
Libertarian Strategy Gazette

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Fireworks Petitioning Tips

I posted to the LPPBallotAccess and local Montgomery County lists (MontCoFreedom and phillylibs) about our very successful petitioning in Ambler on July 2 and our upcoming petitioning on July 4. Between seven of us, we collected 400 signatures in about 2 hours. We could have collected many more than that if we knew then what we knew now though.

I didn't want to burden the other lists with pleas for volunteers irrelevant to people outside the Philly area, but Ken suggested I send my tips to more lists.

There were many things we could have done better. We didn't bring flashlights. We didn't target the people sitting on blankets immediately, instead focusing on the much less lucrative pedestrian traffic for the first hour. It took a while to get in the multitasking groove of talking to the next person as soon as the first person started signing.

Here are the elements to effective fireworks petitioning:

- * have 4-6 petitions, clipboards, and pens handy
- * target the people sitting on blankets, not the people walking around
- * ask the next person to sign as soon as the first person starts signing
- * arrive early (around 6 PM)
- * bring flashlights (for after it gets dark, but before the fireworks)

People walking around have somewhere else to be and generally don't want to stop. People on blankets have no where to be, are sometimes bored, and are usually on a much better mood. Target the people on blankets.

If one member of the family refuses to sign, ask other members of the family anyway. I've found around half the time husbands and wives will react differently. When you do find someone who will sign that is in a family, that's a goldmine.

When you're making a pitch, try to talk to multiple people at once if possible. My pitch was "Excuse me, sir. I need 1500 signatures to get on the ballot for U.S. Congress. Would you sign?" Others would say something like "Excuse me, sir. My friend needs 1500 signatures to get on the ballot for U.S. Congress. Would you sign?"

If someone refuses to sign, don't get bogged down or waste time trying to persuade them. Just be polite and move on. Usually I said something like "Thank you anyway." My politeness influenced the decision of the next person whether to sign or not.

[Fireworks] (Continued on page 4)

Libertarian Party State Leadership Alliance Annual Meeting Report

Reported by Bob Sullentrup (Continued from the April Issue)

Consider the following suggested alternative recast as follows:

(Issue) The government has placed itself in a position of superiority above its citizens, has denied our rights under a policy of "compelling state interest," becoming the primary threat to our rights, rather than the protector of them, and has denied its citizens their right to sue their government for redress of grievances, claiming a position of sovereign immunity.

(Principle) The individual is sovereign over the government, and has rights that the government may not infringe on; if government does act against the rights of the individual citizen, the citizen has the right to redress in the courts.

(Libertarian Solution) The position of government must be returned to its proper role of protector of rights and it must be once again made accountable for its actions to the individual citizen. Individual elected officials must be held accountable if their actions directly violate the rights of individual citizens.

(Libertarian Action or Transition)

We favor an immediate end to the policy of "Sovereign Immunity;" we favor an end to the policy of "compelling state interest," and an end to the immunity from prosecution enjoyed by elected officials.

The opening clause about government placing itself superior to its citizens is a clear and recognizable statement to anyone who has filled out tax forms, applied for a building permit or business license, boarded an airplane, stood in line at the post office or heard a politician speak, never mind having been audited by the IRS or accused of a drug violation.

This framework allows us to frame issues rather than demand rights.

George predicts that these platform improvements will be the source of heated debate at the convention. "The platform is the battleground for the culture of the Party", he noted. He went on to ask the state chairs to lobby for it within our states. For more information, see the website at <http://www.aznorthernalliance.org/LNCplatform/help.shtml>

Mark Rutherford, Small Business Initiative

Mark Rutherford (IN) led a break out session describing what [State Leadership Alliance] (Continued on page 2)

(Continued from page 1) [State Leadership Alliance]

Indiana is doing to implement the Small Business Initiative, also known as the Branding Initiative, that Mark Schreiber introduced at the previous conference.

This initiative stemmed from the LNC’s Strategy One calling for us to define, develop and promote the Libertarian Party.

“Sex, drugs and rock and roll, that’s our brand right now”, Mark Schreiber told us a year ago, based largely on our opposition to the failed War on Drugs, but also “The best and worst details of what we do, and everything in between”. Mark Schreiber said this approach could lead us to *dominate a state by 2008*.

The branding initiative would “encapsulate what we are in a positive way, so people hear what we have to say”.

Branding is not an issue-based strategy. Issues divide. Candidates are our best medium for addressing issues. Branding is more subtle and generally more appealing. We are “finding a parade and trying to get in front of it, so that it can become our parade”.

