Bumper Stickers — They are free, continuous advertising. If each of us had a bumper sticker on his or her vehicle, people may wonder what all the excitement is about, and call us for more information.

9 Newspaper, TV, or Radio — If you read an article, see a show, or hear a talk show on third parties, and it fails to mention the Libertarian Party, please call. Ask for the person who wrote or hosted the piece. Be respectful, but point out there is *already* a nationwide real third party.

If you get an answering machine, leave a short message. Mention our ballot access progress, 1,000 candidates in

1996, etc. Specifically, *USA Today's* phone number is (703) 276-3400, and C-SPAN's viewer call-in phone number is (202) 624-1111.

If enough Libertarians called, we might just get included next time.

8 Letters to the Editor — Next to the front page, the editorial page is the most read section of a newspaper. Free advertising to a large audience.

7 Word of Mouth — There are unlimited opportunities and possibilities here. At parties, at work, at the gym, on vacation, etc. Always be tactful, respectful, and polite.

6 Harry Browne's book, *Why Government Doesn't Work* — Each of us needs to buy at least three copies of Harry's book. A great campaign tool, and a great way to succeed at #s 7 & 8.

5 Vote Libertarian — One vote does matter. But do not waste your precious vote on status quo candidates or the lesser of two evils. Increasing vote totals bring legitimacy and respect.

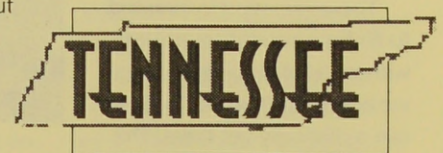
4 Volunteer Time/Money — We can complete more projects with more volunteers, resulting in increased votes and, most importantly, new members. Like everything in life, we cannot grow without your contributions.

3 Join — Membership growth is the key to both short-term and long-term success. If you are a member, you probably have done many of the previous seven items.

2 State Convention — By attending our state convention, you more than likely are doing most of the previous eight items on this list. This shows a high level of commitment to the cause of freedom.

1 Candidate for Office — The primary reason a political

party exists is to run candidates for office, hopefully win, and then implement policy. Many people think we exist to educate the public, but that is really secondary. Education is the primary function of free market think tanks and foundations such as the CATO Institute and Reason Foundation. If you run for office, you have, most likely, done everything in the top ten list, or will do so during your campaign.



Of course, there are many other ways to help. But if all of us in the Libertarian Party do everything in this top ten list, we will win sooner rather than later. 1996 may truly be the breakthrough year we have been working for. You can make a difference! ■

Editor's Note: Reprinted from the Spring 1996 issue of the *Voice of Freedom*, the newsletter of the LP of Tennessee.

Tips! Avoiding Racist Advertisements In Your State LP Newsletter

■ **Beware:** A racist group — masquerading as Libertarians — may try to place an advertisement in your state LP's newsletter. An LP activist (who asked to remain anonymous) reports: "A group advertised in our [state] newsletter, offering a 'Christian libertarian' perspective. They referred to themselves as Christian Research. It turns out that, unbeknownst to us at the time we accepted the ad, these folks are Identity Christians and Nazi sympathizers." When the state party discovered this, they canceled the ad, and refunded the money. Remember: Your newsletter defines your *identity* to many of your members and prospects and media. You *will* be judged by the company you keep (and by the groups who advertise in your newsletter). Be careful about which ads you accept!

Achieving realistic goals: The importance of consensus, strategy, and measurable goals

■ How the Libertarian National Committee planned its success — step by step

BY STEVE DASBACH

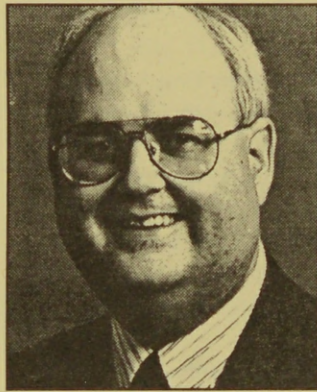
People don't plan to fail — they fail to plan. It's an old saying among financial planners that applies equally well to our activities in the Libertarian Party.

