



# Massachusetts Liberty

The Newsletter of the Libertarian Party of Massachusetts - [www.lpmass.org](http://www.lpmass.org) April 2007

## State Committee Revises Bylaws

George Phillies

In the past few years, our state party has been less active than many libertarians would like. In order to improve are opportunities to make effective use of our volunteer activist, your Libertarian Party State Committee has undertaken to revise its party bylaws. The objective is to create a focus on doing real work that betters our party.

At the latest state committee meeting, the first step towards this plan was put into place. During the period of inactivity, our bylaws concentrated most authority in a single person, the State Chair. Without faulting any of the fine libertarians who held this position, the consequences were not as positive as anyone would have desired. We also had a position, the Vice Chair, whose occupant needed to be highly competent, and who had essentially no duties.

Under the new bylaws, officers are:

**Chair** is primarily a titular position. The chair must run meetings effectively, be the figurehead contact point for our party, and work to inspire his or her fellow libertarians to do better for our party.

**Political facilitator:** the political facilitator is the elected person tasked with causing political work to happen. He doesn't have to run meetings, be decorative on a formal occasions, or try to run the back office. His task is to support candidate recruitment, candidate support, public education, membership outreach, and other political activities.

**Operations facilitator:** the operations facilitator is in charge of raising money, and in charge of seeing that the party's back office operations are carried out correctly.

**Treasurer:** The treasurer maintains the party's financial records, files the legal paperwork we have to file related to our money, and serves as comptroller, seeing that money is only spent in accord with the party bylaws.

**Recording Secretary:** The recording Secretary maintains the minutes of the state committee meetings, sees that they are widely distributed, and sees they are maintained an archived format accessible to all members.

**Membership Secretary:** The membership Secretary

maintains our party's membership records, notifies members that their memberships are expiring, and reports on how our membership totals are doing.

**Editor:** The editor publishes our monthly newsletter, seeing that you, the members, are kept in touch with libertarians around the state.

**Webmaster:** the webmaster maintains the party web site and other electronic groups.

These are core officers who do real work. It is important that the people who do are real work are in place to guide how the party is led. Therefore, your core officers form part of the State Committee.

In other actions, the state committee revised how we choose delegates to the national convention, given that we are no longer a major party, and are not subject to restrictions are rising from primaries. The current rules correspond to how we have historically done the things. Finally, the state committee revised its rules dealing with affiliation with national organizations. At the present time, our state party is affiliated with two actual libertarian groups, namely the Libertarian Party Of The United States, and the Libertarian State Leadership Alliance. The national party is the group that has historically run the national convention. The LSLA is an organization of state party officers. Of course, we would all hope that national party does well and thrives. However, we must be aware that we cannot predict the future. Under our new bylaws, the state committee is charged with deciding what to do if matters on the national scene become confusing.

How will we get work done? How will we involve other libertarians in the volunteer activism without which our state party cannot succeed? The first answer is that the state party is charged with forming working groups, whose task it is actually to do the work of the party. The bylaws on working groups are currently being perfected. The second answer is that the state committee is preparing new bylaws to deny with local chapters and positive volunteer cooperation with other pro liberty groups. To read more about work on our bylaws, see our new forum at [LPmass.org](http://LPmass.org).



## Massachusetts Liberty

April 2007

### Staff

George Phillies  
Stephanie  
Woiciechowski  
Mary-Anne Wolf

### Mailing Address

Mass. Liberty Editor  
**Libertarian Party of  
Massachusetts**  
30 East Chestnut  
Street  
Sharon, MA 02067

### E-Mail Address

[masslib@lpmass.org](mailto:masslib@lpmass.org)

### Next Deadline

April 14, 2007

*Massachusetts Liberty* is the official newsletter of the Libertarian Party of Massachusetts, a state affiliate of the Libertarian Party of the United States.

Send changes of address, subscription requests, and materials for publication to *Massachusetts Liberty's* e-mail address or mailing address. All submissions are subject to editing.

## Libertarian Events

### Pioneer Valley Libertarians Meeting

Wednesday, April 11, 6:30 P.M.

Pioneer Valley Libertarians meet the second Wednesday of each month. Meet other local Libertarians at the Hu Ke Lau Restaurant at Mass Pike Exit 5, at 6:30PM. For more information, contact Carol McMahon at **(413) 250-6608** or [cjcmahon@verizon.net](mailto:cjcmahon@verizon.net).

### Libertarian Presidential Candidate Appearance

Wednesday, April 18, 8:00 P.M.

Worcester, Massachusetts. Libertarian Presidential Candidate George Phillies speaks at the Sackler Science Center, Clark University.

