
Libertarian Strategy Gazette

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How To Win

We need to get some people in office if we want to turn this country around. Few if any of our candidates will be successful if they don't understand how to present issues to the public.

Take education. I believe in separation of school and state, so I'm opposed to public education. I'm also opposed to school vouchers. It may be hard for you to believe, but if I run with a campaign plank that says I will work to close all of the government schools, no one will vote for me and I will never get elected to office. That is because people panic when we say we want to close government schools. After all, 90% of them are dependent upon those schools and there are currently few alternatives.

So, what should I do? Well, I start out by saying I'm in favor of a system of tax relief and/or vouchers. Of course, party extremists (like you?) would want to have me banished from the party for promoting such a concept. Why it's un-libertarian. Or is it?

The first step to closing public schools is to diminish the role they play in our society. We can accomplish that by encouraging people to seek private education opportunities.

Vouchers and a little coaching would encourage them to pursue those alternatives. This would lead to a growth in private schools. Once we've reduced the dependency on public schools, we can work to phase out the vouchers and/or tax incentives. Within a decade or two we will have weaned the public of government schools and rid ourselves of the tax burden.

It has taken over a hundred years to get the education system to where it is today. We aren't going to end it overnight.

Libertarians all see the goal line. The mistake they make repeatedly is trying to reach the goal line in one play when it is unlikely that we will reach the goal line in one play on any issue. So, I strive to move the ball ten yards. Once I've moved it there, I'll try to move it ten more. It is easier to do that if I'm elected.

Those who can't comprehend that are doomed to failure, and as I look around the party I see plenty of that and very little public support.

The only way to eat an elephant is one bite at a time, and it does take patience.

...David Jahn

State Chairs Meet

Part Five

Bob Sullentrup, State Chair of Missouri, has again prepared an extended set of notes on the States Chairs meeting. These notes were reviewed and enhanced by Bonnie Scott, Jeff Allen, Joe Dehn, Sean Haugh, Dianne Pilcher, and Mark Schreiber.

This article began in the March 2003 **Let Freedom Ring!** and is available in complete form—subject to complications owing to format translation to .pdf—in the *Electronic Supplement* to the March 2003 issue of **Libertarian Strategy Gazette**.

Sullentrup writes:

As an illustration, Mark said, “Suppose we told the teacher ‘Tommy is a bully’”. The teacher would not do anything.

Suppose we told the teacher, “Look at Billy, Tommy pushed him down and broke his glasses”. The teacher would intervene. “We need to find our Billy”.

A constituency:

Mirrors who we are

Is well liked and respected as a group. No negatives. Is large enough and important enough to be meaningful.

Does not already have a champion in the political arena and needs one.

Has an inherent understanding of its vested interest in our success. Even if they are not active members, they should fundamentally share our philosophy of governance.

Brings credibility to the LP

Affords an opportunity to address “our” issues on their behalf, or from “their” point of view, or ideally both, without alienating non-constituencies.

Brings a base level of support.

Certain prospective constituencies Mark dismissed because they failed the test of a good constituency:

The “Taxpayer” - too broad. People think others pay more taxes.

The “Peasant taxpayer” or the “Slave taxpayer” still not “self-identified”

Recall a constituency is a clearly defined group, who can self-identify, or be identified, who have a vested interest in our success, and who lend credibility to our mission.

[State Chairs Meet] (Continued on page 5)

As forwarded by Richard Boddie:

California Regional Chairs Manual: 10 Things You Can Do to Grow Your Region

(Courtesy of Mark Selzer)