Too often, we are tempted to flit from project to project without a clear vision of where we are trying to go, or how we can realistically get there. The excitement of each new idea diverts us from the day-to-day work of building a successful political party.

Of course, there is danger in over-planning as well. I suspect we all know Libertarians who spend months developing elaborate strategic plans for the future instead of working to move us forward *today*. Anyone who's been in the party for a few years has probably heard a number of these "fantasy" plans — which, somehow, never seem to come to fruition.

Fortunately, there is a happy medium between no planning and fantasy planning. Over the past three years, the Libertarian National Committee, Inc. (LNC) has used flexible strategic planning techniques to build consensus, determine strategies, adopt measurable goals, and develop tactics. By looking both at the short and long term, we have been able to plan for the future while continuing to move forward in the present.

The techniques we use can easily be applied to planning at



■ National LP Chair Steve Dasbach: "Our primary strategy has been to build membership."

the state and local level. In fact, many of these ideas were borrowed from our most successful affiliate parties.

BUILD CONSENSUS

The first step to effective planning is to build a consensus among those people whose support will be critical to achieving your objectives. For us, this was the members of the Libertarian National Committee and our HQ staff.

Think of a committee like the LNC as one of those old Roman galleys, with each committee member manning an oar. (However, nobody is chained to an oar and no one is standing there with a whip to make them row!)

If people don't row together, or don't row at all, or take the oars out and start hitting each other, you won't get anywhere fast. It's clear that in

order to get anywhere, the committee has to agree on which direction to go, and they have to be willing to work together.

In strategic planning, building consensus is the purpose of developing a mission statement. The mission statement itself is just empty words on a piece of paper unless it captures and conveys a true consensus of the organization, and provides a clear direction to guide the development of strategies, goals, and tactics.

In August of 1994, members of the LNC developed the following mission statement during a strategic planning session, which was formally adopted at the next meeting:

"Mission: To move public policy in a libertarian direction by building a political party which elects Libertarians to public office."

A good mission statement, which accurately expresses the consensus of an organization, provides a standard to measure all other actions against. Will this activity help us achieve our mission? If not, then we probably shouldn't be doing it.

DETERMINE STRATEGIES

Strategies are broad, conceptual ideas about how to achieve your mission. Examples would be "take the high ground" in war, or "control the center" in chess, or "deliver your message to your target audience at least 3-5 times in a variety of ways" in advertising. Determining a strategy (or strategies) to follow has an impact on the goals you adopt

and the tactics you develop.

Our efforts at National over the past three years have been built around one primary strategy, supported by several secondary strategies.

Our primary strategy has been to build membership. We believe that membership is the foundation upon which all other LP success is based. More members leads to more money, more media, more candidates, more office-holders, more volunteers, and stronger grassroots organizations. It also provides the means to ensure access to the ballot in every state.

In military terms, we believe that you have to recruit your army before you go to war.

To fully achieve our mission of moving public policy in a libertarian direction, we will have to elect majorities at all levels of government. To do that, we have to build a political party that is as strong as our competitors. That means that we have to build as strong a "membership" base as our competitors.

Our secondary strategies all tie into our primary strategy of building membership. Examples of secondary strategies are:

1. Professionalism is the key to attracting new members, retaining existing members, and building a positive image with the public and media. Everything we produce should have a professional appearance; everything we do should be done in a professional manner.
2. Relentless outreach is vital to membership growth. We

have to be outward looking, not inward looking, if we want to grow and get Libertarians elected to public office.

3. We must actively participate in the political process if we want to grow as a political party. People are not going to join a political party that is merely a debating society.

4. Most of the road to victory will be traveled in small, measurable steps, not giant leaps (small steps equals big payoff). In the old fable, we are the tortoise, not the hare.