### Worcester County Libertarians

Sunday, April 22, 6:00 P.M.

The Worcester County Libertarian Association meets on the third Saturday of the month. Join us at Tweed's Pub Restaurant at 231 Grove Street in Worcester. For more information, contact George Phillies at **(508) 754-1859** or [phillies@4liberty.net](mailto:phillies@4liberty.net) or visit [wcla.tripod.com](http://wcla.tripod.com).

### Lowell Area Liberty Association

Monday, April 23, 8:00 P.M.

Meet other like-minded folks at the Outback Steakhouse on Reiss Street in Lowell at 8PM. For more information, contact Arthur Torrey at [Arthur\\_Torrey@comcast.net](mailto:Arthur_Torrey@comcast.net) or **(978) 663-0241**.

### Drinking Freely

Monday, April 23, 7:00 P.M.

On the fourth Monday of each month, Cambridge area Libertarians meet at 7pm Flat Top Johnny's in 1 Kendall Square.

### April Social

Sunday, April 22, 2:00 P.M.

Get involved and host a social! The April social date is currently open. Contact George Phillies at **(508) 754-1859** or [phillies@4liberty.net](mailto:phillies@4liberty.net) to book the date for the April social!

### Pioneer Valley Libertarians Meeting

Wednesday, May 9, 6:30 P.M.

Pioneer Valley Libertarians meet the second

Wednesday of each month. Meet other local Libertarians at the Hu Ke Lau Restaurant at Mass Pike Exit 5, at 6:30PM. For more information, contact Carol McMahon at **(413) 250-6608** or [cjcmahon@verizon.net](mailto:cjcmahon@verizon.net).

### Worcester County Libertarians

Saturday, May 20, 6:00 P.M.

The Worcester County Libertarian Association meets on the third Saturday of the month. Join us at Tweed's Pub Restaurant at 231 Grove Street in Worcester. For more information, contact George Phillies at **(508) 754-1859** or [phillies@4liberty.net](mailto:phillies@4liberty.net) or visit [wcla.tripod.com](http://wcla.tripod.com).

### Lowell Area Liberty Association

Tuesday, May 22, 8:00 P.M.

Meet other like-minded folks at the Outback Steakhouse on Reiss Street in Lowell at 8PM. For more information, contact Arthur Torrey at [Arthur\\_Torrey@comcast.net](mailto:Arthur_Torrey@comcast.net) or **(978) 663-0241**.

### Drinking Freely

Monday, May 28, 7:00 P.M.

On the fourth Monday of each month, Cambridge area Libertarians meet at 7pm Flat Top Johnny's in 1 Kendall Square.

### May Social

Sunday, May 27, 2:00 P.M.

Get involved and host a social! The May social date is currently open. Contact George Phillies at **(508) 754-1859** or [phillies@4liberty.net](mailto:phillies@4liberty.net) to book the date for the May social!

### June Social

Sunday, June 24, 2:00 P.M.

George Phillies is hosting the June Social and a 'meet our candidates' sponsored by Phillies 2008. People considering running for Libertarian office in 2008 are welcome to attend and meet potential supporters. Join everyone at 48 Hancock Hill Drive, Worcester. For more information, contact George at **(508) 754-1859** or [phillies@4liberty.net](mailto:phillies@4liberty.net).

## Current Volunteer Opportunities

### Socials Committee

We need people to host socials for March and all later months. (We may have a site for July). Social afternoons have routinely run the fourth Sunday of the month starting at 2PM. Please help your state party! Volunteer to offer a Social! Contact the Interim Socials Coordinator, George Phillies at [phillies@4liberty.net](mailto:phillies@4liberty.net) **508** or **754 1859**

### Socials Coordinator

The interim Socials Coordinator would love to be replaced! Contact the Interim Socials Coordinator, George Phillies at [phillies@4liberty.net](mailto:phillies@4liberty.net) **508** or **754 1859**

# The Purpose of a Political Party

George Phillies

The Purpose of a Political Party is

- \* to Advance Its Agenda,
- \* to Run Candidates and Win Elections, and
- \* to Use Electoral Victory to Put Its Program into Effect.

This chapter asks and answers:

- \* Why should we run people for office?
- \* How many people should we run? Why?
- \* What offices should they run for?
- \* How do we build a stronger Libertarian Party by running lots of candidates?
- \* What sort of races might our candidates run?
- \* Why Should We Run People for Office?

A Libertarian Party group can do many things. BUT: If you are Party group and not a group of party-goers, your group must do one thing. If you are a Party group you must run candidates for office. You have no choice. You may not win every time, but if you not fielding candidates, you are not a political party, you are a membership club like the local bowling league.