1. Call your party members. This is the first and most important thing you can do. Call them all at once or 10 a day or whatever way is comfortable to you - but just do it. Nothing will grow your region better or make sure you don't lose your current members. This is how you fill your supper club and activate new members. If the phone # is not on the list, try a local phone book or Information, 411 or the Internet directories. The Internet has many sites to find phone numbers. Don't get too frustrated. Some Libertarians do not want to be found or don't want to be called. Just mark those off your list and move on. Most of them will be happy to hear from you. The best time to call is the 2 or 3 days before the supper club. Get them to come out. Do this once a month if you can. I did this once a month and my membership went up. It went back down when I stopped. Just say "hi", you are the chair and tell them you are having a meeting and when and where and to please come down. This is how you will find volunteers, candidates, to help you call and do other outreach. The registered Libertarians can be called as well. Ask them if they want more info on the LP. If they say yes, call 1-800-Elect -Us and give them the name and address or go to www.Lp.org and give them the info about that person online. That costs the party less. See if you can recruit someone to do this for you. But until you learn to get the "Midas Touch" with volunteers, you will be doing everything yourself. Don't give up or get discouraged if not a lot of new people show up. Just keep trying - no one is more stubborn than a Libertarian who does not want to be active is but once you get him or her going they are in sometimes for life. Mail a supper club invitation to your Registered Libertarians once every six months as well. Try and put a membership application on the invite card as well with an invitation to join like "If you cant make it please join the party And get our informative monthly full color newspaper. etc." If you get registered Libertarians to show up because of mailings or calls ask them to join the party. Always make sure that all people present have been invited to join the party.

2. Make sure the "old timers" or long time party members do not frighten away new members. We have a tendency to pick at the one thing we disagree with someone on. Let's let people who do not agree entirely drift in and don't badger them about things they disagree with us on. But rather let us try to reinforce what they do agree with us on. No one wants to be around a group of people who fight, argue, debate constantly, attack verbally, call names, make unflattering accusations or back stab each other. Do not be afraid to discourage people who are disruptive or crazy from coming to your meetings. Do not allow members to disrupt your meeting or start accusing your guest speaker of being a "Communist" "Statist" "Liberal", "Conservative", etc. Do not allow your

members to start lecturing your speaker. Tell them before hand that you as a group will be concentrating on what your agree with the speakers. Meetings should be polite and civil, do not be afraid to lead or set limits for your members. They elected you to lead, so lead. If they do not like your leadership they will vote you out. Libertarians actually respond well to ground rules that we all can agree to voluntarily. If people are disruptive, try to discourage them from doing so in a polite and supportive way. Try to love every single Libertarian but let's also encourage them to be a friendly and supportive group.

3. Constantly try new things to try to grow your region. If something works, - tell others.

4. Make your Website friendly and inviting. Put pictures on it of happy friendly families and children and people being social. That way we will give the impression we are offering security and a social group to be part of rather than just anger towards 'statists' or 'Collectivists' and lots of "information". This may allow us to attract more social and cooperative people rather than our current bunch of Lone Wolf Weirdoes (self included).

5. Run candidates - That is our first job. We are a political party. Look for candidates and seats for them to run in. Look for well-dressed people with social skills. Look for people who speak well and get along with people well. Let me just stress the word "social skills". Also look for people who will have the financial resources to contribute to their own campaign. Look for competitive people with determination. Try to find people with determination and social skills. Look for social connections and someone who is already involved and known in your community. I am not saying by "well dressed" that they must look conservative. A member of a rock band may also be good outreach to people we may not normally reach but who are very naturally "Libertarian". So if you like to hang out in rock clubs, look for try to get appointed or elected Libertarians to speak on how they got elected or appointed. Try to make your supper club an education seminar on political action and "grassroots". But still try to make it entertaining. Try to get people into the political process - not just talking, writing, and reading about it or watching it on television. We need to get into doing politics rather than talking about it and debating ideas. You and as many members as you can should subscribe to "Campaigns and Elections" magazine. Of course you my still love the "Ayn Rand Weekly" or "Libertarianismology Philosophical Digest" but we need to get focused on elections and campaigning and candidates like a "real" political party. Spend time at supper clubs talking about what city council seats are open and how we can win those elections rather than arguing about philosophy and ideas.

6. Encourage your members to cross-pollinate with other groups that might agree with us on some issues. Some examples of groups people may wish to join: (This list could