ADOPT MEASURABLE GOALS

In my work with Marshall Fritz, founder of the Advocates for Self-Government, he always stressed that you get what you measure. I've found the same to be true in my teaching career — students study the things they expect to be tested on. People in business measure their revenue and expenses in order to maximize profits.

Setting realistic, measurable

goals that help achieve your mission and are consistent with your strategies are the key to success. Measurable goals help an organization focus its efforts and monitor its progress.

Effective goals are:

1. Measurable. If you can't

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**Most of the
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measure a goal, you have no way to monitor your progress or tell when you've achieved it.

2. Realistic. Setting "fantasy" goals leads to burnout. Set goals that are capable of

being achieved.

3. Challenging. This is the flip side of setting *realistic* goals. If a goal isn't challenging, then achieving it won't serve to move the party forward. Goals that are sure to be achieved are almost as bad as unrealistic goals.

4. Significant. Goals should represent significant milestones toward achieving your mission.

Goals should be constantly monitored and revised as necessary. They should also include a mix of both short and long-term objectives.

These are the current goals of the LNC, developed from the ones originally adopted in 1994:

1. BALLOT ACCESS: Put our 1996 Presidential ticket on the ballot in all 50 states and D.C. Be qualified for the 1996 Presidential ballot without further petitioning in 40-44 states by July 4, 1996 (the start of the Presidential nominating convention). Remain a ballot-quali-

fied party in a majority of states after the 1996 Presidential election.

2. MEMBERSHIP GROWTH: Increase our paid membership from 9,500 to 20,000 by July 4, 1996. Develop and publish three additional projects to assist affiliate parties build membership in 1996. Offer a unified membership program to state affiliates by July 1, 1996.

3. DEVELOPMENT: Increase annual revenue to \$1,500,000 in 1996.

4. MEDIA RELATIONS: Double the number of HQ media contacts and radio/TV appearances by LP representatives from 1995 to 1996.

5. LIBERTARIAN OFFICE HOLDERS: Increase the number of Libertarians elected to public office to 100 by December 1, 1996. Elect a libertarian to significant partisan office solely as a Libertarian by December 1, 1996.

6. CANDIDATE RECRUIT-

> CONTINUED ON PAGE 11

Questions about the 1996 LP Convention

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downtown Washington, or a relatively cheap cab ride. (National is located right across the Potomac River in Virginia.)

Both Dulles and Baltimore/Washington airports are 45-50 minutes away. However, there is fairly convenient shuttle-bus transportation from both airports to downtown Washington, DC. (Cost: \$20-\$24.)

■ What's the closest Metro stop to the Hyatt?

Union Station — it's only a couple of blocks away. Union Station also has a great food court with more than two-

dozen restaurants; it's a convenient place to get lunch or dinner. (By the way, if you come to Washington by train, that's where you will arrive.)

■ At some point, will I be able to tour the new head-

quarters at the Watergate?

Most of the staff of the National office will be at the convention around the clock. However, check with Communications Director Bill Winter; he promised to try to arrange several impromptu after-hours tours of the new HQ.

■ When will C-SPAN broadcast the convention?

Live coverage will air:

✓ **Thursday** (July 4th), from 9:30 to 5:00. Speakers and Platform debate.

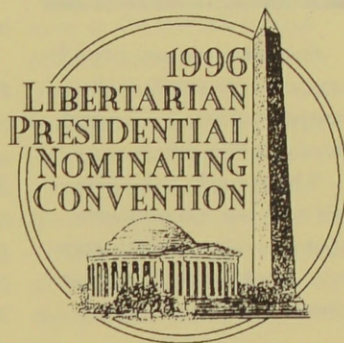
✓ **Friday** (July 5th), from 9:30 to 5:30. Speakers, panels, and presidential debate.

