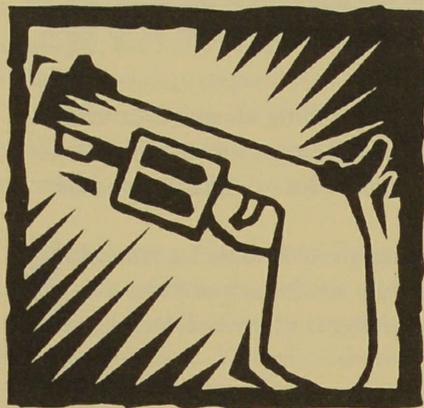


LIBERTARIAN VOLUNTEER

Jan./Feb. 2000

A newsletter for LP volunteers, officers, and candidates



GUN FREE AND PROUD

Tired of the illogical arguments made by gun control advocates? Hand 'em a window decal reading "Gun Free Zone" – and challenge them to put it on their home or business. Will they put up the sticker and invite armed criminals in? Or will the surprising decal force them to rethink their anti-gun stance? The decals, which also contain LP contact information, can be purchased (10 for \$10) from Audrey Capozzi, P.O. Box 613, Bellport, New York 11713.

Inside

- 3** Recruit candidates: A step-by-step plan
- 6** 9 tips for building a better website
- 8** What teamwork can do for the LP

■ COMMUNICATIONS / By Peter Orvetti

Creating an automated LP e-mail newsletter

Imagine a software product that would allow your local LP to send out a regular e-mail newsletter to hundreds of people every week – *automatically*, with almost no work on your part.

And imagine that your e-mail newsletter could include up-to-the-moment events listings, press releases, and news – again, all automatically.

Thanks to Michigan LP member Greg Dirasian, you can stop imagining, because such a product exists.

His software, NewsNet Pipeline, is an e-mail newsletter generator that can collect events and news from a website, automatically turn them into a weekly e-mail newsletter, and send it out.

"A weekly e-mail newsletter lets the membership know that things are happening [and] their local organization is doing things," said Dirasian. "This makes them inclined to renew and contribute money when asked."

But producing such a newsletter can be hard work, which is something Dirasian learned first-hand as an activist in the Oakland County LP a few years ago, after he volunteered to produce a regular e-mail newsletter.

"People wanted to know when we were having meetings, when we were scheduled to be on the radio, and other things," he said. A weekly e-mail newsletter satisfied that need – but writing it "was a tedious chore and took an entire evening of my time every week."

AND THE PROBLEM DIDN'T GET SOLVED by simply asking people to contribute to the newsletter, he said.

LP members would send him material, but often "they would forget to include important information, like the time or place of an event," he said.

"So, I created a web form so people could enter their data on a calendar for our website. Then, when I went to publish the newsletter, I would just cut and paste events from the calendar."

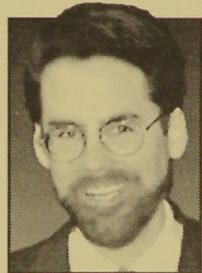
That worked fine until Dirasian asked himself: Why not let the computer do all the work? From that insight, NewsNet Pipeline was born.

The program works like this: NewsNet Pipeline creates standardized forms on a website which allow authorized users to enter data such as calendar events, press releases, op-eds, and news > **CONTINUED ON PAGE 2**

FROM THE
Editor

We're back! After a hiatus of more than a year – caused by too few hours and too many other projects – *The Libertarian Volunteer* is back, just in time for the 2000 campaign season.

For those of you who haven't seen previous issues of the *Volunteer*, this is a newsletter by and for Libertarian activists. Our focus can be



BILL WINTER,
EDITOR

summed up in just two words: "What works" – politically, that is. Our job is to bring you information about effective political and campaign techniques (drawing on the knowledge of LP activists and political professionals). Plus, we'll share tips and suggestions you can use immediately. Our goal: To help you help the LP succeed – at the state and local level, and in campaigns.

With a little luck, you'll see at least four issues of the *Volunteer* this year, each one as jam-packed full of material as this one. *Let's get started.*



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The Libertarian Volunteer is a publication of the Libertarian Party, and provides news, political resources, & strategic suggestions for Libertarian volunteers. Permission is granted to reprint articles if credit is given to the author, *The Libertarian Volunteer*, and the Libertarian Party. Letters, comments, articles, and suggestions are welcome!

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Automated newsletter

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items. NewsNet Pipeline also has the ability to include images, if desired.

Once a week, the program collects all the data, generates and formats the newsletter, and e-mails it out to the subscriber list – which is also easily updated through website forms.

And, just in case there's information that party leaders want to add to any particular issue, the program automatically sends each of them a "reminder" e-mail 24 hours before the newsletter is generated, so they can make additions or changes.

"With NewsNet Pipeline, [any] authorized user can add an event to the calendar and the calendar is immediately updated," noted Dirasian. "Then, when the next newsletter is generated, the event is included on the list of upcoming events. When the event passes, it is automatically removed from the calendar and archived.

