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# Libertarian Strategy Gazette

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## Launching Affinity Groups

### [www.logcabinlibertarians.org](http://www.logcabinlibertarians.org)

In *Stand Up for Liberty* I call for the the formation of Libertarian affinity groups, organizations with a topical focus that support and advocate Libertarian positions. Every other party has these. We need them too as a path to mobilizing our potential constituencies and recruiting Americans to our cause.

Now a confluence of fortunate events has allowed me to start putting this strategy into effect. With the able assistance of webmaster Brad Spangler, we are floating the first of a series of Libertarian Affinity Groups, each targeted to a specific audience. BY the time you read this, **Log Cabin Libertarians** should be up and running. The site introduction on the web page:

“A special welcome to Log Cabin Libertarians, in particular to ex-members of the Log Cabin Republicans and other people who have discovered that their former political party is no longer a suitable home. I'm George Phillies, the founder of Log Cabin Libertarians and a Senior Adviser to the Aaron Russo for President campaign.

To be to the point, I am straight, but not narrow. I am not by faith or ancestry a Jew. When I say that President Bush's Constitutional Amendment discriminates against gays (and a long list of others), it is not my ox being gored. And when I note that America's largest branch of Judaism and many branches of Christianity, though not President Bush's, view marriage between gays as valid, I am bearing witness that President Bush proposes to use the Federal Constitution to persecute religious minorities.

It is sad that the Republican Party wishes to enshrine in our Constitution a piece of Anti-Semitic (for some Jews), Anti-Christian (for some Christians) Gay-bashing, but it is true. Our country was in fair part founded by the likes of the Pilgrims, the Quakers, and the Mennonites, people who came to America to flee religious and other persecution. Now the Republicans want to enshrine religious persecution in the Federal Constitution, which is an act as utterly false to our traditions as can be imagined.”

I do not propose to run a big organization 'Log Cabin Libertarians' myself. However, sometimes to find people, you run the idea up the flagpole... . The site includes pages Home Founder's Welcome FAQ Join Donate Webmasters Links, an email list [logcabinlibertarians@yahoo.com](mailto:logcabinlibertarians@yahoo.com), and links to a half-dozen libertarian groups. We plan to clone the approach as soon as the core is stable.

George Phillies  
**PVLA Member**

## Libertarian Party State Leadership Alliance Annual Meeting Report

Reported by Bob Sullentrop

*Billy Parker, The Leadership Institute*

### The Real Nature of Politics

Winning is a mindset. Politics is like a business. We have a product, and the product is the issues we sell.

In order to sell these issues, being pure or being right is not enough. Recall the 1964 Goldwater debacle in which arguably the most libertarian presidential candidate in the last century won only six states and lost 60-40 in a landslide. Goldwater's slogan was “In your heart, you know he's right”. Compare that with 1980 in which Reagan defeated Carter, also by a wide margin. Their messages were largely the same.

What was different? Certainly a recent presidential assassination is one. The hostages in Iran was another difference. Beyond that, the Republicans had learned to better

- Organize, and
- Get out their message

Though this was not his slogan, Reagan came to be known as the “Great Communicator”.

Accordingly, political success is a function of the number and effectiveness of activists.

The political technology used to garner political success is aimed at better organization and communication. The political technology employed is philosophically neutral.

*As Libertarians, we owe it to our philosophy and our cause to study how to win.* This is what separates coffee house politicians from the work of blue collar politics. In short, DO, don't TALK ABOUT DOING.

There are three elements of political technology:

- Time, which is limited
- Talent, the volunteers and activists
- Treasure, the money of the campaign which can be thought of as congealed labor

A political campaign needs all three. Of these, time is the most valuable because it cannot be retrieved once spent nor replenished.

[State Leadership Alliance] (Continued on page 2)

(Continued from page 1) [LP Pennsylvania Strategy]

Little things make a difference. Take name tags, for example.

