

The Libertarian Volunteer

A newsletter for LP volunteers, activists, officers, and candidates

Double Your Media!

■ Five tips to make your LP press releases work harder

Want to *double* your state or local party's media coverage? And then double it again? *And then again?*

Just do what the National Libertarian Party has done over the past three years.

"Since 1993, our media contacts have been growing at an exponential rate," said Bill Winter, LP Director of Communications in Washington, DC. "And, by following some common-sense guidelines, you can accomplish the same thing."

Here are the facts: From 1993 to 1994, media contacts for the National LP increased by almost 100% — growing from an average of seven incoming calls from journalists a month to about 13 a month.

In 1995, media contacts doubled again, to 28 a month.

And in the first few months of 1996, they're on track to double again — running at about 50 contacts a month.

"In other words, instead of getting one or two calls a week from newspapers, magazines, and radio or TV stations, we're getting two or three calls a day," said Winter. "Every day. We're literally getting more calls in one day sometimes than we used to get in a *whole month* when I first got here."

What's the secret? And how can you create this kind of exponential growth of media coverage for your state or local LP?

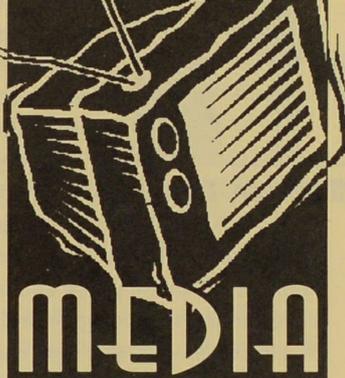
Winter says there were five basic rules of media relations he implemented to increase press attention.

"These are rules that every LP media person can follow,"

he said. "They're based on the understanding that most state and local LP media people are part-time volunteers. You simply don't have the time to get to know every journalist, and follow up every press release with a personal phone call, as the experts recommend. But these tips can make your current media outreach efforts

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SPECIAL ISSUE:
GETTING
MORE



The party needs you ... to run for office in 1996

BY RON CRICKENBERGER

Come on, try it! I know you've been thinking about it. Some of your friends are already doing it, and all of your friends are talking about it. They're having fun with it. Yeah, I know, you're worried about getting hooked, that you'll end up like me and be doing it all the time. But you can handle it. Come on, try it!

Run for office in 1996.

My Libertarian friend, the party *needs* you as a candidate. Our goal of running a record 1,000 candidates in 1996 needs *your personal* help. There is nothing you can do which will help the party more this year than putting your name on the ballot.

The purpose of the Libertarian Party is to move public policy in a Libertarian direction

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How they got to
1,000 members**

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■ From the Editor

NAFTA versus advice: Did I make a mistake?

What kinds of articles should the *Libertarian Volunteer* print? I ask this question because of controversy about a recent item in the *Volunteer*. Let's examine what happened, and see what we've learned.

The situation involves an essay from Libertarian National Committee member Don Ernsberger in the January/February issue.

Ernsberger, at my request, wrote a piece explaining why the LNC declined (at its December 1995 meeting) to rescind its previous endorsement of NAFTA. His essay sparked numerous angry letters, some disputing the LNC's decision, some disputing specific arguments made by Ernsberger.

Should I have printed that NAFTA essay? In retrospect, I think not. Why? Well, it comes down to the reason the *Volunteer* exists.

Primarily, the *Volunteer* is a party-building tool — sharing advice, success stories, and suggestions. But, it's also a news source for

party activists. That's why we regularly feature articles about National LP activities, plans, and projects. The LNC's NAFTA decision, and the reasoning behind it, was news.

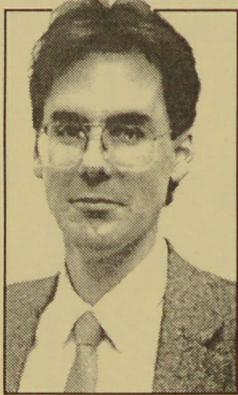
However —and this is an important "however" — the *Volunteer* is *not* a forum for policy debate. It doesn't exist for Libertarians to debate the LP Platform or philosophical or policy issues. And the NAFTA article, unfortunately, caused a policy debate to spill over into the pages of the *Volunteer*. Such a debate just distracts us from our principal mission.

(Yes, policy debate in the Libertarian Party is important. But it should take place in the letters column of *LP News*, or at state and national conventions.)

So: No more policy essays in the *Volunteer*. In this issue, I have printed a few responses to Ernsberger's essay — just for balance — but then we'll close the book on the NAFTA debate and move on.

And the next time the LNC does something controversial, I'll encourage them to explain their actions in the pages of *LP News*.

Correction: Speaking of the NAFTA article, I made a mistake in the "Editor's Note" that preceded it. I erroneously wrote that the motion to rescind the party's endorsement of NAFTA "failed unanimously." In fact, LNC Representative Robert Franke tells me, a motion to rescind the party's endorsement of NAFTA — and to encourage Congress to repeal NAFTA and GATT — failed 12-1. A motion just to repudiate the previous endorsement of NAFTA failed 8-5. Mr. Franke voted in favor of both motions. ■



Bill Winter, Editor

■ From the National Director

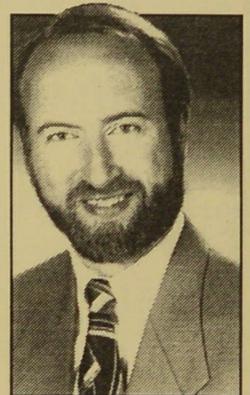
So-called free media: The dangerous myth

This issue's focus on media reminds me of one of my "Myths About Media"— TANSTAFM! There ain't no such thing as free media. Why do I say that? Because media *always* costs something. First, you have to PAY to reach the media (whether through press releases, press conferences, whatever), then you have to INVEST your spokesperson's time in talking to the reporters, and finally you have to SUFFER THE CONSEQUENCES when they invariably butcher your message. The opportunity costs are staggering.

What's that you say? Any coverage is good coverage as long as they spell your name right? Wrong! I know that's what Lyndon Johnson said about media attention, but it doesn't mean he was right. It doesn't even mean that he really believed what he said.