"In this way, the work is distributed amongst many members and the mundane tasks are automated. [And] because so much of the system is automated, and because it does not depend on any one person to make it work, people use it."

ONE STATE PARTY THAT HAS BEEN using NewsNet Pipeline successfully for almost two years is Dirasian's home state of Michigan.

Since February 1998, the party has "e-mailed out over 100 newsletters [that included] over 300 events" as well as LPM press releases, op-ed pieces, and special announcements, Dirasian said. "Approximately 400 members receive the newsletter every week."

The Michigan LP is also using Dirasian's latest creation as well: Petitionware – "software that allows state parties to set up and run their own websites like the national LP's DefendYourPrivacy.com," said Dirasian.

At its SpeakOutMichigan.org legislative lobbying site, the Michigan LP uses "Petitionware to send an e-mail [to individuals] state representative and state senator," said LPM Executive Director Tim O'Brien. "We provide a pre-written message on the selected topic, which may be used as-is or modified."

O'Brien said he recommends Petitionware to other state parties.

"We created our [SpeakOutMichigan.org] site for really nothing more than the cost of the server," he said. "I can't see any reason why all 50 state parties shouldn't have a comparable utility."

To learn more, visit www.newsnetpipeline.com. Or contact Dirasian at greg@newsnetpipeline.com. Phone: 877-NEWSNET.

■ CANDIDATE RECRUITMENT / By Sara Cotham

Recruiting candidates In a “few easy steps”

Editor's note: Let's start with the obvious. You can't get a Libertarian elected to office until you first find a Libertarian who is willing to run for office.

Few state parties have been as successful at finding, recruiting, and inspiring Libertarians to run for office as the Indiana LP. In 1998, for example, the Indiana Libertarian Party ran a whopping 100 candidates for office – and they expect to double that number in 2000.

How did they do it? In this essay, Sara Cotham, Executive Director of the Indiana LP, shares some successful strategies – and a plan of action – for recruiting candidates “in a few easy steps.”

1 Form a Candidate Recruitment Committee. The committee should consist of three or four hard workers who will dive right into the task of finding people who are willing to run for office on the Libertarian ticket. They should meet weekly at a regular time and place, and report to the County Chair.

2. Get Organized. Ask your Membership Director for a list of members, past members, and prospects. Using the voter registration list that you can obtain from your local voter registration office (or by finding members' districts online or through any other means), divide your member/past member/prospect list by voting district and assign Candidate Committee members particular lists.

3. Set Goals. You have only a limited time to contact potential candidates, so be sure to step on the gas! A sample goal schedule might look like this:

- Week 1: Call through half of the lists.
- Week 2: Call through the second half.
- Week 3: Compile the final list of all potential candidates. Hold county convention.

4. Ask people to run for office. Here are some truths about recruiting candidates:

- People are *flattered* to be asked.
- People want to help the party, and this is one of the best ways they can do so for free.
- People can run as a “paper” candidate in order to help the LP retain viability by having many, many names on the ballot. All these candidates have to do is file the proper forms on time and occasionally answer questions from the newspaper or civic groups – but it would be nice if they could also attend outreach events or donate to active candidates' campaign funds.
- People can run as active candidates, raising money, sending press releases, ordering stickers and yard signs, and appearing in an official capacity at events. They also have to file paperwork.
- People do not have to be members of the LP to run for office. Of course, they should be asked to join because



**SARA COTHAM,
INDIANA LP
EXEC. DIRECTOR**

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POLITICS 101

Using Effective Political Rhetoric

Can Libertarians learn anything from Republicans? Perhaps – when it comes to using language more effectively.

After years of being battered by the Democrats as “uncaring” and “extremist,” GOP leaders recently commissioned a marketing study to find out what words resonated with American voters – and which words frightened them.

While Libertarians don't want to borrow Republicans' wimpy politics, there may be some lessons that can be learned from their rhetoric.

From a June 1999 article in the *Wall Street Journal*, here are some test-marketed suggestions for more positive political speech:

1. “Capture voter attention by communicating a shared value.” For Libertarians, this could be love of freedom, and frustration with high taxes and expensive and inept government bureaucracies.

2. “Talk about the benefits to the voter.” Instead of focusing exclusively on philosophy, make sure you also mention how Libertarian solutions will personally benefit individual voters, their families, and their communities.

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Political Rhetoric

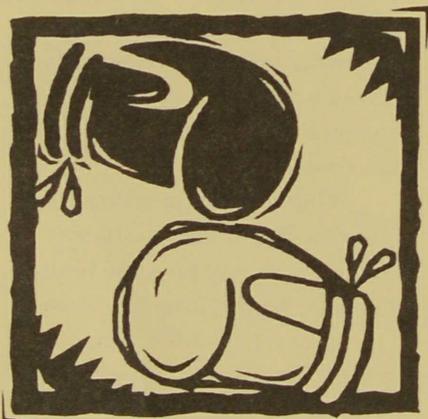
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3. "Make it personally relevant and emotionally powerful."