✓ **Saturday** (July 6th), from 9:30 am to 5:30. Nomination of presidential candidate.

These times are subject to change; C-SPAN may decide to cover additional convention events. Also, expect to see LP guests before the convention on C-SPAN's *Washington Journal* program, and after the convention on viewer call-in shows. Plus, C-SPAN usually repeats broadcasts at a later date.

■ You didn't answer my particular question; who should I call?

Call John Famularo at FEE, Ltd, at (215) 545-6994. ■



Tax Day rallies garner positive media attention for the party

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what we received from our clipping service, the efforts paid off in a big way in terms of positive publicity for the party."

Newspaper headlines from across the USA tell the story:

■ "Libertarians stage tax protest rally," headlined the *Charleston Gazette* in WV.

■ "Libertarians' fake money giveaway calls attention to U.S. budget deficit," wrote the *Post-Crescent* in Appleton, WI.

■ "Libertarian candidate to lead tax protest" reported the *News Journal* in New Castle, Delaware

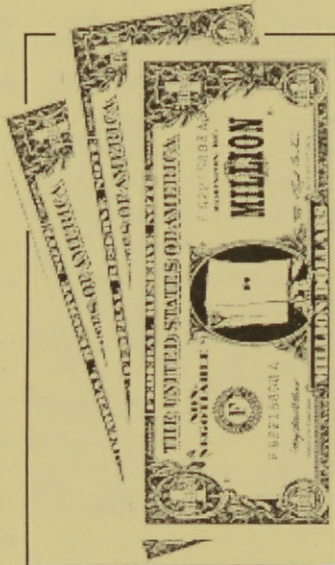
■ "Libertarians . . . are trying to ease the sting of filing," wrote the *Northwest Florida Daily News* in Fort Walton Beach, Florida.

But the press releases did more than just generate news. They also sparked at least one favorable editorial — in Bill Clinton's home state.

The *Arkansas Democrat-Gazette* printed several paragraphs of text verbatim from the LP's \$1 million bill in an editorial entitled "The high cost of government: \$1 million every five seconds."

The editors wrote: "Libertarians know just where to look for a captive audience every April 15th. What better place to pass out their literature than post offices in cities like Little Rock and North Little Rock? Most folks were just in the right mood for anti-tax talk.

"As drivers handed their envelopes to postal workers . . .



■ **The Arkansas Democrat-Gazette printed several paragraphs of text verbatim from the LP's \$1 million bill.**

Libertarian Party members handed back a symbolic million dollar bill. The last-minute filers were told: 'That's how much the federal government spends every five seconds! That's \$12 million every hour, over \$1.6 trillion every year' a figure too high for most of us to readily comprehend.

"Who pays for this spending spree?' the Libertarians asked. And they answered: 'You do — every penny of it — whether directly through the income tax or indirectly through business taxes.'

"The Libertarians make a good point about the need to lower taxes and curb government spending."

Dasbach said he's noticed an upswing in both publicity and the effectiveness of LP Tax Day rallies over the past several years.

"Since the National LP started distributing the \$1 million bill package, April 15th has turned from a Libertarian ritual that occasionally generated prospects and media — to a media bonanza that generates numerous prospects," he said.

But there was a price to pay for the Tax Day rallies, as Libertarians tried to exercise their First Amendment right to peacefully distribute literature. In several states — including Vermont and Ohio — Libertarians were chased off Post Office property by Postal officials, despite a "legal memo" provided by the National LP affirming the legal right to distribute non-campaign literature on government property.

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Tax Day turned from an LP ritual to a media bonanza.

And in New Jersey, two Libertarians were arrested when they refused to leave the East Brunswick Post Office.

"I have a right to be here. This does not comport with what we understand this country is about," said LP member John Paff, who was arrested

along with James Konek. The two were held for several hours at the Middlesex County Adult Corrections Center until \$5,000 bail was posted for each of them.