- A candidate's name tag should occupy the whole space for easy reading
- A name tag should be on a person's right side, not left, to make it easier to read when shaking (right) hands.

Of course, there is no cookie cutter approach that works in all places, all the time. Otherwise, the formulas could be compiled in a manual and simply distributed for your reading pleasure. Politics is an inexact science.

The Leadership Institute, founded by Morton C. Blackwell in 1979 has a mission to identify, recruit and train the next generation of conservative leaders.

The Leadership Institute does not endorse, support or oppose legislation. It has an open admission policy to all programs. It seeks to minimize costs by having students stay in a dorm.

The campus has a studio to show prospective candidates how to get in front of a camera to be interviewed. The Leadership Institute is a boot camp for persons involved with candidate development, campaign leadership, broadcast journalism or public relations.

The costs for the program are quite reasonable, amounting to \$75/day including food and dorm accommodations. For a week it might run \$175.

Aaron Starr, CA, noted the Leadership Institute was "the best value for political training, bar none".

The new LP director Joe Seehusen attended the Leadership Institute's courses on development and fundraising. He rated the program as superb and noted its valuable role in an organization's transition out of a think tank mentality.

Responding to a question Billy noted he has heard of no negative experiences with the LP in the press or on TV, but noted we were "under the radar" of the mainstream media.

Another question asked what qualities made the best students? Billy's answer was "leaders". So what is leadership? Roger Staubach, the erstwhile Dallas Cowboys QB quoted in the current Southwest Airlines in-flight magazine, said "integrity and honesty". Billy said the key ingredient to leadership was integrity.

www.leadershipinstitute.org 800-827-LEAD. Talk to Chris Stio, Director of Schools. He will "make it fit" for us.

**Aaron Russo, LP Presidential Candidate**

Aaron Russo showed up at the conference, much as Gary Nolan, Michael Badnarik, Judge Jim Gray and a stand-in from the draft L. Neil Smith movement did last year in

Houston.

Aaron Russo has been a libertarian all of his life he said, a life that has included producing hit movies such as *Trading Places* with Dan Akroyd and Eddie Murphy and *The Rose* with Bette Midler. He's also won an Emmy for a TV show with Dustin Hoffman.

Aaron praised Badnarik and Nolan, but believes he can "elevate the Party to a place it's never been before". Aaron could get on *Larry King Live* and promote the Party.

Aaron's affinity for the Libertarian Party increased during a bout with bladder cancer. An alternative medicine contained the disease and allowed the cancerous tissue to be isolated and extracted. Today he is cancer free.

Aaron concludes America HAS to change. He will send out 50 million e-mails next week to underscore one of his campaign issues, opposition to the military draft. In addition to the draft, his three other main issues include opposition to the Patriot Act, government spending and the war in Iraq. <http://www.russoforpresident.com/>

**Barry Smith, Improving Media Relations**

Barry Smith is a reporter for the Raleigh Bureau of the *Freedom Newspapers*. Raleigh is one of six *Freedom Newspapers* in the state. The papers have a libertarian

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**Available in most states and some in Canada. \$14**  
**per month to**  
**Libertarians.**

editorial policy, and Barry is a former editorial editor.

Barry recommends you start your introduction to the media by simply sending them your events calendar.

Beyond that, don't assume the media knows about the LP. Even if the media members have some exposure to libertarian ideas, they may not be particularly deft with the details. You have to help them. Barry had examples regarding zoning laws and municipal annexation.

You don't have to be particularly creative, ingenious or otherwise to produce newsworthy copy. How a person votes on a zoning board is news, and that affords an opportunity for introducing the Libertarian point of view on the matter.

Don't forget milestones as news. When your first Libertarian gets elected, that's news. Thurgood Marshall was the first black on the Supreme Court, Sandra Day O'Connor was the first woman and Sally Ride was the first American astronaut. All qualify as news.