How will current policies hurt voters in the future? Use anecdotes to drive points home, like the cost of Social Security in 25 years or the percentage of income their children will have to pay in taxes.

4. "Use power adjectives" like "able, American, bright, honest, patriotic, ready, reliable." What do these words have in common? They're all *positive*, patriotic, inclusive, and inoffensive. Libertarians can add "freedom" to the list, too.

5. Avoid "puffspeak" – wonkish terminology like "access, cash flow, inoperative, infrastructure, etc." Voters must *understand* you before they can *agree* with you.



POLITICS 101

End disruptions at LP meetings

Boredom. Hostility. Verbosity. Discontent. There are just a few of the reasons why unruly Libertarians may try to disrupt your local or state meetings.

The next time it happens, be ready to deal with those people. In *Talking With Confidence for the*

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Six steps to recruit more LP candidates in your state

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we need members and it would probably make sense. Co-workers, friends, and family members make great candidates.

■ People who run should, however, be able to adequately represent the principles of the Libertarian Party.

Before committing candidates to paper, find out some basic information about them that might be good to know in a campaign season.

In a way that you can comfortably and tactfully do so, ask them, "Because you will be representing the Libertarian Party in a public fashion through November, is there anything happening in your life that you'd be embarrassed to read about in the newspaper?"

Believe it or not, even paper candidates will be watched, and pending lawsuits or criminal cases make good headlines for reporters. If this person has had a criminal conviction, that's also a useful thing to know. We are really trying to avoid seeing "Libertarians Field Felon For City Council" in the headlines!

5. **Call your lists.** The best times to call people at home are between 6 p.m. and 9 p.m. on weekdays, Saturdays between 9 a.m. and 5 p.m., and Sundays between noon and 9 p.m.

Always be friendly and respectful; do not call early in the morning or late at night. If the person for whom you are calling is not at home or is busy when you call, ask for a good time to call back. If you reach voice mail or a machine, leave contact information but indicate that you will call back another time.

Below is a sample script to use when you reach the member, past member, or prospective member on the phone:

Caller: Good evening. May I speak to Jane Doe please?

Jane: This is she.

Caller: Hi, Jane. This is [Your Name] calling from the Libertarian Party of [Your County]. I wanted to talk with you about our candidate recruitment efforts. Do you have just a couple of minutes?

Jane: Sure.

Caller: Great. As you know, the Libertarian Party needs to run candidates each year so people in our county have a chance to vote for someone who will actually make a difference in local government. We already have several people who have committed to running for [Your City] Council this year but still need [number of remaining seats] people to put their names on the ballot.

Candidates can run as active a campaign as they want, there is no cost, and the county party will be there every step of the way to help. Would you be able to add your name to the list of candidates for [Your City] Council?

■ **NOTE:** At this point, don't say anything. Give Jane a moment to think because she will probably have questions.

Jane: Hmmm . . . I don't know. It sounds like a big responsibility. What do I have to do?



■ **Another recruitment success story:** In 1998, the Colorado LP got 26 people to run for office. Shown here are 13 of them (l-r): Michael Simpson, Michael Perkins, Geoffrey Lloyd, Jeff McQueen, Wayne White, Jr., Warren Kruse, Kathy Romack, Sandra Johnson, David Bryant, David Aitken, Dan Cochran, W. Earl Allen, and Lloyd Sweeny.

Caller: You can be as active as you want. So, if you just want to put your name on the ballot, that would be great. If you decide you want to make yard signs and go to meetings around the city, that would be even better. The only thing you would have to do as a candidate is fill out a couple of forms that we will help you with.

Jane: That doesn't sound too bad. Sure, I'll help.

Caller: Thank you, Jane! Having your name on the ballot will really make an impact in the community. I will call you back next week to talk to you about the forms and about the county convention we are planning. We'll be nominating candidates then, so I hope you can come. Thank you again for running.

■ **NOTE:** If Jane says she isn't interested or can't run for office but seems like she is still willing to help in some way, ask if she could think about a co-worker, friend, or family member who might run. Or ask if she can volunteer to help other candidates' campaign efforts.

If she sounds completely disinterested, just thank her for her time and move on to the next call.

6. Compile your candidate list. Once every list has been called through, or once you have filled every office on November's ballot, compile a list of candidates (called a "slate") to present at the County Convention.

You will also need to put together packets to mail to candidates or give them at the convention. (Include copies of all forms and their deadlines. You might also list some campaign ideas to spark their interest.)

And be sure to call candidates before the convention and invite them to attend so they can vote for themselves!

■ **Editor's note:** In 2000, the Libertarian Party has set a goal of running 2,000 candidates for federal, state, and local office – more than any other third party in 70 years. If you want to help recruit candidates – or if you want to be a candidate – call LP Political Director Ron Crickenberger at (202) 333-0008 Ext. 227. Or e-mail: RonCrickenberger@compuserve.com.