Ask yourself this question: Would you willingly go out and pay good money to place an advertisement saying that Libertarians are atheistic anarchists who believe in child pornography, heroin in vending machines, rapacious monopolies, and the right to discriminate against gays and black people? The truth is that you already have, because that's been the quality of much of the so-called "free media" we've paid for over the years.

Yes, "free" media can be emotionally satisfying. And we can work to make it better rather than worse. (See the tips in this issue, for example.) But don't expect it to do our job for us. ■



Perry Willis,
National Director

The Libertarian Volunteer

A newsletter for LP volunteers, activists, officers, and candidates
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Blasting through the 1,000 member barrier: How Libertarians in Pennsylvania did it

BY RICHARD PIOTROWSKI

Editor's Note: Recently, Pennsylvania became only the second state in LP history to crack the 1,000 National LP membership mark (after California). How did they do it? Richard Piotrowski, the Media Chair for the Bucks County LP, explained part of their success strategy in a message he posted to the LPUS forum.

Often I find myself saying: "If these [Libertarians who complain] and moan on this [e-mail] list would just get down to the business of BUILDING the party's base level of membership and start doing what it takes in order to ELECT Libertarians to office . . .!"

Up to now I have refrained from saying it. But after coming out of this weekend's Pennsylvania convention — seeing the results of the work that a lot of people have made possible (including myself)—I figure maybe a short lesson on what is possible is in order:

1 Pennsylvania broke the 1,000 National membership mark. At the convention were TWO talk show hosts. Both came as guests — not speakers. They are on a 50,000 watt FM all-talk station in what, I believe, is the third-largest radio market in the country. One of them [Irv Homer of Philadelphia] signed up at the convention as member number 1,001.

2 That talk show host had Harry Browne on as a guest on Friday afternoon, just before

the convention. This was arranged in part by our treasurer of the Bucks County LP calling the station's program manager. (My, what one person can do!)

3 To build our membership here in Bucks County, we do mailings. Our mailings include the option of signing up for the State and National LP membership at a reduced rate. THIS WORKS!

4 Build respect with the local media — this takes time. We tout our successes and the media *does* listen. The local media is looking for stuff to fill their papers with — but they won't put it in until you've done what it takes to DESERVE it!

We just had a reporter do an article about us again this Sunday. The story ran on *three*

pages, and, in addition, on Tuesday its sister publication (that covers the upper part of the county) ran a condensed version of the same story. This paper has two editions; on one of them, the story started on the front page. The media now sees us as a strong, growing organization here in this county.

5 And finally, professionalize EVERYTHING you do. I put out a press release declaring my candidacy for Congress. I was prepared when the calls came in. I did several interviews over the phone the next day (they called me!), and blurbs from my interview with a little AM station here ran all day the following day — often as the second story during their local news update every half hour.

I'm not a professional, but I

do have a professional attitude when I represent this party.

I'm also not a person who likes to brag about anything that I have done; our success is because of the work of a lot of people. I'm just a college dropout and former truck driver, who listens, reads and learns from people that know more than me.

But I am REALLY getting sick of the stuff I read on [LPUS] every day. If someone wants to debate just how pure, *pure* can be — go ahead and do it with like-minded people. But I want the government OUT of my life — and I KNOW that will only happen if we ELECT Libertarians to political office!

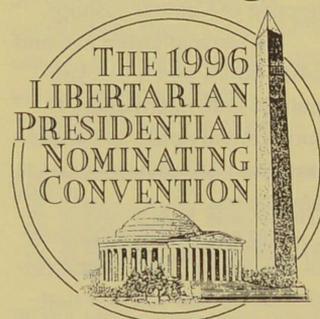
If ANYBODY does what we have done here in Bucks County, I know you will see the same results. **Just try it.** ■

June 4th: State delegate deadline!

The most important deadline for the '96 Libertarian Party Presidential Nominating Convention is getting closer.

By June 4th, every state party must have submitted their official list of convention delegates (and alternates). The list must be *in the hands* of LP Secretary John Famularo by that date. (Send a copy to the National HQ, too.)

According to National LP Bylaws: "Failure to submit a listing of delegate/alternate names and addresses . . . shall cause *no delegation* to be reg-



istered from that affiliate party."

This delegate list does not need to be final. According to the Bylaws: "Amendments to such lists may be made by the affiliate parties until the close of the Credentials Committee

meeting." Also, each state can send the names of alternate delegates — as long as this list does "not exceed the greater of 50 or the number of delegates allocated."

Afterwards, all convention delegates will receive a mailing from the Convention organizers with more information, and the meal/speaker/event packages that are available.

Who can be a delegate? The Bylaws say: "Delegates shall be required to be members of either the [National] Party or an affiliate party." ■

Media advice: 37 tips from PR experts, and newspaper, radio, & TV journalists

■ Here's the "cream" of the suggestions from a two-and-a-half-hour seminar put on by one of Washington's top PR firms

BY BILL WINTER

First rule: Don't call it "free" media. It's never free. The experts call it "earned" media.

That was just one of the tidbits I picked up recently at a seminar at the National Press Club entitled: "How to Get Media Coverage for Your Issues and Spokesmen." It was sponsored by one of Washington, DC's most successful public relations firms, Creative Response Concepts (CRC).

Never heard of them? They're the folks who publicized the launch of the Republican Party's Contract With America. When it comes to PR, they're the political big leagues!

Second rule: There's fierce competition for media attention. *USA Today*, for example, gets more than 1,000 pages of faxed material every day.

So how do reporters, editors, and producers decide which of those thousand faxes to actually read—and who gets coverage?

It's a crucial question for Libertarians. To get the answer, let's turn to the all-star line-up of talent at CRC's seminar. Featured experts included the White House reporter for *USA Today*; the Washington correspondent for the Knight-Ridder newspaper chain; a booker for CNN cable network; and a producer for a Washington-

area radio station.

They spilled the beans, as only a group of media "insiders" could: How they decide what to cover. What techniques catch their attention. How they choose their guests.

Third rule: Better public relations work gets better media coverage. That's one issue on which the media folks and the CRC executives agreed. Creativity counts. Technique is important. So is newsworthiness, and accessibility.

The CRC public relations professionals explained the techniques they use working for presidential and U.S. Senate campaigns. And they discussed the lessons learned doing PR for the Republican National Committee, the Media Research Center, and the National Conference of Catholic Bishops.