Mark Rutherford began by recapping what Mark Schreiber had told us the prior year: In order to create a brand, you must:

1. Know who you are
2. Know why you exist (why are we here? – we do have a mission statement)
3. Know who you serve

Who we are:

Libertarians are principled individuals, who are self-reliant, and who have reluctantly entered into the political arena in order to restore liberty and our American values.

Why we exist:

To move public policy in a libertarian direction, by building a political party that elects Libertarians to public office. (mission statement)

Who we serve:

As of last year, a core constituency for the LP had not been identified. Mark Schreiber recommended we target small businesses, though doctors in private practice was a close second. At the moment the Libertarian Party is not big enough to embrace several constituencies like the Democrats. Indiana and other states chose small businesses.

A “constituency” Mark Schreiber defined as a clearly defined group of people

- Who can self-identify and
- Who are easily classified as a member of a group with homogeneous characteristics,
- Who have a vested interest, and

- Who lend credibility to the successful accomplishment of organizational goals.

Mark Schreiber said we need a constituency because it defines whom we represent so we can present a message of benefit to someone other than ourselves.

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”.

Indiana has found its Billy in small business, and is couching its political effort in many ways and on many fronts in terms of small businesses.

Before getting to Indiana’s practices, however, 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.

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- 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.

Once again, Mark Rutherford asked, “who in this group are small business owners?”. Just as last year, 90% of the attendees raised their hands.

Small business owners are among the best connected people in the community.

Mark Rutherford then went on to explain what Indiana was doing to promote this initiative and court small businesses.

- Indianapolis has formed a small business council to first solicit information from the small business owners as a means of establishing relationships and stockpiling political ammunition.
- The Libertarian Party opposed a prospective smoking ban in Bloomington. Press releases and speakers before the council said nothing about civil rights. Everything was couched in terms of how the smoking ban was hurting small businesses.
- In Carmel, IN, an affluent community with “republican socialism” in full swing, the Libertarian candidate for mayor garnered 27%. The issues? Signage and spending, and its effect on small business. Carmel is in full swing tearing down small businesses to put up government buildings.
- In all press releases, there is a tie in to small businesses, even if IN has to invent one. Same with speeches. Mark Rutherford’s convention speech gained front page press in Michigan City at the convention site.
- Indiana has courted the National Federation of Independent Business and put a link to their site on Indiana’s.
- Modifying the website logo to include the slogan “Defender of Small Business”.
- Dovetailing direct mail campaigns about small business injustices and making a TV ad focusing on that.

Mark noted that while patience is a virtue, Libertarian Party IN is already talking to small business contacts about running for office. Mark echoed what many others including Steve Dasbach and Jim Lark have noted, “once we get members into the Party, members become more libertarian”. Indiana is on track for reaping the rich rewards for its small business initiative. (Note to MO readers: It occurred to me that instead of figuring out how to get in front of casinos to

ask them for money, simply get started however modestly with the SBI as IN has done. The approach should be to Serve Small Business. If we serve them well and establish solid relationships, the money and success will follow.)

BCRA, Sean Haugh

Sean Haugh held a breakout session on BCRA, Bipartisan Campaign Reform Act.

Yes, it is bi-partisan and it does apply to us – the D’s and R’s are one party.

What follows is the short form of Sean’s presentation. For the long (14 page) version, contact Sean at

Sean Haugh
 Executive Director, Libertarian Party of NC
 director@lpnc.org
 (home) 919-286-0152 or
 seanhaugh@MINDSPRING.COM

BCRA for State LPs

Sean Haugh, January 25, 2004, Raleigh NC

Very brief excerpts from the Libertarian BCRA FAQ, v.1.1, January 23, 2004: If your state or local affiliate does any of the following:

- a) sends money to the LNC for memberships, literature, or for any other reason; or,
 - b) nominates or supports candidates for federal office (US House and Senate); or,
 - c) runs *any* candidates in an election where *any* federal candidates even appear on the ballot;
- then it is subject to the provisions of BCRA and federal campaign finance law.

Federal Bank Account

The only funds you can deposit there are funds from other federal committees, or from individual donors *if and only if* the donor is aware that the money may be used for federal election activities.

If your state affiliate receives UMP, then the easiest thing to do is to deposit one or more of your UMP payments directly into this account. It is important to keep this strict segregation between your federal and nonfederal accounts. If you use your nonfederal account to pay for memberships, for example, you make it subject to federal regulations.