be infinite.) These are just some ideas. Toast Masters, NRA, ACLU, Objectivists, FACTS, FARM, Greens, John Birch Society, Democrats, Republicans, church groups, atheist groups, Reform, Free Speech groups, CATO, Reason Foundation, NOW (They MUST agree with us on something; how will we know unless we join?), anarchist groups, land trusts, privacy groups, amnesty International, Anti-Selective service groups, sierra club and stay away from issues they may disagree on until they know how to speak the "language" of these groups. You will know what groups you should go to. Some people may not be great to join the local ACLU but may be great for the NRA. Some of your members may be great for both. Just try to get them to concentrate with those groups on what they agree with. Then later once the people in those groups have decided that maybe some Libertarians are OK after all, you can politely bring up and attempt to persuade them on some issues that you may not agree on. This is best done after you learn to speak the language of those groups and can speak to them about it in their own language whether it is "Liberal-ese" or conservative speak or street slang or religious ideology. I once heard a Libertarian complain that there were a bunch of Communists in the ACLU, well, yes there is a "bunch of fill in the blank" in lots of groups. That is because most groups that want to influence politically and grow join other groups and work with them on issues they agree on and then after a while they can influence those groups by talking to other members persuasively and taking on leadership roles in the administration of these groups. Libertarians should also join unrelated groups like church groups, local charities, etc.... to get active in their communities. Toast-masters is a must for most Libs who want to learn to speak in public and make us grow.

7. Get my public access show on your cable TV network. It creates visibility for us. Also, get your members to watch it so they can learn how to be better and more persuasive communicators of libertarianism. Or do a better show than mine. Either way list the time, day and channel in your Newsletter and on your website. This is a free weekly Video newsletter to your members and outreach to your future members. My phone # is 323-633-6275 or 323-469 -5372 call me anytime to find out what you need to do to start showing the 'Libertarian Alternative' in your area.

8. As a chair you should be the best-dressed person in the room. Try to "become normal". If you don't have a TV, get one. Get a radio. Try to look and sound normal-mainstream yourself. Learn to communicate with the average Joe in his own language. Some libertarians have a tendency to reject "mainstream" culture and fads. Don't! Until we can communicate with the average American, we will not succeed. Joe six Pack will not vote Libertarian because he read Ayn Rand or whatever million page book you are trying to get them to read. Look at the current "hit" TV shows and see how the people your age on the show dress and cut their hair. Then go down to Kmart or whatever store is at your income level and try to find clothes that look like that. You are the example for the rest of your members. Lead by example rather than by giving orders. Thank people who do things and publicly tell everyone what they are doing at the supper club and have everyone give them a hand. Your main job as chair is to thank the volunteers and be "normal". Libertarians need lots of attention and love and encouragement.

9. Regular mailing of post cards about your meetings or listing events to party members and registered Libs in your area. Having Speakers booked months in advance really seems to help. This schedule can be included in post card mailings to members. Have regular meetings same time, same place every month and include this time and place in every mailing so if people can't come one month, they will know next month it is the same time, place and day the next month. EXAMPLE: Supper Club is the third Wednesday of each month at Dennys at 1212 Sunset Blvd at 8:00 PM. Try to have your meeting in a place where the food is not too expensive so the bill won't be intimidating to college kids and teenagers.

10. Do not portray the Libertarian Party as being closer to the Republicans. About 75% of Americans identify with the "liberal" agenda. We could convert every Republican and still be in the minority politically. We need to draw from the left, right and middle and the non-political non-voter. We will catch more flies with sugar than vinegar. Learn how to talk to the left and environmentalists as well as the right and we will succeed. Larry Elder is a so called Libertarian that has the #1 drive time talk show in LA. Why has this not helped to flood us with members? Because he portrays us as closer to the Republicans. So people think if they give support to the Republicans that we will be moving towards a

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more Libertarian Society. So they just go and join the Republican Party and they figure when the Republicans take over and the Democrats go away, they will then join the Libertarians. Well, in other cities where Republicans have all political seats from Mayor to City council to all members of the zoning board, there is more government than in Democrat run towns and cities and not less. You must portray us as not being more left or right but something entirely different, which we are. If you portray us as being closer to the Republicans, you lose the argument immediately of why to become a Libertarian because people will just go and join the Republicans because they think they are closer to us. If people who are in the LP begin to think this because they hear Republicans use our rhetoric they could leave and join the Republicans. Don't let this happen and don't let our members fall into this trap. You can be a left, right, conservative or liberal Libertarian. Include everyone. We are just the un-authoritarian end of any political philosophy. If you say we are neither left nor right or conservative or liberal you will just cut off most people because most people consider themselves slightly towards one or the other.