Paff and Konek were charged with defiant trespass for refusing a police officer's order leave Post Office property. A Post Office official said the Libertarians were blocking the door; Paff denied the claim.

The outrageousness of the government's actions sparked an editorial in the *Homes News & Tribune* in East Brunswick. Noting that the Libertarians hadn't bothered anyone during their protest, the editors wrote: "Did we miss something here? Isn't the government we support with our taxes supposed to ensure our freedom to do just this sort of thing?"

The National LP office provided Post Office documentation and other supporting literature to the lawyers defending Paff and Konek.

Dasbach said the overwhelming popularity of the \$1 million bill package ensures that it will be distributed again next year — but with one change.

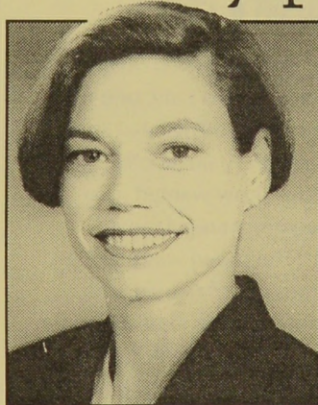
"Activists told us they want it earlier, so they can coordinate their plans better. So, in 1997, we'll send it to all our state parties by late February, so they'll have more than two months to get ready," he said. "Each year, our Tax Day rallies will just get better." ■

Editor's note: For information about getting the Tax Day package in 1997, or for samples of the \$1,000,000 literature, contact LP Director of Communications Bill Winter at (202) 333-0008, or via e-mail at 73163.3063@CompuServe.com

How "single-issue" alliances built a new Libertarian county party in Michigan

BY EMILY SALVETTE

Editor's note: In the January/February 1996 issue of the Michigan Libertarian, State Chair Emily Salvette welcomed a new county affiliate, and used the opportunity to discuss how alliances with single-issue freedom-oriented groups can help build the Libertarian Party. Here are her comments.



■ Michigan LP State Chair Emily Salvette: "People are active in single-issue groups because they are looking for more freedom."

Welcome to our newest affiliate, the Ionia County Libertarian Party. Its beginning demonstrates an important strategy for us.

Former LPM Chair Dick Whitelock saw people dissatisfied with local government as townships in Ionia began enforcing a new legislative fad, "blight" ordinances.

These ordinances force property owners to keep their yards looking neat; neatness, of course, is defined by the local politicians. Enforcement included ordering one man to get rid of his vacation motorhome, in another case, telling a family to get rid of the barrels a young horse-back rider used to school her 4-H project. County citizens formed a group to fight these ordinances.

Whitelock went to the group and explained that the Libertarian Party shared their views on private property rights and supported their efforts. He encouraged them to come to an organizing meeting and, from that, the Ionia County Libertarian Party was born.

This strategy — recruiting freedom-oriented single-issue activists to the LP — can benefit both the group members and us. Getting elected to office and changing statist laws is the best way to change our society. For instance, a handful of people elected to township boards in Ionia County could overturn these ridiculous blight ordinances.

Unfortunately, people who are committed to causes, especially causes labelled "extremist" by the political establishment such as property rights, separation of school and state, or the Second Amendment, aren't welcomed by the two major parties. So, how can the Ionia freedom fighters get into office to reform government? By running as Libertarian Party candidates.

Often, the Party is exhorted to "get on an issue." Then we debate how much of our lim-

ited resources to spend on lobbying, running petition drives, or taking out ads.

But I think that our job as the Libertarian Party of Michigan is to run candidates.

For almost every libertarian issue there are single-issue groups already in place: NORML and CAALM on the drug issue, ABATE and BRAG on the motorcycle helmet issue, Brass Roots and GOA on the gun rights issue, to name a few. Such groups do a good job rallying volunteers, educating the public and lobbying legislators.

Our job should be to provide a mechanism for turning committed activists into candidates and, ultimately, elected officials.