Check with local editors to see what their constraints are. There may be limits on the number of words or the number of letters to the editor per month.

Feel free to make suggestions to editors regarding how to make their stories balanced. There is no lobby in America for "How can we give citizens more freedom"? After all, ideas don't hurt people, and media people agree.

Give them your contact information including your cell phone. This comes in particularly handy when they need a quotation for a story from an opposing viewpoint right before a deadline. Make particular use of inroads such as high school friends who have become members of the media.

Respect the reporters and their time. They are particularly busy as an impending deadline approaches.

Consider developing a local Libertarian 'On Call' list as colleges do to promote their experts on their faculty. Call Gus for gun rights, Penelope for the Patriot Act, Doris for the Drug War and Eddie for education and government schools.

Finally, sending press releases as e-mail is preferable to fax since the former can be copied and pasted into other documents without rekeying.

### ***Dr. Jim Lark, Working with Campus Libertarians***

Dr. Jim Lark, former national chair and professor at the University of Virginia, addressed the group on the topic of campus organizing.

Jim recently updated his article on campus organizing posted at the lp.org website as a part of the *Success 99* manual. The list of articles is at <http://www.lp.org/services/s99/>, and the one noted here is <http://www.lp.org/services/>

[s99/campus.html](http://www.lp.org/services/s99/campus.html). The updated version of Jim's article should be available at lp.org shortly if not already there.

Otherwise, e-mail Jim at [JWLark@virginia.edu](mailto:JWLark@virginia.edu) for additional information or call him at home at 434-973-5958.

The bottom line on campus organizing is:

- Organizing is hard work.
- As few as 3 committed folks can have a big impact.
- Yes, it's really simple

One committed activist can have a big impact. The example Jim gave concerned the situation at the University of Virginia in Fall 1992, when Students for Individual Liberty and University Libertarians had a major impact upon the University of Virginia. At that time, 99% of the work was done by three people (Bill Olinger, Boris Starosta, and I), only one of whom (Mr. Olinger) was a student.

Jim recommends starting at the student council office as a means of obtaining a list of campus organizations to identify friendly ones. Frequently, lists of student members are available from them as well. While you are at it, obtain information about the rules and regulations about campus groups. For example,

- Is it necessary to have an advisor?
- Is there a minimum number of students needed?
- What is the procedure for reserving rooms on campus?
- Can people and groups not associated with the university reserve space on university property for the purpose of holding an organizational meeting?

I also made the point that even if a Libertarian group is not currently organized, it is possible that the records of previous groups (including contact information) will be available in the student council office. In addition, I noted that you should find out not only whether there friendly groups, but whether there are unfriendly groups.

Next, walk around campus to get the lay of the land. Find out where the bulletin boards and student centers are. Talk to the campus newspaper and find out how to place ads or bulletins. Look for the places on campus where people gather, and locate the appropriate rooms in which to hold events. In addition, identify all of the various media in the area including campus radio, campus TV, community publications concerning art/music/culture, etc.

Campus activities typically occupy three categories:

- Social activities intended for students to blow off steam
- Black belt activities to improve fielding "the hard questions", learning the Ransberger pivot and so on or
- Unabashed proselytizing

*Accordingly, start two groups on campus.* One group is for the LP. The other group is for the LP but is non-partisan. The other group is explicitly Libertarian, but explicitly nonpartisan. Jim noted this might take the form of a specific group with a specific cause such as the Students for the Second Amendment. Alternatively, this might take the form of an “umbrella group” for liberty-oriented organizations. This is the function of The Liberty Coalition at the University of Virginia.

This is a useful strategy because as Steve Dasbach pointed out at the 2001 State Chair’s Convention in Indianapolis, people who join the party typically don’t start out being 100-100 on the Nolan Chart. After they join, however, they gradually move to becoming more Libertarian. Jim himself noted that transformation in his own life from 1976 to the present.