11. City Council watches - Have your most persuasive member to your local city council and speak during the time allowed for Public comments. This person should go 2 or 3 times before he starts to speak so he or she is not seen as a whacko that just barged in suddenly with an "opinion". They should dress well to make a good impression. Some of these public comments are televised in some cities on the "city" or "government channel". I know they are in LA. This could at time lead to press. When a new law or regulation is going to be passed, see if you can get some local businesses or home owners affected by the new regulation to show up to protest or speak during the public comments time. This is a great way to start a campaign for city council or get press.

Low-Budget Outreach

As LPNC Outreach Director, I've been thinking about ways we can get the Libertarian name out in front of the public, beyond what we are already doing. I've been testing one approach, which is very easy, extremely cheap (almost zero dollars!), yet hits a very large market.

On every envelope I mail, whether it is a letter, a bill payment, etc., I put 'VOTE LIBERTARIAN' on the front. Every one of these envelopes passes through many people, the USPS of course, but also to the people to whom the mail is directed, and also, if going to a company, the envelopes also pass through their mailing staff as well. Actually, anyone who sees the envelope sees 'VOTE LIBERTARIAN' on the envelope.

I just sent a letter to our two North Carolina U.S. Senators and my U.S. Representative on the "Bureau of Indian Affairs and their disaster of maintaining a 'Trust' fund for the Indian tribes for the last 116 years, but does not have a clue where the money is!!", and on my envelopes, it says in

large type, 'VOTE LIBERTARIAN', so not only will the Congressmen see it, but so will 'their' support staff.

I have my computer contact list set up to automatically print envelopes with 'VOTE LIBERTARIAN' on the envelopes that I print from my computer. However, for paying bills, I use a 'rubber stamp' designed with 'VOTE LIBERTARIAN', so I can stamp all the bill payment envelopes and other envelopes that I do not have on my computer contact list. I've been testing different colors, and have found that dark ones work best, such as Red, Green, Blue, Black, Purple, etc, but it doesn't really matter, just the words traveling around the country on all our mailings hits a tremendous market and the more people that see it, the more awareness and attention we get for essentially no cost!

Also, I've been working on adding our website addresses (www.lpnc.org &/or www.lp.org) to the stamp for the envelopes, so that people, who see the 'VOTE LIBERTARIAN' would have a place see Libertarian information.

It's a fascinating idea to have a government monopoly organization (the USPS) to essentially market the Libertarian Party for us for free!!

If all 9,000+ Libs. in NC, would do this for every envelope they send out, for essentially no cost and a very small effort on their part, we should get substantial attention. As we do, the other State Libertarian parties might want to consider doing the same.

Having done this for awhile now, I do not see any negatives. It is very simple, very easy to do and takes essentially no time or money. What do you think?

...Jim Pitts Outreach Director, LPNC jimpitts9@aol.com

What's With the Two-headed Chicken?

The picture [outside our ability to print] was originally picked just to have something to stick up there in the corner. It's growing on me however. Here's the story behind it.

That is me in a two-headed chicken suit, in the pressroom at our State Capitol building in Springfield, Illinois, during a press conference. This picture ran in the Chicago Tribune. I have to say it was an awesome feeling walking through our state capitol in a two-headed chicken suit. I love being irreverent when it comes to politics. I can probably say I am the only person on this earth that has done that. So it's a good

story for someone else's grandchildren. The guy on the left was our candidate for Governor in 2002, Cal Skinner. Cal was a Republican state representative for 16 years in Springfield and was a county treasurer before that. Cal was also not invited or allowed to participate in any of the candidate debates during the campaign for Governor. This despite Cal having more experience working for our state government than both the other candidates combined.

The idea behind the chicken was Cal's. The debate sponsors had announced the debates, and the Illinois media reported the debates, but didn't mention that Cal had not been invited in any of their articles. So Cal thought up this gimmick, good or bad, to try to get the media to at least notice that there was another candidate running for Governor that would not be in the debates. That worked to a certain degree, and a few in the media finally gave us some mentions. The reporters that had seen Cal in action on the assembly floor knew Cal would have been a very formidable debate opponent for the candidates, and we knew he would have mopped the floor with their double speak and avoidance of answering the questions and non-committal stances on the issues. A few reporters knew that too, and reported as such.

The name of the chicken was JimRod, from the two first names of the old party candidates, Jim Ryan and Rod Blagojevich. Both Jim and Rod were Golden Gloves boxers in their youth and both of them used that in their campaigns. So why not call them chickens for refusing to get into the debate ring with a measly Libertarian?