The seminar lasted two-and-a-half hours, and it was jam-packed with information. I took careful notes, so I could pass the distilled wisdom on to Libertarians.

And here it is, the "cream of the cream" from the professionals: 37 tips you can start using *immediately* to increase your media coverage.

1 Good media coverage starts with a good media fax or mail list. "There's quite a bit of turnover; keep your list up-to-date."

2 "It's important to have a regular list of contacts. Have a 'core' list that *always* gets your press releases."

3 Keep your press releases to one page. "Two pages just annoys them."

4 Write good headlines. "Make it sexy and interesting."

5 Use a subhead in your press release. "There is supporting evidence that a subhead will encourage the reader to read the first paragraph."

6 Write about breaking news. "Piggyback on headlines. What's compelling to you isn't

that's what gets them ratings."

10 Put a human face on your story. "Nothing sells like a human face. You need to have facts and figures, your statistics, but a human face will trump your facts."

11 Try to localize your story. "You want to give an example of how your issue will impact your neighbor, your community. Many smaller newspapers will *only* take stories with a local angle."

12 Avoid the beltway mentality. "We think what's important to us is important to the folks back home."

13 Take your message to alternate media sources like talk radio. "There's nothing to reach the masses like talk radio. There's nothing to get your message out like talk radio."

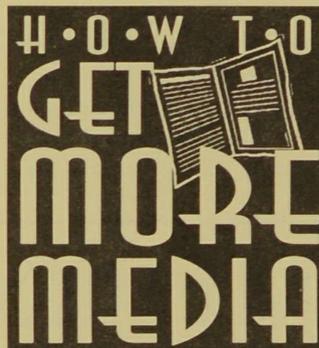
14 "Recycle your press clips" on a regular basis to show the media that you're already newsworthy.

15 Be creative. "The more creative you are, the more the media wants to keep in touch with you."

16 Be immediately accessible. "This transcends everything else. I can't stress this enough. When I need information, I need it now."

17 Be honest. "Once crossed, a reporter will never trust you again. Breach that trust, it's gone. If you don't know an answer, tell them so."

18 Be personable. "It goes a long way."



always news, but what's news is *always* compelling."

7 Don't call journalists late in the afternoon. "Try to contact reporters in the morning—before 1:00 or 2:00 in the afternoon. By 4:30 or 5:00, they're scrambling on deadline."

8 Send out press releases on a regular basis. "If there is no consistent contact, they're going to forget about you. Regular contact is important."

9 Try to craft your press releases as a "horror story." "That's what sells newspapers;



"It will be three to five years before the Internet is a primary conduit for news."

19 Take advice. "Listen to what the media tells you about their business."

20 Target your media message. "Know the publication you're reaching out to. Understand your various options of coverage."

21 Provide novelty. "We're always looking for new people to talk to—fresh angles."

22 Be the first to spot a trend. "Help us identify trends; give us solid examples. Two [things happening] is a coincidence; three is a trend!"

23 Put a journalist's name on every fax. "[USA Today] gets more than 1,000 pages of material each day," and faxes without a reporter's name get tossed into the trash.

24 If you leave a phone message, "Keep it short!"

25 If you mail your press release (instead of faxing it) try hand-addressing the envelope. "A lot of people say they're more inclined to open hand-addressed mail."

26 Provide your home phone. "Home phone numbers are invaluable. Please give me your home number" to contact after business hours.

27 Never call a reporter after 4:00 pm. "Don't call me on deadline. If it's after 4:00, I'm on deadline."

28 Don't send a press kit unless requested to do so. "I must confess, fancy press kits end up in the trash."

29 Call reporters back ASAP. "If I call you, you can assume I need you right away. Don't neglect call-backs."

30 If you leave your phone number on a reporter's voice mail, "slow down, and maybe say it twice."

31 For events you want televised, give advance warning — but not too much. "It's helpful to call on Monday if you have something going on on Thursday or Friday."

32 Be (politely) persistent. "If I don't call back, call again. Sometimes, the only way you get noticed is to call two or three times."

33 Faxed press releases still work better than e-mail. It will be "three to five years" before the Internet is a primary conduit for news. "We do not receive press releases by the Internet."

34 When calling a reporter, always ask: "Is it a good time to talk?"

35 When making a pitch to talk radio, be interesting and provocative. "We want people who will make our listeners say, 'Did you hear what they said on WWRC?'"

36 Grab people's attention with the first sentence of your press release. "If something hits me right in the first sentence, I might get to the second sentence."

37 Don't tell the media your story is important. "[They] pay me to figure out what's important." ■

Bill Winter is the Director of Communications for the National LP in Washington, DC.

What we want in our presidential candidate

Libertarian Party members want a presidential candidate who will explain to the American public a plausible transition strategy to a Libertarian society while not compromising principles, will stress tax and spending reductions, and will both win votes and build state and local LP groups, according to recent online surveys.

Mike Linksvayer polled more than 450 people on the World Wide Web, January to March 1996. Of the respondents, about 65% were Libertarian Party members and about 35% described themselves as politically libertarian, but not LP members.

"Of course, this was a totally unscientific poll," said Linksvayer. "Hopefully, someone will be entertained by the results nevertheless."

The results from just the LP members:

■ **78.8%** say **personal freedom issues and economic freedom issues** are equally important for the presidential candidate to stress. Only 12.8% say just economic issues; 8.4% say just personal issues.

■ **57.1%** say it is most im-

portant for the presidential candidate to **both "build up state and local LP organizations" and to "increase votes."** Only 19.2% say just building local parties; 23.6% say just increasing votes.

■ **38.4%** say the presidential candidate should mention **government spending reductions in every speech**; 30% say tax reductions; 11.3% say deregulation; 10.2% say drug legalization, 5.9% say the right to keep and bear arms; 3.9% say free speech; and 1.5% say free trade.

■ **50.7%** say it is *more* critical for the success of the presidential candidate to explain "a **plausible transition strategy** for moving from the current state to a more Libertarian society." Only 9.4% say it is more critical to "never compromise Libertarian principles," and 39.9% say both are important.