End disruptions

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Painfully Shy, Don Gabor described the four types of interrupters, and how to defuse each one:

■ **Monopolizers:** They interrupt often, ramble, and repeat (*and repeat*) because they love hearing themselves talk. They can kill your meeting with an avalanche of words.

Solution: "Don't argue with them, but don't hesitate to confront them. Wait for them to come up for air and interrupt them by name. Note that they've made their point and immediately invite someone else to comment on the topic." Repeat as necessary.

■ **Distracters:** They seek attention and frequently bring up irrelevant topics that waste time.

Solution: "Firmly halt distracters, restate the meeting purpose, and ask them to answer a specific question to get them to focus on the main topic."

■ **Skeptics:** They live to criticize, and seem to enjoy faulting everything you or others say.

Solution: "Have a friendly talk with skeptics before the meeting. Firmly say what behavior you expect. If that fails, cut them off by repeating that you want *solutions*, not criticism. Then ask them to contribute."

■ **Snipers:** Whether motivated by hostility or immaturity, they engage in stage-whispered, snide comments that challenge your authority.

Solution: Don't ignore them or start trading insults. Instead, "shine the spotlight on them and bluntly ask them to share their comment with everyone. Most will be so embarrassed that they'll decline."

■ **The bottom line:** Problem people will *keep* making problems – and disrupting your meetings – until you stop them, politely, firmly, and effectively.



POLITICS 101

First, listen to voters' concerns

Here's the First Rule of Politics: Campaigns are not about the candidate – they're about the voter.

“Republicans and Democrats understand that, and usually focus their campaigns on issues that voters care most about,” said LP Political Director Ron Crickenberger.

“Libertarians frequently don't, and prattle on about the gold standard, Austrian economics, encryption, and other issues that LP members find interesting – but that make voters yawn.”

Here's a suggestion for the 2000 campaign, said Crickenberger: Talk about the issues that matter most to American voters – and offer a Libertarian solution.

According to a nationwide survey in the *Washington Post* (November 7, 1999), voters are concerned “a great deal” that:

■ Insurance companies are making decisions about medical care that doctors and patients should be making. (66%).

■ Children in America are no longer safe at their own schools. (60%).

■ Elderly Americans won't be able to afford the prescription drugs

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■ POLITICS ONLINE

Nine tips for building better LP websites

If you build it, will they come? And if they come, will they *stay*? At your website, that is. Most state and county LP affiliates have websites – but is there any *there* there?

In other words, if a prospective member, potential voter, or curious journalist visits your site, will they be impressed, informed, and intrigued?

If you're not sure the answer is “yes,” you'll want to consider the research recently done by *Campaigns & Elections*.

The magazine recently visited dozens of Democratic state party websites to figure out what makes the good ones *good* and the bad ones, well, dreadful, boring, and useless. Here are the “must have features” for any good political website:

1. Contact information. “Should be available on the home page, so surfers looking to make a quick call or mail a letter do not have a long search,” advised staff writer Mary Clare Jalonick. “The site should list contact information for all local party entities, preferably with e-mail addresses and phone numbers.”

2. Profiles of elected officials. “Many parties simply link to officials' own websites, although the more innovative sites also produce their own profiles.”

3. Party calendar. The best ones include “a variety of events, times, contacts, and locations.”

4. Contribution and volunteer information. “Provide information to get people involved in party events and candidate campaigns. [For] contributions, no complicated features are necessary. Even if a site is not advanced enough to accept names and pledges, it should at least explain how a donor can contribute.”

5. Voter registration information. “This is important information. Many party sites link to their state's online registration application; some link to organizations such as Rock the Vote.” And one site has party-switching forms on its site – an especially good idea for Libertarians.

6. Links to the national party's site – which usually has general party information, history, news, and more. “Party sites should also link to their secretary of state's site, which often has useful voter statistics and upcoming election information.”

7. Party positions. One innovative way to present them: As “a list of ‘values’ that click-through to detailed party positions, goals, and accomplishments.”

8. News. “Updated news – [such as] party events, local happenings and even national news – will build and maintain traffic to a site. Offering updated news encourages surfers to bookmark your site.”

9. Election 2000 information. “Many state party sites ignore the smaller local races going on in their areas . . . [but] parties [should] post information about local elections and issue propositions.” And link to all of your candidates' individual websites, but “make sure the links are correct.”

■ EFFECTIVE FUNDRAISING

Emotion! It will boost fundraising response

Passion and emotion: It's what most potential donors have to feel before they'll reach for their checkbook or credit card.

According to Dean Rieck, president of the direct marketing firm Direct Creative, "nothing relies on *emotion* quite as much as fundraising."

How passionately people feel about your cause "will determine how they respond to your appeal," he wrote in the August 10, 1998 issue of *DM News*. "While we are capable of an infinite variety of emotions, there are a few basic ones that work well in fundraising appeal letters."

This applies even to Libertarians, who tend to rely on logic and facts more than passion and emotion. But a jolt of fear, anger, idealism or joy can transform a dry, boring fundraising letter into an interesting, *passionate* letter – and, more importantly, into a letter that raises more money for your LP group or candidate.