The details -- who you run, which offices you contest, what effort you spend campaigning -- depend on your particular situation. Running candidates on a Libertarian Party ballot line may be legally impossible. You can always run candidates who open every interview "As a Libertarian,..." Running candidates who are libertarian remains an absolute requirement.

The Virginia Party's Strategic Plan compares a political party to a theater company. If you run a playhouse, you must stage performances every summer. Opening your door for a year, closing for two years, and expecting an audience in year four simply does not work.

The Summer Theater principle applies to the Libertarian Party. If you want people to show up at the polls, they must find our candidates on the ballot all the time. If you want people to join the Libertarian Party voter base, you must reward them for the loyalty they freely gave. You must give your voters a campaign every election. When Libertarian loyalists reach the polls, they absolutely positively must have the chance to Vote Libertarian! If they find no Libertarians on the ballot, if your efforts went into recruiting members to read your magazine and not into activists who will Stand Up of Liberty!, your voter base will rapidly desert you.

## How Many People Should We Run? Why? For which offices?

Sun Tzu said "Opportunities multiply as they are seized". Elections are opportunities. We seize them by fielding candidates. A blank ballot position is an opportunity lost forever.

Within the constraints of ballot access laws, Libertarian groups should run lots of candidates. How many? In general, your group should field as many presentable people as you can persuade to run and can get on the ballot.

There are natural limits to running lots of candidates.

- \* Nationally, there aren't enough Libertarians to run someone for every single office.
- \* No single campaign will bring us the Libertarian future. You need a long- range perspective. You don't want to work so hard putting people on the ballot this year that you burn out your activists.
- \* Running more people does not automatically create addi-

tional campaign resources. If you field more and more candidates, eventually some of them must run a minimum-commitment campaign or generate their own resources to run a serious campaign.

\* In a few cases (mostly statewide races), running a candidate may be a mistake, because it may make ballot access more challenging in future elections.

## Multiple candidates reinforce each other's message

An isolated Libertarian candidate is a voice crying in the wilderness. When we run candidates for election at every level, each voice reinforces the others. The electorate hears a Libertarian chorus, every voice singing its own version of the Libertarian message of small government, low taxes, and personal freedom.

## Multiple candidates reinforce each others' votes

The Pennsylvania group did a statistical analysis on their campaigns for higher office. They compared wards where other Libertarians ran for lower office with wards where no Libertarians ran for lower office. Libertarian candidates for lower office generate an updraft. Candidates for higher office do markedly better when they are accompanied by Libertarian candidates for lower office.

## Which offices do we want to cover?

Ideally, there should be a Libertarian running for every single elective office. In America, there are around 400,000 elected officials. That's more positions than we have candidates. In the range of available options, so long as we have good candidates available, we should:

- 1) Run umbrella campaigns. Every possible ballot should include at least one Libertarian running for some office. Loyalty is a two-way street. In more than two dozen states, voters show their loyalty to us by registering Libertarian. The party must return their loyalty by giving them the chance to Vote Libertarian! The 50-state Presidential ballot access campaign provides umbrella coverage, but only every four years. In some years, similar coverage is attained by running candidates for statewide office. A program of launching U.S. Senate and Congressional campaigns complements other umbrella efforts, and is appropriate in states with easy ballot access requirements.
- 2) Pursue winnable and certain-victory elections. If there are no candidates, a write-in campaign can win. If there is only one weak candidate, especially in nominally non-partisan races, a vigorous campaign can propel a Libertarian to victory.
- 3) Seek Committees, Commissions, and Appointments. The government behemoth has created hordes of appointive and elective committees, from Playground #13 Advisory Committee to Federal Reserve Board Chairman. Many of the less significant of these bodies are desperate for volunteers. By volunteering to supervise playground monitors, Libertarians can get nominal records of civic service. However, many of these groups have a narrow range of allowed actions, so opportunities to use Libertarian solutions to government problems may be limited.
- 4) Remember that victories happen. Running lots of candidates does not guarantee that anyone wins, but you can be sure that the people you did not run will not be elected. In 1998, the Ver

*continued on page 6*

---

# 101 Things for Volunteers to Do

Mark Selzer

Part three of a three part series.

Volunteers can get burned out and bored easily when asked to do a task that does not challenge them or fit their interests. This list is to find things for volunteers to do and let you know about some of the things that need to be done. This list can also be shown to volunteers so they can find things that they would like to do or a new thing to do when they no longer want to do what they are doing.

By Mark Selzer (host of "The Libertarian Alternative," long-time-running public access TV show in California)

## **66. VOLUNTEER YOUR HOME FOR AN LP COFFEE OR EVENT.**

This can be for a candidate visiting or for a fund raising event. If you have a nice spacious home and you won't mind a bunch of Libertarians in it, then you may have a valuable asset to donate to your party.