■ **64.2%** say the presidential candidate should spend more time **explaining the "benefits of specific Libertarian policies."** Only 6.1% say the candidate should focus on explaining the non-aggression principle; 29.1% say they're *equally* important. ■

Tips! More Effective Press Releases

■ The *Media Workshop* newsletter recently gave five pieces of pithy advice to improve press releases. The suggestions were specifically targeted to business and industry — but apply to political organizations as well (with a few small changes). **1.** Shorten them. **2.** Eliminate a cover note; make each release stand on its own. **3.** Cut the puffery; stick to hard facts. **4.** Put opinion and interpretation in a quote by a top executive. **5.** Write to gain respect for your company and your next press release.

Elections, NAFTA, Republicans, & phones

Anatomy of a Victory" (*Volunteer*, Jan./Feb.) gives a good idea of the hard work involved in a real campaign. However, election day is often the *most important* day in a campaign. Doug Greene, the Libertarian candidate for Aiken County (South Carolina) Council in 1993, lost the race by only five votes, due to our inability to poll watch every poll all day long and guard against our voters not being allowed to vote! Election day is also important for making sure YOUR voters get to the polls and vote!

Your poll watchers should also monitor who votes at each precinct and "call in the list" to headquarters at regular intervals so you can contact your voters who haven't yet voted and make sure they get to the polls.

Also, remember that "all politics is local" and tailor campaigns to the area. "Anatomy" makes no mention of yard signs, but, in Aiken County, no one could get elected without yard signs. The visual impact is extremely important. Door-knocking is a grand idea . . . in a city or suburban area. Doesn't work at all in a rural area with houses five miles apart.

Popularity of tokens (bumper stickers, buttons, caps, etc.) are also localized. In Greene's race, "Vote Greene" (with a LP logo) caps were very popular, because we're a semi-rural area where guys wear this type of headgear. In Van Buren's district, you probably couldn't have given them away!

— M.L.S., South Carolina

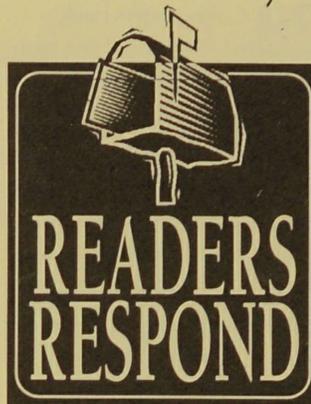
Don Ernsberger ("NAFTA & The Libertarian Party," *Volunteer*, Jan./Feb.) says that, "For

a person calling themselves a Libertarian to have fears of NAFTA betrays an endorsement of beliefs foreign to our creed."

I must respectfully disagree for one reason. NAFTA is a horribly long, confusing and convoluted document. I don't know how many pages long it is, but I know it is so difficult to comprehend that no one seems to really know what's in it.

One of the more minor reasons I am a Harry Browne supporter is a comment he made in his campaign book, *Why Government Doesn't Work*. On page 207, he states, "If a bill is ambiguous or too complicated to understand, I will veto it — even if I think it might be aimed in the right direction. If [this] standard seems too rigid for this modern age, it is not because the standard [is] wrong, but because government has become too big and complicated. Restore government to a manageable size and bills will be short, government will be less complicated, and Congress can do all its work in a few months a year."

I agree with Mr. Browne's assessment, and I would extend that assessment to include



NAFTA. While NAFTA may be a step in the right direction (and I don't know of my own knowledge that it is, because I have never seen a clear, undisputed description of the document), and while we certainly support unfettered trade, I feel we must not support a document that is as inaccessible as the NAFTA trade agreement. I feel that the confusion surrounding NAFTA has fueled the fires of Perot, Buchanan, and a host of other know-it-alls who can use NAFTA to get away with not knowing what they're talking about, because no one else knows what they're talking about either.

Instead, we should reiterate our support for free trade and call for a more simplified, clear

document to be renegotiated with Canada and Mexico.

—W.T., Connecticut

Re: Don Ernsberger's article: "Those within the Libertarian Party who attack it (NAFTA) reveal more about their own underlying political values than their understanding of NAFTA."

It was my understanding, at the time that it passed Congress, there were several thousand pages of the NAFTA agreement and that probably no one understood it, certainly few of those who voted for it in Congress. I don't claim to understand it, and neither does anyone that I know.

However, there are those, where we live on Colorado's Western Slope, who believe that the sudden drop in cattle prices here, the closure for several months last summer of the auction barn, and the tight rein on rodeos and livestock shows due to vesicular stomatitis, may have been some of the results.

And, Don, how is it more Libertarian to exchange a powerful federal or state government for a perhaps even more powerful international governing body such as the World Trade Organization? Isn't it better to keep government closer to those who are governed and the closest one can get is governing *oneself*?

It seems to me that a move-ment down, not up, the scale would be the more Libertarian move.

—I. B., Colorado

The Illinois LP installed a new voice-mail system, and in my opinion it has been a resounding success. Many thanks to Washington state activist, Tom Isenberg, for his "tips" —

Tips! Fundraising Letters

■ What's one thing you should *never* put into a direct mail package, or a fundraising letter? A "wretched asterisk," growls Herschell Gordon Lewis, a direct marketing guru and columnist at *Direct* magazine. "When should you use asterisks in direct response copy? Never," he writes in the March 1996 issue. "That's because invariably an asterisk says to the reader, 'What I just said isn't quite so' — and the reader's "cynicism grows with each asterisked message." Also, the "reading flow is jarred into a weak byway" — as the reader is pulled away from the central theme and momentum of the letter.

"This can be a key first step to establish your own visibility and credibility in your community."

one of which provided the idea behind our voice mail system.

By replacing our "rollover line" with Ameritech's "Enhanced Voice Mail for Small Business," we actually are saving money on our phone bills. In addition, our response time to inquiries has gone from days/weeks down to minutes/hours, because messages can be retrieved from any phone at any time, regardless of location.

Our outgoing message also lists our state chair's pager number for "urgent" messages. It's amazing how much more likely you are to get press coverage when you return reporters' phone calls in short order!

If you would like to see how we've organized our mailbox, call (847) 776-8090. Please feel free to e-mail me for further information.