To build the LPM, we should introduce ourselves to freedom-oriented groups and tell them about our common ground. We should sell the opportunity for their members to run as Libertarian candidates. We can educate these new recruits on the rest of our plat-

form, which they will probably embrace with enthusiasm, at local and state meetings.

Local affiliates can take the lead by inviting representatives of freedom-oriented groups to speak at meetings, or by sending LPM representatives to their meetings.

LPM Convention Chair Stacy Van Oast is doing something similar at the state level by inviting single-issue groups to participate in a Liberty Fair



at the upcoming State Convention. People are active in single-issue groups because they are looking for more freedom. We are looking for candidates who will deliver more freedom as elected officials.

If we can get together, it looks like a mutually beneficial arrangement to me. ■

Tips! Outreach to College Students

■ Looking for a cost-efficient way to publicize the LP to tech-savvy college students? Here's a suggestion from Donald Gallick, Secretary of the Ohio LP: "I have printed half-page fliers with a tagline ["Check out the website of America's third largest political party: The Libertarian Party"] and the National LP webpage in big letters. I am going to post them this week at all the computer labs across Ohio University so when students walk by the bulletin board to use the computers to check their e-mail they will see the <http://www.lp.org/lp> website. World Wide Web inquiries are the primary source of LP of Ohio prospects during 1996."

The Sob-Story of "O"

■ A Texas Libertarian's adventures in Queen Oprah's court

What lessons does a Libertarian learn when he appears as a guest on the Oprah Winfrey Show?

■ He learns that Oprah's staff calls her "O," and that Oprah has an assistant who runs on stage to blot the tears from her eyes when she issues the command, "Tissue!"

■ That the show treats you "like a king" when you're a guest. They even send a stretch limo — stocked with Grey Poupon mustard — to pick you up at the airport.

■ And that Oprah isn't very interested in politics or philosophy. She's more interested in "tear-jerker" stories.

At least that's what LP member Richard King discovered when he appeared on the #1 rated syndicated talk show on February 27th.

"It was a fun adventure," said King, the Chairman of the Lubbock County (Texas) Libertarian Party, who was invited to debate the author of a proposed Texas law prohibiting children from riding in the back of pick-up trucks.

King's appearance was scheduled by the National Libertarian Party office, in response to a request from one of Oprah's producers to furnish "a Libertarian in Texas who drives a pick-up truck."

But before the show, Oprah's producer suddenly told King they had decided against the "Libertarian angle."

"In fact, she said don't even

mention [the word] Libertarian," said King. "She said she didn't want to use that angle."

But that was just the first of many surprises.

Although only one other guest had been mentioned, King found himself sharing the stage with more than a dozen individuals. "There were so many people, they ended up putting us in the front row," he said.

And the topic of the show? Not pick-up truck safety, but "Victims of Accidents Who Want More Government Regulation."

★

**Oprah
turned to
King: "You
know what
side of this
I'm on!"**

"There were at least eight people [on the show] who had been involved in tragedies," said King. "There was a woman who wanted to ban iguanas because her kid caught some rare disease from it. Someone else whose child was burned from chemicals in an airbag. There was a woman who wanted the government to ban drawstrings on sweatshirts because her daughter

had almost choked on one."

It was, said King, one full hour of "bleeding heart stories" — and every single other guest on the show wanted more government regulations.

"[The show] was making heroes out of people who [wanted] more regulation," he said. "I was the only person there to say we need less government."

But with the glut of other guests, King said he was lucky to have the time to say anything. In fact, he said, "I got to say three sentences" during the hour-long show.

When the topic turned to children in pick-up trucks and King's moment came, he was able to say something like, "Risk is part of life. All the laws in the world can't keep these things from happening. Sooner or later, you have to take personal responsibility."

But Oprah immediately shot back: "But how can you justify kids dying?"

King wanted to respond, he said, but "they just wouldn't let me get going!