## **67. KNOCK ON THE DOORS OF REGISTERED LIBERTARIANS.**

Usually after 4 PM and on the weekends is best. Arm yourself with Libertarian Party literature and bring people you meet into the party. Ask them to join the party and give money and get involved in some way.

**68. SIGNATURE COLECTOR.** Signatures always need to be collected for something. Getting candidates on the ballot, petitions to get propositions on the ballot either being sponsored by Libertarians in whole or in part. Some people also get paid to get signatures for some petitions, paying petitions can always be a way to add getting some dollars to your volunteer work for liberty. Just get signatures for those to while you work.

**69. VOLUNTEER COORDANATOR.** Volunteers need to be documented and then called and set about doing a specific task. Someone needs to lead and organize efforts. A volunteer coordinator should keep lists of volunteers and what they will do and then organize them into coherent groups performing concrete set tasks with clear beginnings and ends and goals.

**70. ISSUE GROUP DIPLOMAT.** Contacts issue groups that we may support on an issue or ballot initiative and coordinates cooperation. This could be just putting a link on their websites or ours, having joint events or just getting us listed as a proponent or opponent of a ballot initiative.

**71. BALLOT ARGUMENTS.** If you can get these they are invaluable publicity. Usually some other elected official or group will trump you but you never know. Find out were ballot arguments are needed and submit one for your local Libertarian affiliate. Make sure they approve it. You can find out about due dates and how to submit at the Registrar of voters.

**72. START A LIBERTARIAN CHARITY.** We keep saying that private charities can take care of those in need. Well, Lets start showing them how it is done. Food banks, immigrant aid, aid for the victims of American Wars. Etc, etc. etc...

**73. LINK CHARITY GROUPS TO YOUR LOCAL WEBSTE.** Identify charity groups that do not except government money and ask them if we can put a link to them on our website.

**74. VISIT YOUR LOCAL NEWSPAPER OR WEEKLY.** Introduce

yourself as the local Libertarian chair and you would like to have them meet with your candidates for a possible endorsement. Ask them to start covering Libertarian campaigns and events and points of view.

**75. HAVE YOUR MEMBERS WRITE LETTERS TO THE LOCAL PAPERS AND WEEKLES WHILE AT THE MEETING.** Bring all the local papers and magazines to you're meeting and have your members compose letters to them. Also magazines like Time and Newsweek also have letters sections. Those would be a big prizes for us but the larger the magazine the less chance we have. Those that get a letter published should get a free dinner on the party or the other members can just pitch in to pay for it to show their appreciation.

**76. HAVE PEOPLE WITH CELL PHONES SHOW UP TO MEETINGS 1 HOUR EARLY TO CALL.** Call the other party members or the registered Libertarians. Doing this together will be fun. This also gives people the chance to get over shines and they can learn from listening to others who may have some skills as phone selectors. Try to get people you contact to come down to the meeting, become party members and make a monthly pledge. Make sure you can process credit cards. This is hard but worth it if you can learn to do it.

**77. HAVE A PHONE BANK.** This can be done if a member has an office with lots of phones to volunteer. Call other members, registrants and inquiries. The goal is always more members and funds but just hearing from another Libertarian can be good to increase people's dedication and activism.

**78. ORGANIZE A MAILING.** To get more members or to raise money or get signatures. Some states require signatures from registered Libertarians to get on the ballot. Sometimes these can be collected through the mail. A mailing could be more effective coming from a local organization inviting people to get involved in local activities. Starts small, if it works expand.

**79. PUT A VOTER REGISTRATION FORM IN YOUR NEWSLETTERS.** Make sure that at least twice a year you send out a voter registration form in your newsletter and encourage people to register others as Libertarians. Also your members should be encouraged to make sure they are registered as Libertarians if they can in their state. Sometimes people will believe they are registered but they are not. In rare cases the registrar may not record your registration, so it never hearts to send it in again just to make sure.

**80. FORCE A PRIMARY WITH UNDESIRERABLE LIBERTARIAN.** If you have a candidate in your area that advocates violence or other un-libertarian things you may want to make sure you have someone to run against them in a primary if they will not voluntarily stop running as a Libertarian. Ask for consensus on this one, make sure you do not overreact and that the philosophical differences are egregious.

**81. DEBATE THE GREEN PARTY.** This can be on a national or local level. It can help to get press for us, especially because the press seems eager to cover the Green party. This can be an option if the major candidates will not include you

*continued on page 5*

---

# 101 Things for Volunteers to Do

*continued from page 4*

in the debates.