—Jim Solomon, Illinois

(E-mail: Solomon@comm.mot.com)

I can certainly empathize with Ludlow & Tanana's frustration

LNC News

■ Steve Winter, the 1992 LP candidate for governor in New Hampshire, has been elected as At-Large Member of the Libertarian National Committee, Inc., filling a position left vacant by the resignation of Tamara Clark last month. Winter, who had been serving as the Region 6 Alternate, was elected at the March 21, 1996 LNC meeting in Washington, DC.

with so-called "libertarian-Republicans." (*Volunteer*, Jan./Feb.)

The first time I met a three-term Republican County Commissioner he told me he was a libertarian—and then proceeded to prove there [is no] social program he won't vote for.

However, there are some that do support Liberty. Often they are newcomers and not supported by their party leadership. Due to their outsider status they may be more willing to appoint a Libertarian to one of the many local boards e.g. Planning Board, Hospital Board, etc. Remember, this can be a key first step to establish your own visibility and credibility in your community.

—M.S., North Carolina

Here's a great idea! Mike Binkley, Bob Weber & Region 62 [California] put together a great "Candidate Boot Camp" at their last supper club meeting. The attending candidates were given the opportunity to address the meeting to gain needed public speaking and Q&A practice.

The LP members in attendance played the role of an audience of our choice — Christian Coalition, college students, Rotary Club, etc.

We should copy it and multiply it. I feel this is a wonderful tool to use. Maybe [state and local organizations should] make May or June a major candidate "prep" month.

—E.M., California

Making more news: The Texas fax method

BY WESLEY POST

It has been said that to those who give, more will be given. This philosophy has been confirmed as a result of the recently implemented LP of Texas broadcast fax media campaign.

Since mid-May we have been giving the LP response to "hot" topics directly to the media in Texas . . . and they have responded by giving us valuable and important coverage.

The Texas Press Association's clipping service showed that by the end of June, this project netted statewide exposure in at least 24 newspapers. (No similar service reports the number of radio and TV stations using the material.)

The first concrete response to the media campaign followed our release on June 7, when we blasted the Texas Legislature for violating the 2nd Amendment, related to the passage of the so-called "right to carry" law.

I was interviewed on two radio talk shows as a result of the release, and one of those interviews has developed into a regular monthly appearance in the studios at KKAM in Lubbock. [State Chair] Jay Manifold, Bob Phipps, and Gary Johnson have also been called upon for comment as a result of our news release campaign.

Although many media outlets may be throwing our releases in the trash, many others are relating our messages to their audiences and readers. Since we do not know when or which media outlets will use



our material, we are sticking to our original plan of blitzing all available media.

We are operating on the principle that the more they see us, the more they hear from us, the more they think about us, the more we will become a part of the mainstream of political discussion.

In just a few weeks this is already happening. As publisher of the *Post Dispatch*, I have been using our material consistently since late April. Last week, while I was delivering newspapers to the various outlets here, one of our readers passed by and asked with a smile, "Is there any Libertarian news in that paper?"

We believe that this program will help 1996 LP candidates by helping the people and the media better know us and our positions. By continually bombarding the media with the Libertarian alternative to big government solutions, Texans will at least know that we support their liberty.

It all started in February 1995, when the Media Relations Committee was formed at the

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Double your media!

> CONTINUED FROM PAGE 1

more efficient — whether you put out one press release a week, or one a year.”

Winter said he assumes most Libertarians will issue press releases via fax—using a computer fax/modem. “It’s really the only way you can hit a lot of media outlets in a timely fashion,” he said. However, these guidelines apply to press releases sent by mail or e-mail, too.

Here are Winter’s tips to increase media coverage:

1 Maintain an accurate, up-to-date list of targeted media people.

“Never send a press release without a person’s name on it — the *correct person*,” said Winter. “Don’t address it to ‘News Editor.’ If you do, you greatly increase the odds it will end up in the trash can.

“Have a volunteer spend an afternoon calling the media in your area, and ask: ‘Who is your political editor? Political columnist? Or political reporter? Or news editor, if they don’t have a political specialist? Or, for radio stations, the talk show host who discusses politics?’ Get their name, title, and fax number, and make sure the *right person’s name* is on every fax you send.”

Also, keep your media list updated. “There’s a fairly rapid turnover in the news business,” noted Winter. “In a year, 25% of your media contacts may be obsolete. Every six months, have a volunteer call your list and make sure it’s still accurate. And, be sure to add any new newspapers or radio stations.

“Finally, keep a special list of reporters, columnists, and

talk show hosts who are *most favorable* to libertarianism; who gave you good coverage, or scheduled LP guests. They should get *everything* you send out, since they’re most likely to give you coverage again.”

2 Mix up the types of press releases you issue.

“I put out four basic types of press releases,” said Winter:

■ The “news” release.

“This is hard news, breaking news,” said Winter. “Something

real has happened, or will happen. For example, if you get on the ballot, or when LP candidates file for office. Or, you get someone elected, or have a convention. These press releases are *most likely* to get picked up, since they involve actual events and demonstrate your involvement in the political process.”

■ The “issues” release.

“This is your *opinion* on some topic in the news; the Libertarian perspective,” said Winter.

“The media will pay attention to them based on two considerations: First, how important you are. If your LP is perceived to have some political power —

the ability to get people elected, influence legislation, or swing public opinion — then your opinion matters. If you are *invisible* politically, then few people will care about your opinion. (Unless you reach an unusually fair journalist.) Second, coverage is influenced by how *interesting* you are. If you can provide a novel perspective on the news — the ‘man bites dog’ angle — then you may get covered for the entertainment value.”

■ The “useful information” release: “This is similar to the issues release, but is also designed to provide a *service* for a journalist, by helping him or her do their job better,” said Winter. “You state an opinion on an issue, but also provide interesting factual data that they can use in a column or on a radio show.

“For example, when we put out a press release criticizing a Supreme Court decision on property forfeiture, I sent an additional page of ‘horror stories’ about how police abuse the law. I also provided statistics showing that 200,000+ Americans had suffered under these laws. I booked three radio interviews on the topic, and all the hosts quoted my facts on the air. It made them sound more knowledgeable — and also predisposed them to support our point of view.”

■ The “strategy” release.

“Most journalists think politics is a sporting event; they want to know what ‘plays’ you’ll make to win. They don’t care much about ideas, and less about philosophy. So, cater to them sometimes. Announce that an LP candidate plans to target a special block of voters, or that you’re growing because of a particular political strategy or appeal (like to Generation X, for example). Talk about the

Target: GenX?