"I was ready. I was loaded for bear! I had statistics; [even] a story about a pick-up truck accident I was in."

But the show quickly moved on to the next victim, and King was left to ruminate over the principal lesson he learned: "You gotta say what you need to say in your first two sentences. You can't dilly-dally!"

King said he did get some support from an unexpected



source. A doctor who reported on science and medical news for ABC Television — on the show as an "expert" guest — noted "there are more kids hurt on stairs than in pick-up trucks."

But that didn't faze Oprah, who had started sobbing while the various victims recounted their stories. She even turned to King and said, "Richard, you know what side of this I'm on!"

Oprah was still crying when they went to commercial break, said King, so she barked out the command, "Tissue!" An aide came scurrying from off-stage to blot her tears.

"She impressed me as a very much in-charge person," said King.

So: Was it worth the time and frustration to appear on the Oprah Winfrey Show?

"I had a great time," said King. "Overall it was a good experience. I would do it again." He especially enjoyed the lush treatment accorded to guests on the program, he said.

Not only did the show fly him to Chicago the evening before, he said, but "when you arrive at the airport, someone from the show is waiting to meet you. They take care of your bags. You get into a big-time stretch limo" with a television, VCR, newspapers, and a refrigerator. "They've got Grey

> CONTINUED ON PAGE 12

How to get appointed to office in your town

BY MARK TUNIEWICZ

As the campaign manager for one-third of the 75 LP candidates nationally who ran in Fall of 1995, I hope to give some helpful advice, as well as encourage my fellow Libertarians to make a difference by entering the political process, particularly at the local level.

Our first challenge? Perhaps to convince our fellow party members that it is *crucially* important for all of us to fill appointed, non-partisan, and local elective offices. Got a "Board of Sewer Commissioners" vacancy in your city? Go for it!

Strangely enough, many think this beneath them. Or too easy. Neither should be true to the activist or LP supporter wanting to make a very personal difference. Actually, it can be tough to get appointed to a local board or commission, unless you follow three quick tips:

1 Make a commitment to the LP and yourself: Attend the commission meetings for four months. Many meet weekday evenings, and the experience will familiarize you with the issues at hand.

Gradually get more outgoing as you learn more about

the business before the board, and make conversation with board members to better understand the issues, in particular the member serving as Chair.

At the end of four months or so, you should know the town ordinances relating to the board and have reviewed them thoroughly.

2 Find an area where you have either interest or expertise. Interested in education issues? Try the Library Trustee or Board of Education. Got a background in real estate law? Try the Zoning Board or Planning Commission. And yes, even boards we'd like to abolish, if you'd pardon my lack of purity. You have to know how a board operates in order to improve or abolish it!

3 Make your move. At the right time (right after a new mayor is elected!), mention

your interest to your now-friendly board member pals. Write a letter and follow up with a phone call to the mayor right after he is inaugurated. Repeat as needed, in a positive, friendly, and constructive fashion.

We still have a ways to go in getting our candidates elected. A knowledge of the process from a retail politics perspective must be spread among the LP faithful. ■

Editor's note: Mark A. Tuniewicz was the Communications Director for the LP of Connecticut, where he served as campaign consultant to the party's 28 local candidates. First registered as Libertarian as a Boston College student in 1979, he now resides in New Hampshire. In April, he was elected as Alternative Representative (Region 6), on the Libertarian National Committee, Inc.

Setting and achieving realistic goals for the LP

> CONTINUED FROM PAGE 7

MENT & TRAINING: Run 1,000 candidates in 1996, including a majority of U.S. House districts. Have 250 Libertarians receive campaign training during 1995 & 1996. Develop and distribute campaign support materials to all identified campaigns.

7. CAMPAIGN ISSUES: Publish materials like "Project Healthy Choice," "Operation Safe Streets," and "Ending the Welfare State" on four additional issues by July 4, 1996.