Here are seven emotions that work for fundraising:

1. Anger. "Some highly emotional issues can cause feelings of outrage" – especially for Libertarians, who have so many opportunities to be incensed about what the government has done. "This is a powerful motivator, but a tricky one. If you decide to be angry in your letter, maintain your anger throughout. Don't drop out of character and slip into fuzzy-wuzzy language."

2. Beliefs. "Whether religious, political or social, strongly held beliefs drive the actions of many people. Find out what your donors believe in and make sure your message is consistent with those beliefs."

**A JOLT OF FEAR,
anger, idealism or joy
can transform a boring
fundraising letter into
an interesting letter**

3. Fear. "Fear usually takes the form of self-preservation," or, for Libertarians, the preservation of individual liberty. "This is a powerful motivator."

4. Guilt. "Discomfort and guilt are your emotional allies in any appeal. To spark your prospect's desire to give, you must create a certain level of discomfort about the problem you are presenting. And the thought of not helping should cause a feeling of guilt within your reader."

5. Idealism. "You can frame your message around the 'I want to change the world' appeal. The trick is to keep it believable. Even the most idealistic donors are very practical with their checkbooks."

6. Joy. "It's too easy to focus on the more negative and selfish motivations for giving. However, for many people, giving creates a sense of joy – the joy of sharing, of belonging, of being needed. Find the Joy Factor in your cause. Many times, you'll find it [works]."

7. Recognition. "Everyone needs a pat on the back now and then. Some people give solely to be congratulated. So, congratulate them" – with a list of donors in your newsletter, a plaque on your HQ's wall, or an award at your next convention, for example.

Voters' concerns

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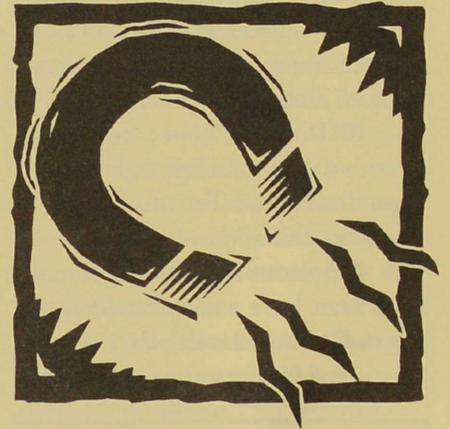
they need. (59%).

■ Because of work and other pressures, parents don't have enough time to spend with their kids. (56%).

■ Medical benefits that you and your family now receive will be reduced or eliminated. (55%).

■ Crime will increase. (55%)

The bottom line: "There's no such thing as a Republican issue, a Democratic issue, or a Libertarian issue," said Crickenberger. "There are just issues voters *care about* – and ones they *don't* care about. The challenge for Libertarian Party candidates is to take the issues voters do care about, and offer a compelling, attractive Libertarian solution."



POLITICS 101

Get reporters to a news conference

A news conference is a great method of getting information to a lot of reporters at once. It's a fabulous way to kick off a Libertarian campaign, announce the results of a successful ballot access effort, or raise attention to key local issues.

But how do you get reporters to actually *show up*?

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News conference

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At one of its 1998 political seminars – “Getting the Press to Cover District and Local Races” – *Campaigns & Elections* magazine summarized the rules of news conferences in five simple Dos and Don'ts:

■ **“DO** a news conference at a location which is relevant to your topic.” For example, announcing a mayoral campaign? Consider holding a news conference at Town Hall.

■ **“DO** a news conference only if it's so newsworthy that lazy reporters will be interested enough to make an extra effort.” If it isn't real news, reporters won't show up.

■ **“DO** send out a media advisory alerting the press to your event.” And do it more than once!

■ **“Do NOT** plan to do many news conferences (unless you want to be all alone at the conference).”

■ **“Do NOT** plan a news conference that is too close to important press deadlines.” (For most print reporters, that's late afternoon.)

■ **Bottom line:** If you actually have *news*, have a news conference. But make sure it's worth the reporter's time – and it's not just “news” to you.

POLITICAL TIP!

Want your political speech to be popular? Keep it short, suggests James T. Snyder (former speech-writer for Gov. Mario Cuomo) in the February 2000 issue of *Campaigns & Elections* – because “nobody forgives the pain of a long speech.” His guidelines: “Twenty-five to 30 minutes is a long speech; 15 to 20 minutes is a medium-long speech, and seven to 10 minutes is a nice short speech.”

■ **BUILDING TEAMS / By Michael Cloud**

Teamwork: The missing ingredient in the LP?

One Clydesdale horse can pull a 2,000 pound wagon. How many pounds can two Clydesdales harnessed together pull? 4,000 pounds? Not even close. *20,000 pounds . . .*

Two Clydesdales working as a team can do *10 times* as much as one alone. That is the value of teams. The power of focused cooperation.