The potential voters that many Libertarians pin their electoral and strategic hopes on — Generation X — are the *least likely to vote* in every election and the *least likely to contribute money* to a political party, according to two new studies.

“This is important information that Libertarians should keep in mind before they start targeting their outreach projects to Generation X,” said Bill Winter, LP Director of Communications. “Or, before they start expecting GenX votes to win us elections.”

The facts: A nationwide survey conducted by the *Washington Post*, November-December 1995, revealed:

■ Only 10% of young Americans aged 18-23 voted in the 1994 Congressional elections. And only about 33% voted in the 1992 presidential elections.

■ Only 22% of older GenXers (aged 24-29) voted in 1994.

■ By comparison, up to 64% of older Americans (aged 49 and up) voted in the 1994 off-year elections; and up to 85% voted in the 1992 presidential election.

Also, Americans aged 18-30 are the *least likely* age group to contribute money to a political party, according to a Direct Marketing Association study (March 1996, *Direct* magazine).

■ Only 9% of Americans aged 18-30 had ever made a contribution to a political party. By contrast, 24% of Americans aged 50 and older made partisan political contributions.

“These numbers are daunting,” said Winter. “For college-age students, for example, it means we have to reach 10 kids to get just one vote. The same is true with money. Since the LP has limited resources, we need to remember these facts. Yes, young Americans are our future — but it won’t do us any good in 1996 if we have to wait 20 years for Generation X to vote for our candidates, or make a contribution.” ■

techniques of politics, rather than political ideas.

"Or, combine strategy with issues. Here's one example: After Pat Buchanan won the New Hampshire primary, we put out a press release saying Pat's victory was *good news for the LP*. Why? Because both Buchanan and Bob Dole were 'big-government' Republicans. So, our eventual LP presidential candidate would end up as the *only* 'smaller-government' candidate in the race.

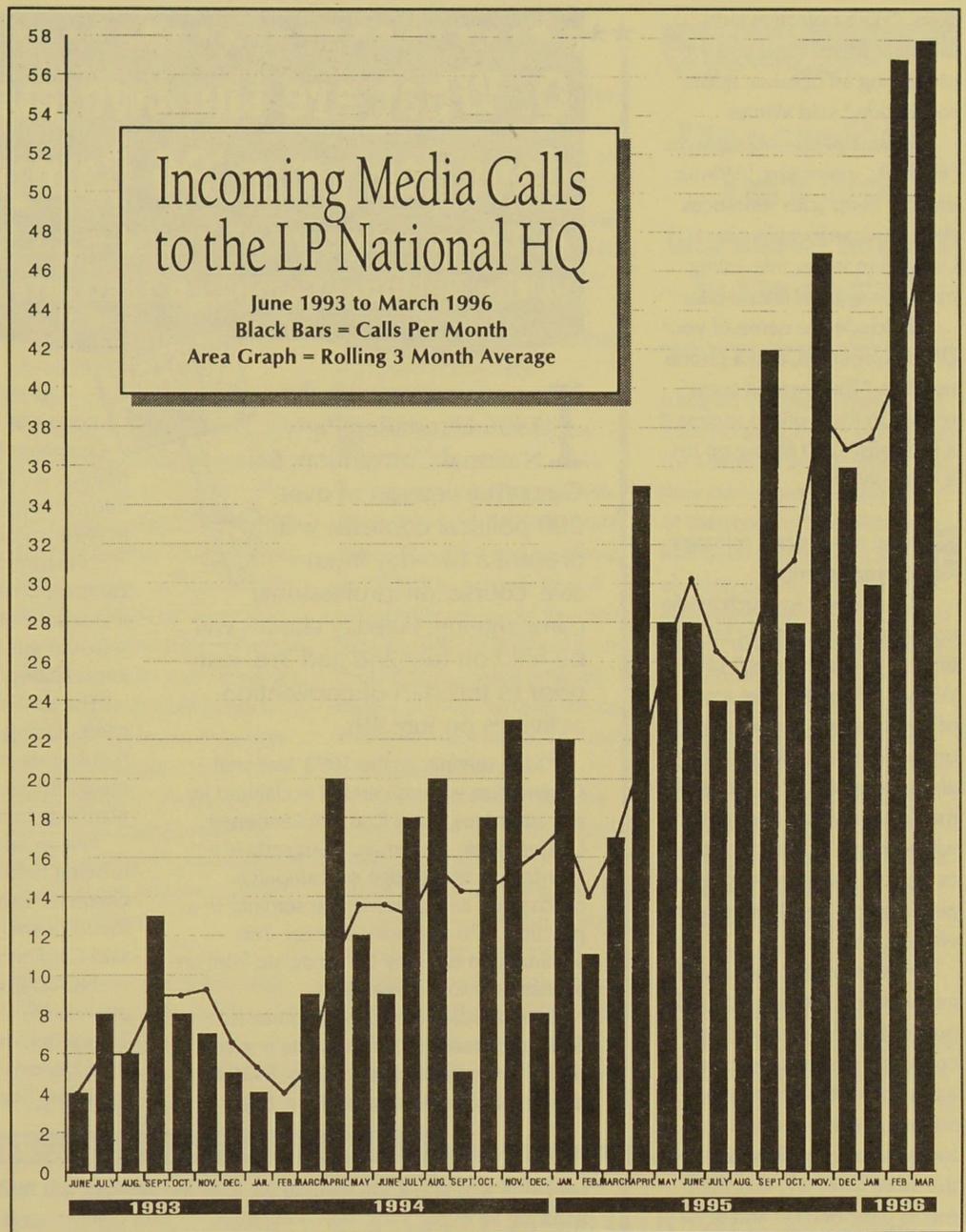
"This press release let us talk about our philosophy under the guise of strategy. Also, it capitalized on the most important political news story of the day — NH's first-in-the-nation primary — from a fresh angle."

3 Use objective facts and figures to prove your political credibility.

"It's not enough to *tell* the media that you are successful," said Winter. "They'll say: *Prove it!* So, give them facts and figures. They love things they can measure and compare.