**82. TAKE A SALES COURSE.** The Republicans and the Democrats employ the slickest salesmen for socialism and statism that they can find like Bill Clinton and G W Bush. We need to catch up.

**83. JOIN TOASTMASTERS.** This is an organization dedicated to teaching its members how to speak in public. Check it out. You can find it online or sometimes by calling 411.

**84. BE A CAMPAIGN MANAGER.** Candidates need a lot of help. No matter what your level of expertise any help you can give a candidate is invaluable. If you would like to learn more there are many good books on campaign management and I would also recommend Campaigns and Elections Magazine. Remember when running a campaign that you are not likely to win you want to run a membership and registration campaign.

**85. GET A SUBSCRIPTION TO CAMPAIGN AND ELECTIONS MAGAZINE.** Read it, it will teach you how real politics is done. It will give you an idea how to win a local election, how much money it costs and what needs to be done to win a campaign. Real world politics.

**86. TRY TO CHANGE THE VOTER REGISTRATION POLICY IN YOUR STATE.** In about half the states you can not register to vote as a Libertarian. This will take some research and a lawyer. You may wish to contact Ballot Access News. This will be a huge undertaking but the reward is great.

**87. TRANSLATER.** Pamphlets, books and websites need to be translated into other languages. Spanish is the most obvious, but Koreans and other groups escaping from more authoritarian countries are a good target language as well.

**88. LEARN TO SPEAK LIBERTARIAN IN ANOTHER LANGUAGE.** If you are a right winger learn to speak Libertarianism in left or liberal terminology, and vice versa.

**89. PARADES.** Lots of cities and towns have lots of different parades. Make sure the LP is included and make sure people show up in force with lots of big signs, banners, bullhorns and costumes if appropriate.

**90. TALK TO OTHERS.** Tell others about the Libertarian Party. Don't keep it a secret. Any time you can move others in a Libertarian direction, no matter how slight is a good thing. Make sure you are not being a pest, overbearing or a complainer.

**91. BE A GUEST ON A TALK SHOW.** This is a difficult task and you must be a polished spokesperson. Various small local cable shows can be contacted. Pick a hot topic that is in the news and tell the producer that you would like to come out and talk about it. It helps if the Libertarian Party is doing something newsworthy or the talk shows just can not find enough guests to talk about a hot news item from enough angles. Always offer a new and unique angle. This is a difficult thing to accomplish. But if you are polished and have some experience in media you may succeed.

**92. BECOME A PAPER CANDIDATE.** If you do not have time to campaign much but are in an area where no candidates are then this may be an option for you. How much work it takes to get on the ballot varies from state to state. All you will be doing is

putting your name on the ballot and filing out the questioners that will come to you on your positions from various groups. You will also need to attend candidate forums if any are available but these are usually very few as well as put up a website if you can.

**93. BECOME A FULL TIME CANDIDATE.** This would be either for city council or a race you feel you can realistically win or for a race where you think you will give the Libertarian Party lots of publicity. You will have to quit or take a vacation from your job to do so and campaign full time. Raise money and hire a campaign manager etc.

**94. START A 501C3 LIBERTARIAN EDUCATIONAL FOUNDATION.** The process of filing the papers to do so and getting approved can take some time and money but once you do all donations to your organization are tax deductible. People will be more willing to give. This can be small effort on your part or you may be able to raise enough money to work at it full time and pay yourself a salary depending on your abilities and ambitions.

**95. FIND OUT HOW TO SUGGEST PURCHASES OF LIBERTARIAN BOOKS AND LITERATURE AT YOUR LOCAL LIBRARY.** Libraries usually have some procedure to suggest books and videos for purchase. Some of them may even put Libertarian periodicals in their periodical section.

**96. MEMBERSHIP CHAIR.** This is a person at a state or local level that concentrates on membership. This person should make sure all people at meetings have been asked to join the party as well as calling inquiries and registered Libertarians to get them signed up as dues paying members.

**97. ATTENDANCE COORDINATOR.** Collects names and phone numbers and e-mails of people at meetings to create regular list of likely suspects to show up for the next meeting. The day before the meetings send out e-mails and phone these people to get them to show up regularly.

**98. GET ELECTED TO OFFICE.** Usually this will be a non-partisan office, but I do not want to discourage anyone from getting elected to a partisan office. Even getting elected to a position like Water or Airport Board will help us to get more respect in the community even if you are not able to implement Libertarian ideas. Being elected to a minor non-partisan office will also make the electorate take you more seriously when you run for higher partisan office. The best way to educate people about the fact that Libertarian ideas work is to implement them on the local level and show that they work.