Student activities include arranging speakers, providing information tables, participating in debates and so on. Candidates make for a particularly attractive set of speakers, and it provides an “off Broadway” stage for them. Jim recommends being entrepreneurial in creating campus events and aim to getting a foot in the door.

Jim’s labeled as “platitudes” the following useful, true, but frequently overlooked items:

- The messenger is more important than the message. You need to represent the ideas well.
- Be thankful for the people, typically college administrators and clerks, who arrange things for you. Send them thank you notes. You never know when you will need a favor.
- If prospects don’t immediately embrace you, don’t worry about it. It may take a while.
- Little things mean a lot including the principles of ‘proper name tag practices’ mentioned above in Billy Parker’s section above.

Finally, follow up. Libertarians are great at getting names of prospects, but poor in following up with them.

An additional resource is Lance Brown’s site at [www.campuslp.org](http://www.campuslp.org).

### **Ray Ledford, Core and Critical Activities Survey**

Goal Two, Strategy Four of the LNC’s strategy initiative calls for strengthening state and local organizations.

Last year Dianne Pilcher of national surveyed the 51 affiliates in an effort to establish baseline metrics.

With the Libertarian State Leadership Association taking responsibility for its own operations, Ray Ledford (TN) surveyed state chairs prior to the meeting as Dianne Pilcher had done for the 2003 meeting.

Highlights of Ray’s analysis include:

- Revenue was down across the board except for MO and IN. MO’s performance appears to be an anomaly. IN received increased contributions by design in a more aggressive appeal to support off-year local elections.
- Newsletters were produced sporadically with newsletter editors frequently burned out. Newsletters typically run 8 pages and circulation is roughly constant. Online copies are increasingly popular, as is the use of e-mail as a distribution means.

Unfortunately, Ray still awaits additional responses.

See the current responses at <http://www.january31.com/statechairs/>

### **Dan Lewis, Direct Mail Solicitations**

Dan Lewis writes fundraising letters for the national LP’s vendor who provides fundraising solicitations via direct mail. Dan has been involved in grassroots senate and presidential candidates, as well as not-for-profits and issue advocacy groups.

He produces roughly 150 letters per month for his client. Some letters he tweaks from the previous year, while others are drafted from scratch.

Dan’s goal in his presentation was to describe a pathway to make both state affiliates and national mutually successful.

Dan’s metric for success is based on a simple formula: A mailing should return \$1, net, for every piece sent out. *This is achievable for the LP all the time if the LP ‘does it right’.*

In order to achieve this, states and national should establish an ongoing properly written direct mail program.

Dan presented three topics:

1. Debunk the ‘limited pie’ myth
2. The basics of direct mailing
3. Suggestions for chairs

One immediate concern among Dan’s clients structured like the LP with a central organization with affiliates is cannibalization. The thinking is that for every dollar that goes to National is one less available to the states.

Dan can prove this is not the case. The greatest expense Dan says is ‘prospecting’ – acquiring new donors. Such mailings can actually lose money. However, they are undertaken with the goal of identifying long term donors. *Since every donor to national belongs to some state, the states reap the benefit of national’s prospecting at no cost.*

The contributions that make the organization money that

Dan identifies are from the established donors on its distribution list.

However, “you need a ongoing program”, Dan states.

The primary reason individuals give is because they have given money before, and they have done it recently. “You should always net money from those”, he states. “Who is most likely to subscribe to a fishing magazine?”, Dan asked. It turns out it’s from those who have subscribed to another.

These arguments, according to Dan, disprove the limited pie theory. Donations are based on human behavior, not upon rigorous logic. These principles even hold true among different religious denominations (!?!).

Now on to direct mail basics. While there is no formula, there are some tricks to the trade.

The first technique is to include an “involvement device” such as a petition or survey. “If they fill something out, they are more likely to send it back”.