"What can you brag about? There are a bunch of possibilities: More registered Libertarians. More candidates. More Libertarians in office. More votes. More contributing members. Basically, any number that shows you're bigger or more successful than before.

"And repeat those numbers. Mention them in press releases, in your media kit, in interviews. For example, on a regular basis in our press releases, I'll mention that we've got 170 Libertarians in office, or 123,000 registered Libertarians, or that we're on the ballot in 30 states already. Or that membership has grown by 50%. It pays off: Our membership growth was on the front page of *USA Today* in February. And, when the *Chicago Tribune* ran an article about us, they in-



cluded charts showing increased LP membership, registrations, and candidates."

4 Make sure your press releases are professional and interesting.

"A certain level of professionalism is vital," said Winter. "A properly written, interesting press release will *always* get a better response than a boring, amateurish one." Some guidelines to remember:

- Have a punchy, lively

headline that summarizes the story.

- Keep it short. Most press releases should only be one page. No press release should ever be longer than two pages.

- Write in a standard news style. "A press release is not an opinion essay — it is a news story. It should be written like a news story," Winter said.

That is: Have a lead paragraph that summarizes the major point of the release. "If someone just read your first

paragraph, they should be able to grasp the basics of the story," said Winter. "Here's how you can teach yourself to do this: Out-loud, state in *one sentence* the point of the press release. That will force you to distill it down to the essence. That's your lead paragraph." And, use the "inverse pyramid" news style: Put the most important information first, and increasingly unimportant material later.

- Put opinions in quota-

tions. "With objective facts, just state them. But if you are presenting an opinion, quote somebody," said Winter.

■ Use a peppy writing style. "Be lively, *interesting*," Winter urged. "Keep your sentences short, and paragraphs short. Use action verbs, interesting metaphors, good sound-bites."

■ Include the name of your LP spokesperson, and a phone number. "The greatest press release in the world is useless if a journalist can't follow up on it," said Winter.

5 Issue more press releases to more media.

"There's only so much media coverage you'll get just by putting out press releases," said Winter. "Ultimately, the amount of coverage you get will depend on the *level of political activity and success* the LP achieves. I mean, a party that does nothing will *never* get as much coverage as a party that runs people for public office, gets Libertarians elected, and so on.

"However, that said, more frequent and widespread media outreach *will* generate more coverage. First, it keeps your name in front of the media. Second, the more often you tout your accomplishments, the more likely it is that the media will notice — and write about you. Finally, it makes it more likely that you'll just get lucky. For example, you may catch the eye of a talk show host when he's looking for a topic, or needs a guest. It's like fishing: The more times you throw your hook into the water, the more often you'll catch a fish."

But remember, cautioned Winter: "Press releases are not a *substitute for action*. In the long run, success *generates* media coverage; media coverage does not *create* success. Want more coverage? Do more." ■

Q: What are the two most crucial days for your '96 Campaign?

A: The two days you'll spend with Sal Guzzetta at the National Campaign Institute, July 2nd-3rd!

In conjunction with the 1996 Libertarian Party National Convention, **Sal Guzzetta**, veteran of over 200 political contests, will present a two-day intensive course on professional campaigning. Full-day classes will be held on July 2nd and 3rd, just prior to the start of convention activities on July 4th.



"Sal's seminar at the 1993 National Convention was universally acclaimed by the attendees," said Ron Crickenberger, LP Campaign Chairman. "Guzzetta is a fountain of knowledge on campaign mechanics, and presents the seminar in a practical nuts-and-bolts manner. This seminar can turn any LP candidate from an almost-ran into a contender."

The standard fee for this course is \$385 per student, but Guzzetta is giving the LP a special discount: **Only \$150.00 per person** (\$200.00 after June 1st).

As soon as you register, you'll get copies of *The Campaign Strategy*, *The Campaign Manual*, and *The Finance Manual* — 700+ pages of valuable information by Guzzetta, which are used in several university courses on politics.

"I recommend that all Libertarian campaigns register someone *now* — even if you are not 100% sure who will attend — just to get these valuable manuals immediately," said Crickenberger.

The seminar covers all aspects of campaigning, including strategy, election regulations, advertising, issue selection, media relations, time management, planning, budgeting, and fundraising.

"As an added bonus, since the seminar is being held in Washington, DC, Guzzetta expects to invite an expert friend or two for special presentations," said Crickenberger.

NOTE: Registration is separate from attendance at the LP National Convention. To register, mail this form with payment to the Libertarian Party National Office, attention Tiffany Rodney.

RAVE REVIEWS FOR GUZZETTA!

"Learning and using the techniques that Sal teaches will **make the difference in winning** or losing your next campaign." —Ron Crickenberger, Libertarian Party Campaigns Chairman, & manager for Commissioner Bruce Van Buren's winning race.

"If Libertarian candidates followed even half of Sal's suggestions, **we would have twice as much election success** as we do now." —Bill Winter, LP Director of Communications

"Very productive, highly useful, **extraordinarily valuable**." —Aaron Starr, Campaign Manager for winning LP candidates Sandy Webb & Bonnie Flickinger

I want to run a more professional campaign in '96! Sign me up for the National Campaign Institute and send me my manuals right away.

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 ADDRESS _____
 CITY _____ STATE _____ ZIP _____
 HOME PHONE _____

I'll pay by: Cash/Check Visa Mastercard

ACCT. # _____

SIGNATURE _____ EXPIRES _____

I'M A CANDIDATE FOR: _____

I'M A CAMPAIGN MANAGER FOR: _____

Make checks payable to: Libertarian Party.
 Mail to: Libertarian Party, 2600 Virginia Avenue, NW, Suite 100
 Washington DC 20037 ★ (202) 333-0008

Run for office in '96

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by fielding and electing LP candidates. Running for office is the *single most effective* way of promoting our philosophy. Why? Because it multiplies your personal efforts to such a great degree. Here's how:

1 Contributions to your campaign will **funnel money into LP activism** that would not otherwise be there.

2 As a candidate, you'll have **increased access to the media**. No, the network TV station isn't likely to give you five minutes on the 6 o'clock news every night, but you are virtually guaranteed an interview and article with every newspaper in your area.

3 You'll **build the party**. Every candidate has opportunities to sign up new members. The easiest way is to include a membership form on your literature.