In *Men In Groups*, anthropologist Lionel Tiger showed how males are usually brought up to function in teams. Hunting teams in ancient times ensured the survival of their members. A lone hunter who broke his leg got eaten. A team hunter who broke his leg was protected and nursed back to health – to hunt and perhaps help injured teammates in the future. Teamwork was a matter of self-interest and survival.

The team concept worked well in hunting, war, sports and business. Individuals who cooperated and worked on a team did radically better than those who went it alone.

But teamwork requires that each member is assigned a specific role, that each member perform his assignment, that no member abdicate his assignment, and no member sabotage or interfere with other team members' carrying out their specific assignments.

Effective teamwork requires *work* and *communication* and *cooperation*.

Whether a team is hierarchical or horizontal, autocratic or democratic, to function effectively the team must work together.

Members who cannot or do not function as team players must leave the team – by their choice or the other members' choice.

■ **PROBLEM:** Many Libertarians never played team sports. No sport where the success of the team required that each team member successfully carry out his function. Where the failure of one caused the failure of the team. No baseball, no football, no basketball.

■ **PROBLEM:** Many Libertarian projects require a team approach. Fund-raising, ballot drives, political campaigns, and the like radically profit from a team approach.

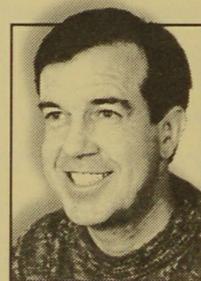
■ **SOLUTION #1:** Work *only* on teams that are doing things that are important to you.

You are not God. You do not have to be omnipresent. You are not indispensable. “The graveyards are filled with indispensable men,” said Charles de Gaulle. (Who believed that he was indispensable . . .)

Work on teams devoted to projects that delight and *excite* you. If you love ballot drives, do ballot drives. If you love campaigns, do campaigns. Doing work you love will empower and energize you.

Work with people you like and trust. Working with individuals you dislike will poison your soul – and prevent you from being productive. Working with individuals you like and trust will charge you up and give your work meaning.

■ **SOLUTION #2:** Carry out your assignment/your job. “For want of



MICHAEL CLOUD

a nail, a shoe was lost; for want of a shoe, a horse was lost . . . ” One missed block in football and the team loses.

■ **SOLUTION #3:** If you're on a team and can't or won't do your job, leave the playing field, and if necessary leave the team. Do not let your unwillingness or inability jeopardize the team's success.

One example of what can go wrong: *Lying*. People who are failing sometimes lie to protect their egos.

■ **EXAMPLE:** Many years ago, a Libertarian was in charge of a crucial state ballot drive. One week, the petitioners collected far fewer petition signatures than were planned for. The Libertarian manager was embarrassed, so he lied about the number of signatures collected . . . figuring that they would make it up the next week. The next week, they fell short again, and he “padded his numbers” again.

This went on for four weeks . . . when, finally, the national Libertarian petition manager, after repeated requests for “hands-on counts of signatures” went Samurai, and sent in a national troubleshooter to solve the problem. After numerous requests for the petition signatures for inspection, the troubleshooter finally resorted to kicking in the apartment door of the state organizer (and paying for it), discovering that the state effort was 15,000 signatures behind schedule . . . and spending \$30,000 to rectify the lie.

■ **Another problem:** The wrong sport. Individualism means that each of us excels in different areas. Different positions. Different sports. Michael Jordan excels in basketball. He stunk in baseball. As Clifton and Nelson wrote, soar with your strengths.

■ **SOLUTION #4:** Participate in the huddle and totally support the play called. Team members can and do say, “I'm open, my defensive guy is limping . . . ” or “The line is wide open on my side; call a sweep . . . ”. But when the play is called, every team member must carry out his assignment. If you can't or won't . . . get off the field, get off the team.

■ **SOLUTION #5:** If you're a vegetarian, do not picket McDonalds . . . open a restaurant that meets *your* values and standards.

If you don't like the way a ballot drive is being done, if you don't like the way that fundraising is being done, then organize your *own* team. Recruit your own sponsors. Make a positive case for what you are doing . . . and shut up about your fellow Libertarians. Stop sabotaging their teams.

Stop trash-talking their activism. Prove you are right by creating your own alternative, attracting better activists, and magnetizing huge donations by the quality of your idea and organization. A few other team rules:

■ Make sure that your team's policies and members are committed to moving the team closer to the goal.

■ Show up for every practice and fully participate.

■ Learn the plays – and do your assignment.

■ Don't sabotage the plays to “prove you are right and the plays are wrong.” Don't injure your teammates to “prove you are better than they are.”

■ Don't bad mouth your team to the press or the fans. And don't sell out your teammates by giving your play book to the opposing teams.

Some Libertarians can and should be lone wolves. Each Libertarian must decide for himself/herself.

But make sure that your activism moves us closer to Liberty . . . rather than “shooting our own troops.” And multiply your effectiveness whenever you can by being part of a successful Libertarian Team.