**99. OPPOSITION RESEARCHER.** Candidates may need ammunition against their opponent. One thing a Libertarian can do in a race if he can not win is use the race to expose how wasteful and dishonest politicians usually are. If you can find the dirt, go to the papers and see if they will do more than just sweep it under the rug.

**100. MARKET RESEARCHER.** If you have experience in this it can be invaluable to us. What would make a person switch to a new party? What would make people vote Libertarian? Do people see us as too right wing or too liberal? What percentage of people know who are presidential candidate is? These and an endless amount of questions need to be answered. You can

*continued on page 6*

---

# 101 Things for Volunteers to Do

*continued from page 5*

also do this informally as a questioner taking a survey in a mall or fair or outreach table as a way to get people to register to vote as Libertarians and talk to you about politics.

**101. MEETING PUBLICITY.** This person is in charge of listing a meeting in print and TV announce lists as well as e-mail lists and mailings for any event or meeting. This person just has this one job so they can concentrate on it. E-mail lists of your party

and others, blogs, community bulletin boards on Community access TV, local weeklies in community events all kinds of likely and unlikely places list community events. A new place to list an event can always be found. Just ask them how they would like it submitted and then submit your meeting regularly. New places to list your meeting can always be found.

## The Purpose of a Political Party

*continued from page 3*

5) Enter High-Profile Races. In every major national election, a small number of races gather disproportionate media attention. The 1996 Kerry-Weld Senate campaign is an example. Kerry-Weld campaign debates got coast to coast television coverage. In states with a favorable media situation, the entire Libertarian movement benefits from a concerted effort to insure that an effective Libertarian candidate is in the race.

(Statewide races in Massachusetts are a good example of an unfavorable media situation. Most statewide debates in Massachusetts are de facto -- there's nominally a committee -- run by a single highly partisan media source that always has a reason why the Libertarian is not admitted to the debate. When "Libertarian" is a "party designation", the excuse is "not a major party". When "Libertarian" is a "major party", the excuse is 'not high enough in the polls'. No matter what, in most years most Libertarians are left outside.)

The high-profile campaign tactic worked in 1997. The New Jersey Governor's race was a media showpiece. Libertarians across America raised hundreds of thousands of dollars for the campaign of candidate Murray Sabrin, earning him state campaign finance support and putting him into every candidate debate. Sabrin won under 5% of the vote. However, exit polls say he changed the election's outcome; he saved Governor Whitman's re-election bid by drawing selectively from Democratic voters.

### **How do we build a stronger Libertarian Party by running lots of candidates?**

The obvious benefit to running candidates is electing Libertarians, so they can put sound Libertarian policies into effect. Running people for office gives other benefits to the Libertarian Party. Election campaigns also build a stronger party. To take proper advantage of election campaigns, Libertarians must keep in mind: every activity should have two or more purposes. What can an election campaign do beyond electing people to office? Some campaigns generate free publicity: Publicity is partly random. The more good people we run for office, the more random chance favors us. (That's a statement about publicity, not about electing people to office. "If you run enough people, some of them will win" has worked, but it's also a straw man argument from people who oppose running local candidates.)

Look at history. Libertarian Harry Browne and Massachusetts Governor nominee Dean Cooke were shut out of their debates. My Massachusetts Congressional race gave me 11 debates and joint appearances with Democratic and Republican opponents. (One of my debates made C-Span II, going out coast to coast 7-

8PM EST the Thursday before the election. That was an hour of free publicity for the entire Libertarian Party, straight into the homes of a million Americans. WJAR-TV said I clearly won the debate they covered.) You can sometimes predict which races are good for free publicity, and be sure to have strong people running in them. Those predictions are not perfect, so the more good people you run for office the better the Libertarian Party will look.

Higher-level candidates can generate good publicity for lower-level candidates. Every four years we run a Presidential candidate. As a campaign to elect a President, the Presidential campaign is presently a complete waste of money. From 1980 forward, each Libertarian Presidential nominee got half a million votes, give or take a factor of two. It's not likely that we'll do better soon.

However, we can use a Presidential campaign to generate votes for candidates lower down the ballot. Just as Tipper Gore personally generated votes for Don Gorman's opponent (see below) in New Hampshire, an appearance and local media interviews by the Libertarian Presidential candidate can generate votes for local Libertarians, people who are actually in winnable races. Elected Libertarians, unlike our Presidential candidate, will generate publicity for the Libertarian Party for their whole term in office.