Always have a return envelope, and point it out when you are paying for their postage – lay a minor guilt trip on them. “Never underestimate the laziness of your donors”, Dan stated.

In the text of the letter, evoke emotions. Fear and anger which translate into survival or revenge are the best motivators. “Evoke a fear of something bad is about to happen or anger that something has”. People will give if they think their contribution will correct the injustice of what you describe.

Don’t be afraid to use guilt as a motivator (e.g, if California Libertarians won’t support California Libertarian candidates, who will?)

*Write the letter in a way as if they are part of your inner circle.*

- *Make the letter appear to be typewritten correspondence. For that, use Courier (evenly spaced typewriter font) 12 point (make it large enough to see) correspondence.*
- *Put an extra blank line between paragraphs.*
- *Leave plenty of white space with 1.25 left and right margins and an inch at the top and bottom (MS Word defaults).*
- *Put a return name above the logo on the envelope also in Courier font to make it appear as if a typewriter has prepared it.*
- *Two pages, both sides for four typewritten sides, with the logo on page 1 and signature on page 4*
- *Use one color on page 1 for the logo and for the signature on page 4. Otherwise use black on white.*

Remember that specifics sell in direct mail appeals just as on

a resume. In your letters, point to the specific differences that various appeals have achieved. Amorphous goals not bad, but people are much less likely to give to the cause of “general advancement”.

*Establish an ongoing direct mail program.*

- *Refer to projects of earlier letters and include what you’ve helped fix*
- *Make it interesting, and have it be a cliffhanger*
- *Appeals of up to every three weeks are permissible*
- *Track your progress to see what works and what doesn’t*
- *Credibility is king – do what you say you are going to do with the money and report back to the donors*

While national conducts its direct mail program, individual states should focus in on issues specific to states such as ballot access and candidates.

States should focus on winnable races for two reasons. First, it enhances credibility and second, it focuses on specific objectives.

States could also throw in newsletters or other materials into the fundraising package. One client of Dan’s did that and at least made the newsletter pay for itself. Before that it was an expense to the organization.

Use a teaser on state envelopes (e.g., Dear LP of Texas Member ...). This helps even getting the piece even opened because it tells the recipient that he is one of us.

The national LP has purchased but not yet implemented “Razor’s Edge” database software. The process awaits data transfer from legacy database applications. National has planned a ‘list cleaner upper’ step using a special change of address methodology or service.

“Do these things and over time your donor group will be more and more loyal to you”.

### **Shane Cory, Websites**

Shane Cory of CoryConsuling.Com is the LP’s new webmaster. Shane brings a hugely impressive background to web development including, among others, the Judicial Watch website.

Shane, typical of a self-described geek, hooked a laptop projector up to his machine, logged in to the Internet, and spoke as he surfed.

In so doing, he covered a number of topics and assessed a number of sites including the Party’s state affiliate sites.

In sum, the main points were:

- (New) content is king. Many of the state sites do not have a news feature that would make Internet

users want to return to the site for updates. Think of news sites more than party sites.

- Good websites make it easy for people to connect. This can be achieved by providing chat rooms, event calendars, event notification agents (e.g., e-mail LP members in Calhoun County when a Calhoun County event is posted), organize campaign “house parties” (a Howard Dean website feature) and so on.
- A state’s website needs:
  - A subscription box
  - News that is updated and timely
  - A means of visitors building relationships with each other (forums, chat rooms, meetings, and *private* discussion groups)
- Do not attach unprotected and unmoderated lists to your site, however, or a reporter could mistakenly form the impression that the ordinarily respectable and astute posters in the Party are flaming maniacal ranting malcontents
- Web page and website design are less important than a conscious effort to direct the user to “do what you want him to do”. As an illustration, the DeanForAmerica.com site of Democratic hopeful Howard Dean has a contact info form on its home page inviting the visitor to immediately sign up.
- ‘Directing the user’ as Shane describes could take the form of directing him to make a donation, sign up for the newsletter, submit his e-mail address, suggest topics to debate, and so on.
- A clear opportunity for branding is to employ some standard template or standard feature for at least the home page of each state.
- Many states do not collect e-mail addresses in any prominent way at their sites as perhaps should be expected.