One option is to keep only one bank account and classify it as federal. This is not recommended, as then you would have to report all your activity to the FEC as well as to your state elections agency. It is also almost certainly the case that your state campaign finance laws are less restrictive than the FEC’s.

You may transfer money from your federal account to the non-federal one. However, you may NOT transfer money from your non-federal account into the federal account.

Filing with the FEC

If your federal account either raises or spends \$1000 in a

calendar year, only then must your affiliate start filing with the FEC as a federal committee. If you stay below those thresholds, then you only have to be federally compliant, but you do not have to file yet. UMP payments from national do NOT count towards this threshold.

Once you have to start filing, you can find all the forms you need at <http://www.fec.gov/>. When you get there, click on "Reporting Forms and Filing Information" in the left column.

First, fill out FEC Form 1, your Statement of Organization. This is a simple four page form which asks for your basic contact, bank, and organizational info. You'll be dealing primarily with FEC Form 3X. What you have to report depends on your level of spending:

If you spend less than \$5,000 on FEA, you only need to report the activity in your federal account.

If you spend \$5,000 or more on FEA, then you have to also report your use of Levin funds.

If you spend \$50,000 or more a year on FEA, then you have to start filing electronically.

FEC's Campaign Guide for Political Party Committees <http://www.fec.gov/pdf/partygui.pdf>.

Federal Election Activities

Besides transfers to other federal committees, only these four activities fit the official description of FEA:

- a) Voter registration within 120 days of a regularly scheduled general election;
- b) Get out the vote activity (GOTV), voter identification, and generic campaign activity where a federal candidate appears on the ballot;
- c) Public communications which identify candidates; and,
- d) Payment for employees devoting more than 25% of their time to federal elections.

An activity is only FEA if it is in connection with a federal election. If you engage in any of these activities outside the time periods in the law, it can be considered nonfederal activity. Generally, your newsletter, website, and other usual core and critical activities do not count as FEA, even if they are used to promote your federal candidates.

Questions?

Sean Haugh Executive Director, Libertarian Party of NC
director@lpnc.org 919-286-0152

Resources

A list of useful web sites for Libertarian Party information, compiled by Joe Dehn.

- General website www.lp.org
- LP archive site archive.lp.org
- LPUS Library www.dehnbase.org/lpus/library/
- LNC Meeting Summaries www.dehnbase.org/lpus/library/meetings.html
- LNC Official Minutes archive.lp.org/lnc/
- LNC Audio Recordings www.dehnbase.org/mav.cgi
- Strategic Planning www.dehnbase.org/lpus/library/spt/

(Continued from page 1) [Fireworks]

If people said something like "Well, I don't know you." to me, I would respond "Well, I'm right here and I'd be happy to answer any of your questions." Around 95% of the time they will either say a quick "no thanks" or sign. One couple questioned me for 15 minutes though then refused to sign in the end saying they would only sign petitions from people who were already in office as State Rep. That was a wasted 15 minute petitioning opportunity. I should have politely excused myself 1-2 minutes in.

After a person signs, say "Thank you!" or "Thank you, enjoy the fireworks!"

Don't stand over people while they are signing if there are others close by. That's wasted time. Immediately begin making your pitch to one of their neighbors.

All petitioners should have a flashlight in their pockets. Perhaps 2-3 if you can find very small ones. There is a half hour period after it gets dark but before the fireworks begin that you lose a lot of prospective signers who say "It's too dark. I can't read that." Even the ones who still sign will do so at a much slower rate. Flashlights solve all those problems.

I printed out little information sheets listing the townships in my district so I would get fewer questions about what they should be writing for the address. It's available here: <http://www.chuckmoulton.org/petitioning/district.html>

As far as organizing is concerned, we met for pizza at 6 PM, carpoled to the location, and started petitioning around 7 PM. We should have started an hour earlier.

I asked interested people to email me their cell phone numbers beforehand and printed up a list of everyone's cell phone numbers on cardstock to give out to all of them so we could keep in contact.

Split up and cover separate areas. Generally try to cover as many people as possible while remaining polite and cheerful. It's pretty easy to get hundreds of signatures per petitioner in a 2-3 hour period at fireworks shows if you follow the advice I listed above, get used to the process, and learn from your mistakes.

-Chuck Moulton

Run as an Independent?

Some see running as an independent the solution to some hurdles that come about because of major party status. Oddly enough, some of these suggestions come from Libertarians.

What does running as an independent accomplish? It might be a boost you your ego. Holding office may be a nice job. But laws are passed by legislatures, and we need a majority

in the legislature to do anything. One Lone Ranger small "I" Libertarian will not do much.