4 Most importantly, you'll **move public policy**. Ask any experienced Libertarian candidate and they'll tell you that simply by being in the race, they forced the older party candidates to take more pro-freedom — or at least less statist — positions.

Frequently, Libertarian campaigns produce very direct, measurable results. Just by being in the race, our candidates have killed tax increase proposals, saving taxpayers hundreds of millions of dollars. One example: The race of Bruce Van Buren for City Commissioner in Avondale, Georgia killed the other commissioners' plans for a \$3 million tax increase for

that community's 1,100 homes. This not only personally saved Bruce about \$3,000 in taxes (not bad for several weekends of work) but also saved the same amount for all the other city residents.

What should you run for? That depends on what you are personally best-suited for, and what you are personally most interested in. The LP has long debated whether it is best to run candidates for high-level, high-visibility offices, or to run low-level campaigns where there is a real chance to win. These are not mutually exclusive strategies. Both types of campaigns have advantages and benefits for the party. From my perspective as Chairman of the LP's Campaign Committee, it is clear that we must run candidates at *all levels*.

So choose a race that best fits your goals, abilities, and experience and energy levels. If you are known on the local level, and have the time and funding that might propel you to win a State Representative race or lower office, *go for it!*

If you don't think winning local elections is of value, just ask recently re-elected LP City Council members Bonnie Flickinger and Sandy Webb. They'll tell you they were returned to office because their townfolk liked the way they were fighting taxes and repealing regulations. And winning locally sets the stage for bigger wins to come.

Plus, our having 172 local officials was the prime reason the *Congressional Quarterly* recently said "[These] Libertarian officeholders give the party a

status that no third party has enjoyed in decades."

If your time and contributions must be more limited, you may want to choose an outreach and information-oriented, upper level campaign. Congressional level and state-wide campaigns do offer a lot of bang for just a few bucks in terms of free media, outreach, and membership growth potential.

And if you don't think the 5% of the vote we get in such races is of value, just ask a candidate in one of those states where the older parties offered us \$100,000 or more to pull our candidates out of the race. The Democrats and Republicans know that the swing vote we control is often the balance of power in major races, and they are paying attention.

And when our candidates in these races start consistently getting around 10% of the vote — which could happen in *this* election — we'll be in position to achieve the kind of victory in the electoral process the Socialist Party achieved in the early part of this century.

After all, we are in the government mess we are in today



"As a candidate, you'll have increased access to the media."

because the major parties, by incorporating major portions of the Socialist Party platform into their own, co-opted the 10% of the vote the Socialist parties had been getting for a few election cycles. We can point government in the direction of Liberty with the same strategy.

I hope I've convinced you that you should run for office. If you are still on the fence, please give me an opportunity to convince you *personally*. Call me at (770) 717-9287, and I'll give you a further sales pitch, and try to answer any questions you might have.

If you are already running, THANK YOU!

So go ahead, try it!

And I hope you do become as hooked on Libertarian campaigns as I am. ■

Getting candidates

Want to help the LP meet its goal of running 1,000 candidates in 1996? Then the party's new candidate recruitment manual may help.

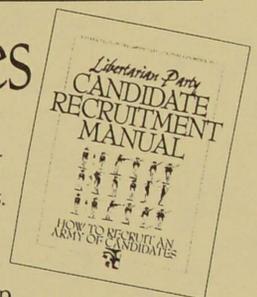
"A political party without candidates is not a political party," said Ron Crickenberger, Chair of the LP Campaigns Committee. "But in a young party such as ours, recruiting good candidates can be a problem."

To solve that problem, the LP has issued a new 18-page *Candidate Recruitment Manual*:

Recruiting an Army of Candidates.

"It's a detailed, step-by-step plan of action for increasing and improving your state's candidates," said Crickenberger. "It should help you overcome the obstacles facing you as you recruit Libertarian candidates."

For a copy write: Libertarian Party, 2600 Virginia Ave., NW, Ste 100, Washington, DC 20037.



Notices

■ **Campaigns:** A new BBS focusing on LP candidates and campaigns is now up and running. The board will deal with campaign techniques and announcements for all levels of LP campaigning, except President & VP. Get online at: lpuscamp@dehdnase.fidonet.org

■ **Hotline:** The Harry Browne for President campaign has a new telephone hotline. For an up-to-the-minute list of Browne's personal and media appearances, call (703) 541-6415.

■ **SAFE:** A long-time LP activist in Delaware, William Morris,

75, has helped form a new group called Seniors Against Federal Extravagance (SAFE) to "counter the big government lobbyists" of the AARP. The non-partisan SAFE has two principal goals: #1: Push for decreased government spending. #2: Dilute the lobbying effort of AARP to help achieve Purpose #1. Want to help? 60-year-old plus Libertarians can call Morris at (302) 475-7060.

■ **Calling all candidates:** Ron Crickenberger, Chair of the LP Campaigns Committee, needs the names of 1996 candidates. "I need lists of announced candidates now," he said. "I have free promotional opportunities awaiting candidates, and a support package." Include address, phone number, & e-mail, and mail to: 5143 Rosestone Drive, Lilburn GA 30247. ■

Texas LP fax program

➤ CONTINUED FROM PAGE 7

party's Retreat. At that meeting we decided to make the Texas news media notice the LP.

Among the projects developed to support the goal was this mass media news release plan, which evolved into the use of direct broadcast fax to all Texas Press Association and Texas Assoc. of Broadcasters members that had fax numbers listed in their directories.

The list began with 700 outlets, limiting TV and radio stations to those with news directors listed. It has since been trimmed to a total of 622 newspapers and radio & TV stations.

Issues and dates for our news releases have been: Opposition to Congress' Counter-

Terrorism bills (May 6); National ID Card (May 29); 2nd Amendment (June 7); Libertarian balanced budget (June 17); State Conference advance story (June 26); and Abolishing tax supported pension plans for elected officials (July 2).

How do we pay for this project? Funding for this project is the only limiting factor to our success. The current fax project costs approximately \$250 for each one page release we send. I am contributing one release per month as an in-kind donation to the LP of Texas. If others join in this effort, we will increase the number of releases according to funds available. ■

The Libertarian Volunteer

The Libertarian Party
2600 Virginia Avenue, NW, Suite 100
Washington, DC 20037

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