We can also use the Presidential and other campaigns to generate advertising for the party. A good Libertarian ad says VOTE LIBERTARIAN! Elect Phillies, not ELECT PHILLIES, Vote Libertarian or Elect Phillies. In the near future our primary objective should be to sell the party, not to elect a candidate. Our advertising should conform to this reality. It should be distinctive (say, black ink on yellow vinyl for bumper stickers), similar for all candidates, and stress on LIBERTARIAN rather than the candidate's name.

Libertarians were going to do party advertising in late 1995 in New Hampshire. They did fundraising to pay for those ads. The ads were never run. Various excuses were offered. Overlooked in the discussion about running those ads was the second opportunity to advertise, namely Fall 1996. The Clinton and Dole campaigns only ran targeted advertising. Clinton and Dole only advertised where they thought that their opponent might win. In states like Utah or Massachusetts, where one man was so far ahead the other could

*continued on page 7*

---

# The Purpose of a Political Party

*continued from page 6*

not possibly catch up, there was no Presidential campaign advertising. States like Utah and Massachusetts made ideal targets for a Libertarian Presidential advertising campaign. Libertarian ads would actually be heard, because the candidates who in the end finished first, second, third, and fourth in the Presidential race were not advertising. Also, people in these states knew in advance who was going to carry their state, so there was no reason to fear wasting their vote on a minor-party candidate. In the near future, when we do Presidential campaign advertising we should target states that the other parties are avoiding.

## **Each campaign mobilizes new activists**

Every year that we run people for office, we have people coming out of the woodwork to volunteer. They are surprised that there is a Libertarian candidate on the ballot and eager to help. They may only want to set out lawn signs or carry a bumper sticker on their car, but they are volunteers we could not otherwise have found. We must cherish the list of those volunteers, so they are with us in future elections. We find these hidden volunteers by running ourselves up the flagpole, and seeing who salutes.

Sometimes minimum-commitment candidates activate themselves. They discover that being a minimum-commitment candidate is not as challenging as they expected. As one of my correspondents said, 'I was originally a paper candidate, but I did more, and next time I will do more yet.'

By running more candidates, we make our opponents spread their fire. If they spread their fire, we have an easier time winning. Contrast this principle with the past: When Libertarian New Hampshire State Legislator Don Gorman ran for re-election, Tipper Gore, the Second Lady herself, come to town to campaign against him personally. Don lost. One of our Pennsylvania candidates for a local office went to vote. There was his Congressman, campaigning for our candidate's opponent. When Libertarian in Republican clothing Ron Paul ran for Congress as a Republican, the Republican party unsuccessfully shoveled huge amounts of money into the campaign of his Republican primary opponent.

Each pro-Liberty candidate faced stiff opposition because he was the only pro-Liberty candidate on the ballot. If each of these candidates had been flanked by a host of other Libertarian candidates, the duopoly parties would have had to disperse their campaigning effort over dozens of targets, making it that much easier for our people to win their races.

Our opponents can only spread their money, activists, and personalities so far. If we announce we are funneling all our resources into a couple of races, our opponents get to do the same -- and they have a lot more resources to funnel. By spreading our effort, we force our opponents to do

the same. Each campaign costs them a lot more than it costs us.

Even a paper candidate draws down an incumbent's resources, weakening him for the future. Many incumbents run against weak or no opponents, allowing them to accumulate money from campaign to campaign. When they reach a strong opponent, they have at their beck and call a huge treasury, ready to win a challenging race. When we run many candidates, year after year, we make our opponents spend their money, weakening them for the future.

## **Campaigns teach by providing experience**

A campaign as limited as my Congressional race had volunteers, people who stuff envelopes, collect nominating signatures, call voters, and hold signs. Each of these people got a lesson in how campaigns work. Like most Americans trying something new, they got lessons in what to do differently next time. The person who works hard for candidate X this year may work better in two years, or perhaps even be willing to run for office herself at a future date.

Some campaigns provide other perquisites. In some states, candidates are entitled to lists of all registered voters, their party affiliation, and other information. That is extremely valuable information for all future Libertarian campaigners. Collecting that information (when available) is a primary objective for every Libertarian campaigner. In Massachusetts, my 1996 Senate campaign and 1998 Congressional campaign were scrupulous about generating this information, giving me the largest list of Libertarians in Massachusetts. On the other hand, failing to recover voter lists when available should be immediately identified as a catastrophic error.

## **Which Offices Do We Contest?**

As an umbrella race, we need to contest the election for President. 50-state ballot access for the top of the ticket is worth the cost, given the favorable impression that is cultivated.