As it stands now the public does not relate platforms to the Libertarian Party. The repeal of the income tax got a much higher percentage of the vote than any other Libertarian Candidate, excepting maybe Carol McMahon.

Voters voting for an independent candidate for the House may never relate that candidate to the Libertarian Candidates for Governor, Senator, President, etc.

The harsh reality is that in many House Districts there is not a Libertarian Candidate. Ballot access continues to be a challenge. Petitioning continues to be a barrier to ballot access. The petitioning problem is because we are a paper major party rather than a real major party.

I see Carla Howell is just finishing paying off her campaign. Her campaign also had a signature crisis for a while. The signature crisis could not be solved with money.

I have done this enough times to know that it will not be solved by the deadwood that we have registered as "Libertarian." Some of them are refusing to sign Libertarian petitions, that alone shows that we are targeting the right population.

I think one problem is that many un-enrolled voters are un-enrolled because they shun involvement. Many people are registered as Democrats and Republicans because they want some influence in a primary, but they are not necessarily enamored with the two major parties. They cannot sign our petitions because we are a "major party."

If we had more people running for office, I think we might get more of the right type of member. Who wants to join a party that does not run any candidates?

Robert Joseph Underwood
PVLA Member

Buying Broadcast Time

Timothy Crowley reports finding a series of television shows on CSPAN featuring college courses on running political campaigns, from which he transcribed notes. The shows were made at American University, and broadcast over the Christmas vacation.

The speaker was Janet Katowitz- President of Katowitz Media

Campaign budget drives the media mix.

Once you decide on your themes and issues, how do you convey them to the electorate? TV, cable and radio are effective statewide. These are the most expensive part of D and R statewide campaigns.

The standard commission on TV ads is 15% They keep this shrouded in mystery because it is so lucrative. (GP: If the campaign places the ads itself, it gets these as a rebate, with some stations.)

Nielsen measures overnight TV ratings. Nielsen uses both meters and diaries. Meters are more accurate. People write down Masterpiece Theatre instead of Jerry Springer in diaries. Media markets often extend beyond state's boundaries. Arbitron does radio ratings.

A Gross Rating Point is the % of TVs that are on, that are tuned into your ad.

GRP of 100 means that the entire TV market in that time slot saw your ad that week.

GRP of 500 is the threshold for a message to get thru to the public. GRP 500 means that the market saw your ad 5 times that week. 750 GRPs is an average political ad buy.

Not all ratings points are alike. Animaniacs is only watched by kids who can't vote. Maury Povich is watched by women over 50. Both shows have the same ratings numbers. AV5-average of 5 days.

If your commercial is on a certain newscast 5 times a week, and if the newscast has a 20 GRP, then $5 \times 20 = 100$ GRPs. But actually 20% of the audience saw it 5 times. 80% didn't see it at all.

There are many channels now, so ratings points are dispersed. A top rated show nowadays only gets a 12.7 share. In 1982 a top rated show got 30%. It takes many programs to achieve 500 GRPs. 500 is the minimum that you will need.

Only 55% of households are watching cable channels. Cable subscribers have higher education and income, and they vote more often. A typical cable show gets a 1% share. Cable is used as a supplement to the networks. Reduced rates for political ads is 25% discount from commercial rates.

Cost per (rating) point.

Day Part = time of day.

Cost per day part is the cost per that time of day.
 % of effort= what % of advertising budget to put at what time of day. ex) 20% effort in 5am-pam time slot.
 The % effort across all time slots will equal 100%

Rate Cards are the station's price list. There are fixed, pre-emptible and immediately preemptible rates. Immediately preemptible may only have a 25% chance of getting on the air. Fixed has a 99.9% chance of being shown, but it costs more. Early morning viewers are less expensive, but the audience is paying more attention.

500 GRPs is threshold
 750 is moderate
 1000 is heavy. (this is per message, not per candidate or

per party)

Figure out cost per point at different times of day, different shows. Figure out how many messages to show that week, whether threshold, medium or heavy. For the assignment, assume 13% of TV budget is for cable. Radio CPP is cost per day part. PM drive time is expensive.

Radio is measured by demographics.

175 radio threshold
200 moderate
325 is heavy per week.

Figure cost per voter impression.
(cost of 100 pts)/(total votes in that market) = cost per voter impression.

Flint Mich is #3 market in michigan. But it is the #2 market among Democrats.

Compare apples and oranges with TV, Radio, print, and phone. Fundraising drives your media mix. Alaska has low rates, but every politician in Alaska can afford it.

SERIES TO BE CONTINUED

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