Shane hit a site named Alexa which publishes statistical reports on website access.

As Shane visited state sites, he made the following observations:

(To minimize the sting of embarrassment, we’ll start with MO which has not been updated for at least three years and has admittedly copious room for improvement. The state does have a comprehensive “Internet Initiative” underway which is progressing as resources permit)

MO: The site is not that bad, but it’s on Geocities, typically the one used for Aunt Sally’s picnic

NH: There is no subscription box, though plenty of content and a clear message.

CA: Has a dated design and needs fresh content.

SC: WOW! This site is ideal.

HI: Has a billboard motif with static data listed in a table.

WA: Navigation needs work. Direct them to what they want to do. Still ok, some stuff.

VA: a good site

OH: Simplistic, and can use information on the right.

Other recommendations and notes:

- Associated links are helpful such as with PayPal or Amazon to make donations, or constituent sites such as the National Federation for Independent Businesses.
- When soliciting donations using e-mail rather than direct mail, the e-mails should be short – not the 4 page narrative in snail-mail formats
- When analyzing visitors, look at unique visitors not hits. A hit is any request for an image or file from the server. A single request can generate tons of hits.
- The LP HQ’s approach is to not perform a comprehensive redesign, but rather gradual tweaking over time to minimize disruption. Much of the initial work will be to improve the back end (typically database) interface implementing features not currently used.
- Update your site frequently with graphics that change upon each visit. Animation is not necessary.
- Weekly polls that inform users of results are a great tool.
- Google provides ad words – boxes on the right hand side that appear when certain searches are entered. Clients pay only when the boxes appear.
- For news items, it is better to have short list of highlights each on a single line and with minimal spacing than a expanded list with more narrative and wide spacing.
- Other successful sites are MoveOn.Org and the Yorktown Patriot
- Cost is not prohibitive. \$250 for a content managed site using a templated design and knowledge of HTML are all that is required.

Shane will create a ‘good, bad and ugly’ list of sites and provide them to this group as examples of such.

*Geoff Neale, National Convention*

National Chair Geoff Neale reported the national convention will be held at the Marriott Marquis from May 28 through 31st in Atlanta. Rooms are \$99.

The convention fee is \$10 less than last time. With fewer staff available, we will be using more volunteers. Additional volunteers are welcome.

The minimum convention fee is \$49. Libertarians who cannot afford even that will be invited to work for their fees as convention volunteers standing as door monitors for paid meals (they would not have paid for the meals, so can safely monitor the door) or work in some other capacity.

The convention schedule is published in the January issue of *LP News*. The first day will feature business and the chair's report. The afternoon will begin the platform proceedings and carry into day two on Saturday.

On Sunday we will have the presidential selection followed by the vice presidential proceedings.

Geoff has arranged for certain party members who are speakers to be 'floaters'. They will speak as needed to fill in time as it emerges owing to requirements of debates and deliberations that take precedence.

Following that we will select a new LNC chair, then vice chair and so on. The convention ends at noon on Monday, Memorial Day. An LNC meeting follows from 1-5.

In addition to the convention, Jimmy Vaughn, a winner of four grammies, will perform for the conventioners. Tickets are \$25 and is open to the general public.

Niel Boortz will be a meal speaker. Those who wish to protest or otherwise disrupt his appearance will have to pay to do so.

Another speaker is Carl Pope, the Executive Director of the Sierra Club. It turns out Mr. Pope is a free market environmentalist who believes the federal government subsidies of water projects, by lowering the market price for water, causes more pollution by way of excess cattle farming and cattle feed production.