Rod Blagojevich, the eventual winner, turned out to be the bigger chicken. One of the debates was scheduled for our old capitol building. There are three entrances to this building. One on each side, and one from underground. Our supporters were the first ones there, and we stood outside with picket signs proclaiming the debates a sham without our candidate in them, and we had JimRod there. Jim Ryan's supporters came next, and they occupied the opposite side of the building's entrance. Then Rod's people came, and they could either stand with Ryan's supporters, or stand on our side, so they picked our side.

Jim Ryan showed up, and like a boxing match, walked through his supporters shaking hands and getting pats on the back. Rod Blagojevich showed up and sat in his minivan. The Blagojevich supporters were buzzing on when he was going to walk into the building. About ten minutes went past and they were still waiting for Blagojevich to come out of his minivan and walk through his crowd of supporters into the old capitol. The problem was, those "dangerous" Libertarians were also on that side of the building. Finally, a Blagojevich organizer came over and grabbed about half of his mob.

Blagojevich was going to enter the old state capitol from underground instead of walking in like a man, and wanted his supporters to form a shield for him to get out of his van and take the stairs underground so that he couldn't possibly have a picture of him taken with the two-headed chicken in the frame. Rod Blagojevich was chicken of JimRod the two-headed chicken and the Libertarians and went to amazing lengths to avoid us. Rod Blagojevich proved to be a sissy boy that night, and hasn't done much since to dispel that label.

The two-headed chicken has stuck with me now. It's become

a symbol for all the Republicans and Democrats that go to Cuba-like extremes to avoid any real opposition to them. It's a symbol that the Republicans and Democrats do not believe in Democracy. That they refuse to even acknowledge the issue of free and equal elections. That they refuse to look in the mirror to see their hypocrisy and their antidemocratic rules that oppresses opposition. That they are afraid to engage in any real debate on real issues and real policies. That they have no principles and no integrity and no belief in the liberties our American revolutionaries fought and died for. Republicans and Democrats are chickens, plain and simple. Two heads on one giant body only looking out for themselves. Sure they bicker once and a while as you might expect when there are two small brains trying to control one body, but more times that not, they are doing all they can to protect the power they enjoy.

It doesn't matter if you think or they think Libertarians are right or wrong. What matters is that our voters have the opportunity to decide for themselves without the two-headed chicken deciding for them. What matters is that our elections in America are not controlled by those in power just like they are in China, Cuba, Syria, Iran, and all the other

(Continued from page 1)

A constituency is a two-way street. We have to define what they get from us before we can develop a vested interest in our success among them.

"Find a parade, and get in front of it, then it becomes your parade".

Mark says we don't have enough funds for two constituencies. To start he recommends the:

SMALL BUSINESS OWNER.

Another good choices includes

Doctors in private practice

"I can couch all of our Libertarian positions in terms the small business owner can understand and relate to - drug war, education, guns, taxation, regulation, government interference, immigration", said Mark. "When you stand for small business, you stand for America".

Moreover, small business owners are optimistic and generous, which are not negatives for us.

And this plays to one of our greatest strengths, our belief in market-based solutions.

This encapsulation moves us away from presenting our ideas in our normal fashion. "You can't sell when you're angry, and we're pissed off people. You can only sell when you're in love, and these small business owners are in love with their customers. They're in love with what they do.

They have a passion for it. To them money is secondary". For this reason, the "non-voter", the "iconoclast", and so on are not well defined constituencies. Moreover, we can't identify them for marketing purposes.

The D's and R's have no credibility with small business owners. The R's have co-opted them because there has been no one to stand up for them, but they abandon them in all of their legislation and actions.

Then Mark asked, "And who in this room are small business owners"?

Virtually the whole room raised their hands.

Mark also noted some studies at the University of Chicago. IBM and Apple are the dominant computer designs. As a runt the market allows for two dominant players. However, the market does allow for niche players. We are a niche in the political arena. The UC studies showed, however, that the dominant players typically get overtaken by niche players, and the transition can happen in a hurry. Mark feels the cross over points are beginning to appear now. This means we have an incredible opportunity.

A final question deals with the requirement to not drive anybody away with our support for small businessmen.

To Be Continued

Funding Liberty

a new book by George Phillies

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