Two additional goals in the areas of affiliate support and professionalism have been fully achieved and will be replaced with new goals developed by the next LNC.

Did we accomplish all these

goals? Of course not. As I mentioned, we deliberately set *challenging* goals. In fact, many of our goals required levels of success that the Libertarian Party has *never* achieved in its 25-year history.

But we made considerable progress on all fronts.

Some goals, we're right on track to accomplish. (For example, ballot access and recruiting 218+ Congressional candidates).

Some goals, we're going to fall short. (We're only three-quarters of the way to our membership target, and our new policy papers are still in production.)

But some goals, we've exceeded expectations. (We're well over 100 elected Libertar-

ians, and our media contacts have already doubled, and continue to accelerate.)

Being able to review how well we've done — to look where we've fallen short and where we've succeeded — and then make changes to our strategies and goals is a *vital part* of realistic planning. The important thing is to test your tactics by measuring your results, discard those tactics that prove ineffective, and share effective tactics with other Libertarians. (In fact, sharing effec-

tive tactics is one of the primary functions of *The Libertarian Volunteer*.)

Strategic planning isn't a magic bullet. However, taking the time to build consensus, determine strategies, adopt measurable goals, and develop tactics can dramatically increase the effectiveness of your state or local affiliate. It's worked for us, and it can work for you. ■

Editor's note: Steve Dasbach is the Chair of the national Libertarian Party.

Are you signed up for Sal Guzzetta's two-day course on effective campaigning — the National Campaign Institute? Classes will be held July 2 and 3, just before the National Convention. Call Ron Crickenberger at (770) 717-9287 for details.

Notices

■ **First issue?** Wondering why you got this issue of the *Libertarian Volunteer*? If this is your first issue, you've probably been recently added to our free mailing list because:

- ✓ You're an LP candidate for public office this year.
- ✓ You're a new state or county LP officer.
- ✓ You're a delegate to the National Convention.

■ **News:** Want to stay up-to-date with LP activities, success, policy statements, and media mentions? Get on the free e-mail mailing list for National LP press releases and

advisories. Send a request to: 73163.3063@CompuServe.com

■ **News:** Want to improve your state's bylaws? National LP Treasurer Hugh Butler is working with the Affiliate Empowerment Committee (AEC) to craft a set of "model" bylaws for LP state affiliates. Their goal: To try to resolve the problems that have arisen in some states from flawed or vague bylaws. Once the model bylaws are drafted, they will be offered to states on a voluntary basis. **Want to help?** Make sure your state has sent a copy of your bylaws to the AEC. Mail to: Hugh Butler, 1232 Chandler Circle, Salt Lake City UT 84103-4240. Or send electronic copies to: hbutler@ccc.org. **Want to work on the AEC?** Call Hugh at: (801) 328-4325.

The Sob-Story of "O"

> CONTINUED FROM PAGE 10

Poupon mustard! It was top of the line," he said.

The limo took him to the luxurious downtown Omni Hotel. When he got out, "The doorman says, 'This must be Mr. King.' It's like you're famous. I've never been treated so nice!"

The next day, he was escorted to the studio.

"They do a [metal detector] scan of you" as you enter, he said, and Oprah has several very prominent bodyguards. "It's like you're going into the White House," he said.

King made his abbreviated appearance as the voice of less government, and was flown back to Texas that day.

But he left convinced that Libertarians need to do *more* programs like Oprah.

"It's a fertile field," he said, "These talk shows are filled with so much junk. We can use them to hammer out the issue [of less government]. More of us need to do this kind of stuff."

One ironic postscript, which King said made the frustration of the show worthwhile: "I was at a business meeting two weeks later with several people who had seen that particular Oprah program," and they were discussing it, he said.

"One of them said, 'There was only one guy on the show who made any sense.'"

"And I said, 'That was me!' It was a great moment." ■

The Libertarian Volunteer

The Libertarian Party

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- ★ Convention Questions
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