Nancy Neale, Geoff's wife, is managing the speakers list. To suggest additional speakers, e-mail Nancy at torches@austinrr.com

*George Squyres, LP Platform*

Acting upon a component of the Libertarian Party strategic plan, George Squyres (AZ) and others on the platform committee of the LNC were tasked with "redeveloping the platform and solving its problems".

Casting the LP platform as a "problem" begets a torrent of outrage, fear and strident opposition to any attempt to alter what

to some is a sacrosanct document that embodies, or should embody, the essence of Libertarian purity.

If the reader is one of those so alarmed, please take a deep breath and read on slowly and carefully the following two sentences:

1. No one is about to emasculate the platform rendering it either inept, without principle or D-and-R light.
2. What the committee IS trying to do is make it comprehensible to the common voter.

The committee arrived at a framework for expressing all of the planks in the platform. This framework Libertarians from Oregon are using as a means of answering questions in debates or responding to questions from reporters.

The framework has an esthetic beauty and elegance all its own:

- o The first part of the plank will describe the **issue**
- o The second part of the plank will describe the **principle**
- o The third part of the plank will describe our **solution**
- o The fourth part of the plank will describe the **transition methodology**

Imagine how a platform statement lacking any of these elements (example below) would play in the mind of a common, non-Libertarian citizen.

- o Without an issue, he/she asks "so what's the problem"?
- o Without a principle, he asks "Why should this be any different than anything else"?
- o Without a solution, he says, "So what"?
- o Without a transition he says, "How could this possibly be done"?

The structure seeks to eliminate the jargon that has crept into our platform over the years.

Moreover, it seeks to close the holes in our platform that have left our candidates vulnerable to unwarranted attack.

Nowhere in our platform does it say we advocate "having sex with children and taking heroin while doing it", and clearly no sensible person would ever advocate that. But by not nailing down the language, we have left ourselves open to egregious interpretation by readers. These holes exposed some of our candidates to exactly this sort of attack.

How did these holes and jargon-creep happen? Consider how we used to arrive at our platform. The platform committee would meet, study the platform and deliberate over it months in advance of the convention. They would produce the best product their combined intellects could deliver.

Various parts of the product would not please some, or perhaps many, of the hundreds of convention delegates. Taking matters into their own hands, earnest convention goers would strive to fix matters and, scribbling on cocktail napkins and the like, propose amendments that the entire congregation would assess, debate

and resolve.

Due to time limitations, frequently as much of the platform got tabled as resolved. What eventually passed tended to be understandable by convention-going Libertarians and had little regard for what would resonate in the general public.

This framework strives to achieve the goal of a platform that resonates with the public without sacrificing principle. Yes, such inventions are indeed possible, much as automobile motors came to be which were at once much more powerful than earlier versions while emitting less noise.

An example of a reworked plank will illustrate matters. Consider our current plank on "Individual Sovereignty". First, putting aside for a moment the immediate question of what exactly "Individual Sovereignty" might mean, it says:

**I.8 Individual Sovereignty.** The only legitimate use of force is in defense of individual rights – life, liberty, and justly acquired property – against aggression, whether by force or fraud.

This right inheres in the individual, who – with his or her consent – may be aided by any other individual or group.

The right of defense extends to defense against aggressive acts of government.

We favor an immediate end to the doctrine of "Sovereign

Immunity" which ignores the primacy of the individual over the abstraction of the State, and holds that the State, contrary to the tradition of redress of grievances, may not be sued without its permission or held accountable for its actions under civil law.

This is a fabulous plank that I, the author of this document and Chair of the Missouri LP, comprehend and fully and enthusiastically support. But would it resonate with a typical voter? What is "Abstraction of the State"? Clearly it is an element of internal Libertarian Party jargon meaning "artificial legal entity upon which rights can be bestowed".

For an alternative,  
wait for next  
month:

Let Freedom Ring  
c/o George Phillies  
87-6 Park Avenue  
Worcester MA 01605