POLITICS 101

Action! It's the key to good leadership

Don't just sit there, *do something!*

That's the surprisingly simple secret to successful leadership, according to Daniel J. Isenberg in the *Harvard Business Review*.

If your local or state LP organization is paralyzed by inactivity – or by endless discussions about the *perfect* way to accomplish a project – these tips from top leaders may help kick you into gear:

1. Good leaders act fast – and plan actions early on as they consider problems. “By contrast, less effective managers usually want to gather all the facts before acting.”

2. Leaders often take an action, then consider the results. “One leader described his business approach this way: First I toss the bomb, then I ask questions about what happened.” Because there are so many uncertainties, the most effective leaders often “institute a course of action simply to learn more about an issue. They experiment as a way of testing what may or may not work.” Using that knowledge, they then do it better the next time.

3. Leaders sometimes by-

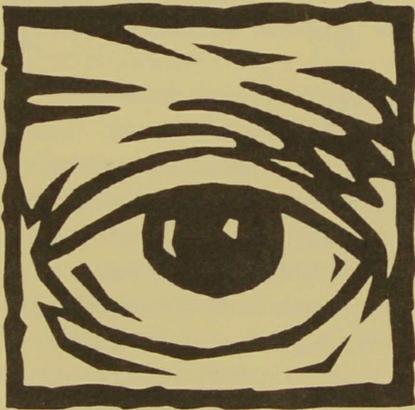
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Leadership=action

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pass rigorous, analytical thinking altogether. “When a problem is difficult, tangled, and novel, leaders often feel their way and go with their gut feelings” – based on experience, common sense, and knowledge.

The bottom line: It’s almost always better to do *something* than nothing – and better to do it *quickly*. Successful LP groups weigh the facts and options, make a fast decision, learn from the experience, and then do it *again*.



POLITICS 101

Goof-proofing LP outreach material

Do you hate mizspellings? So do journalists, potential supporters, and voters – which is why your campaign brochure, LP press release, or outreach flyer should be 100% typo-free.

The fact is, “Even the most brilliantly written piece will lose impact when the focus is on mistakes rather than ideas,” notes Insty-Prints, in its *Pointers for Proofreading Perfection* brochure.

That’s why, if you are producing political material, simply relying on your computer’s spellchecking

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■ DEALING WITH THE MEDIA

Writing press releases that generate results

Read all about it: Journalists ignore Libertarians! If that’s the only headline your Libertarian Party organization or candidate has generated lately – or *not* generated! – then it may be time to give your press releases a tune-up.

The good news: It’s as easy as one, two.

“First, you must gain [journalists’] interest,” wrote John Hewitt in *Campaigns & Elections*. “Second, you must present your story in a professional manner that will make it easy for them to give you the coverage you desire.”

Okay, maybe it’s not quite that simple. But here are eight tips from Hewitt – the webmaster of the Writer’s Resource Center – which can dramatically increase the odds that your next press release will actually be read, instead of being tossed into the trash:

1. Know your target. “Find out who the editor or reporter is for the section you want your release to appear in. Include their name on the release” – whether it is faxed or mailed. And pick one person per publication. “If the article needs to be passed off to another reporter, the publication will make that decision.”

2. Don’t just send, call. “To increase your chances of getting coverage, call the intended recipient before you send the release and call a few days later to make sure they received it.” If they didn’t get it, have it on hand and offer to re-send it immediately. “Making first contact by phone will also help you find the appropriate person to send your release to.”

3. Give it time. “Don’t fax a release out the day before an event and expect coverage. Give the maximum possible amount of time for the publication to decide how they want to cover the story. If you feel the event is so far in the distance that they might forget about it, simply send another release as the [event] draws nearer.”

4. Keep your press release short. “Reporters and editors are notoriously busy. Most press releases should be kept to one page. If they want more information, they’ll ask.”

5. Write it in a news style. “Put the primary information – who, where, what, and when – into the first paragraph. Keep the sales pitch subtle.”

6. Be clear, precise, and professional. “No exclamation points!!! Use short words and sentences. Make sure what you’re saying is very clear. Many publications [especially small town newspapers] will directly reprint a press release, as long as it is written in a professional news style.”

A tip: Buy the *AP Stylebook* or the *Chicago Manual of Style* for general journalistic guidelines for “abbreviating words, writing numbers, and capitalizing names.”

7. Make it easy to read. “Use standard [size] paper typed on one side only. Leave wide margins for editors to write notes in. Also, use a [simple, readable] font; fancy text may look nice, but it is hard to read.”

8. End it correctly. “End a press release with either ‘###’ or ‘-30-’ typed across the center of the page, three lines below the end of your text.”

■ OUTREACH MATERIAL

Nine tips for a more compelling brochure

Everybody gets handfuls of handouts – including political ones. So how do you make your Libertarian Party outreach or campaign brochure stand out?

What compelling language, design techniques, and marketing tricks can you employ to make your brochure different? To make it stand out from the blizzard of business, charity, and political promotional literature that the average American receives?

Here are some tips from *Trends in Association Education* magazine to create a more irresistible brochure:

1. Don't amputate your graphics. "Design the cover graphic so that the entire graphic appears on one section of the brochure. Make sure no fold will bisect the graphic."

2. Don't overlook the back cover. "It's nearly as important as the front. Design the front and back covers as a unit. Use them both to make the reader want to open the brochure to look inside. Remember to use color on

the back if you're using it on the front – it's free. Most important: Make sure the back cover sells the benefits" of your organization or campaign.

3. Target your brochure with stickers. "A low-cost way to customize brochures for specific audiences: Print stickers that have

A LOW-COST WAY to customize your LP brochure is to use stickers with specific messages for different groups

specific messages for given groups" and stick them on your brochure.

4. Use positive quotes. "Put a testimonial on the cover of your brochure. Testimonials sell." Do you have a newspaper endorsement? Has a local celebrity endorsed you? Even a straight newspaper report may offer a positive quote you can use. Remember: Having someone else say nice things about the LP is far more effective than saying them yourself.

5. Hire a professional to design it. "Contract with freelance artists. You may be able to obtain high quality design at bargain rates."

6. Ask a question on the cover. "Phrase your program title as a provocative question. A question demands an answer and is an effective way to elicit a response from the reader and grab his attention. Make sure the question you choose will elicit the response you want."

7. Write the brochure to fit the audience. "Make the copy reader- and benefit-oriented." Answer the question: What's in it for the voter?

8. Highlight important information – but don't overdo it. "Use boxes to draw attention to information or to set it apart from the rest of the copy on the page. Be careful not to use too many boxes to avoid making your brochure pages too busy."

9. Make your reply form stand out. "Put [dashed] lines around the information form. This inspires people to take action to cut out the form."

Accurate proofing

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software is not enough. A spell-checker will miss incorrect words, duplicate words, and much more. Such typos reduce your credibility. After all, if you can't even spell, how can you be trusted to govern?

The solution: Insty-Prints' tips for perfect proofreading:

1) Allow adequate time.

"Rushing through a proofreading job ensures overlooked errors. If you are proofreading copy you've written yourself, put it aside for a day. Come back to it fresh, and you're more likely to catch the smallest errors."

2) Prepare yourself with references. "Those who rely solely on computers to check their spelling and grammar will rarely have a quality document. While a software program can be a good first step to catching errors, many blatant errors will still remain. It's important to have definitive sources of information on hand to check for questionable spelling or matters of grammar." For example: A good dictionary and a style manual, such as *The Chicago Manual* or *Elements of Style*.

3) Look for one type of error at a time. "On your first read-through, read for content. Make sure your copy says what you meant to say. On a second pass, look for grammatical errors, punctuation, and sentence structure. And finally, look for typographical errors."

4) Proofread on paper.

"Nearly all work is now done on computers [but] your proofing will be more effective if it's done on paper. Paper allows you to note errors and then come back to correct them. Proofing on your computer screen requires you to identify errors and immediately make corrections. Thus, screen proofing distracts you from [more] effective step-by-step proofing."

Notices

Shopping around for a new place to print your **newsletter**? One option is Leesburg Printing of Florida, which offers low rates on newsletter printing and mailing – and a quick five-to-six day turnaround.

Sample prices: For 500 copies, an 8-page newsletter will cost \$175; 1,000 copies will cost \$264; and 2,000 copies will cost \$441. (Prices can change; call for latest quotes.)

Your options: Leesburg Printing specializes in one- and two-color print jobs, from 8 pages to 32 pages. If you don't have access to a scanner, Leesburg can scan your photos for an extra \$10 for the first and \$8 for each additional picture. Newsletters can be sent as an electronic file; call for formats.

■For price quotes, shipping costs, or other information, call toll-free: (800) 828-3348.

You pick up the morning paper and see a story that cries out for a Libertarian response. But you're short on time, or don't know much about the subject.

The solution: Point your browser toward www.libertarian-resources.com/letters/.

This website is a searchable archive of **Libertarian letters-to-the-editor** on a wide range of topics. Currently, there are 670 letters to choose from, which you can adapt to fit your style or local issue.

Or, if you've written a letter, you can add it to the database.

The site also links to LIBLET, which lets you distribute your letter to multiple newspapers in your area and across the nation.

Looking for professional **yard signs** for your campaign?

One option: Cross & Oberlie, a Wisconsin-based company that offers fold-over yard signs in one or two colors. Signs are custom-made with your name, design, and colors. They're back-scored for easy fold-over, plastic coated to withstand weather, and available in Portrait Style (22" wide x 14" high) or Landscape Style (28" wide x 11" high). U-shaped rod sign holders are also available, for 50¢ apiece.

One-color signs start at \$5.00 each for 50 (total: \$250) and go down to 80¢ each for 2,500 (total: \$2,000). Two-color signs start at \$6.75 each for 50 (total: \$337.50) and go down to 95¢ each for 2,500 (total: \$2,375).

■For price quotes, shipping cost, or other information, toll-free (800) 285-0042.



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