Candidates for higher office get publicity that more local candidates cannot. A candidate for President or Governor or Senator can make local appearances, shedding light on Libertarian candidates for local office. A well-run state or national campaign can send the message VOTE LIBERTARIAN! (Elect Janice), thus spreading the Libertarian message to millions of Americans who would otherwise miss it. Running people for Congress gives the party credibility: by running a full slate of Congressional candidates, we prove we're not the one-man show of Ross the Boss's Reform Party. Besides, some people have the credentials to be believable candidates for Federal office, but lack the credentials to be believable candidates for local office.

We should contest winnable and plausibly winnable election campaigns. These campaigns will put us into inter-

*continued on page 8*

---

# The Purpose of a Political Party

*continued from page 7*

esting offices. It is hard to predict which races can be won by a Libertarian, and which can not. Overaggressive pruning of possibly supportable campaigns, until we support very few campaigns, probably leaves us supporting the wrong people. Only by spreading our support can we be reasonable confident that we will help the right people. Spreading our support also promotes public awareness of Libertarian positions over wider areas.

Benefits of pursuing winnable campaigns were demonstrated by the Pennsylvania Libertarian Party, which ran dozens of people for the post Judge Of Elections. The Judge of Elections operates his polling place. Every election, every active voter meets their Judge of Elections. Just by being there when people vote, the Judge of Elections is introduced to every voter in his ward. Such introductions are a potent tool if the Judge later wishes to run for higher office.

It is generally worthwhile to support, at least at a minimum

level, every candidate who puts a minimum effort into her campaign. That support puts more good candidates on the ballot at a minimum price. The small investment has a disproportionate return in terms of putting good Libertarians on the ballot.

Sometimes there are strong tactical reasons *\*not\** to run candidates. For example, in many though not all states having Major Party Status is a good thing. In some states, Major Party Status is determined after each statewide election by the vote total of the highest-ranking candidate of the party. If you get enough of the vote, you get Major Party Status. If you run someone for Governor, her vote total determine the outcome. If you run someone for Attorney General, but not Governor, his vote determines the outcome. In these states, you may really want to run someone for Regent of the State University, but no higher position, this being your most effective approach to getting Major Party Status.

## **What Sorts of Races Do Our People Run?**

Libertarian campaigns are described by the work that candidates put into them.

At the lowest level, a paper candidate does the work needed to get on the ballot, or has someone do that work for him, and disappears from public view. Paper candidates give the Party a name on the Libertarian ballot line, but only in states that have recognizable lines for parties. Paper candidates make a positive contribution by showing that the Libertarian Party is alive, but do relatively little to advance the party's broader aims.

A minimum-commitment candidate answers questionnaires from interest groups, returns calls from the press, and appears at debates when invited, but is otherwise inactive. Minimum-commitment candidates get some of the press

coverage earned by serious candidates. However, minimum-commitment candidates are not necessarily effective at retaining newly-mobilized activists, because they may give the activists no work. Minimum-commitment campaigns do little to advertise -- beyond free media -- the Libertarian movement. However, they are much better than nothing.

A certain fraction of media outlets give the most coverage to the most active campaigns. Some outlets determine the most active campaigns by calling their own sales department to learn who is buying the most advertisements. To these outlets, a minimum-commitment candidate basically does not exist.

A serious candidate raises money, phones potential volunteers, places ads and posters, gets out our vote, and participates vigorously in debates. A serious campaign has as much campaign staff as our party can supply. A serious candidate uses the campaign style that leads to victory, even if victory is uncertain. Serious candidates do the most to activate Party members, to develop a strong local party organization, and to build the large voter base we need before we can hope for political victory.

The preferred option for the LP is to run serious candidates, the people who will walk their district, spend days shaking hands, and hours every day phoning donors and supporters. Most Democratic and Republican candidates spend half of their campaigning hours telephoning potential donors. Our serious candidates should take this rule to heart.

Minimum-commitment candidates are a worthwhile way to increase the party's reach. They show voters that we have people willing to Stand Up For Liberty! and run for office. Realistically speaking, we should take the candidates we can get. A presentable minimum-commitment candidate is far better than no candidate at all. A paper candidate may harm the party if he is regularly linked with the statement "did not return our questionnaire".

In summary, the Local Organization strategy calls for running as many candidates as reasonably possible. Every voter should be able to Vote Libertarian! in every election. More and more Libertarians should enter winnable races. I equally encourage you to run people who are not likely to get elected, but who would represent the Libertarian Party well. Election campaigns are an effective party-building tool, if they are used for goal beyond electioneering.

---

# Libertarian Party of Massachusetts Contact List

web [www.lpmass.org](http://www.lpmass.org)

email [info@lpmass.org](mailto:info@lpmass.org)

phone 800-JOIN-LPM

## LPMA State Committee and Staff

### Chair

#### Carolyn McMahon

[cjcmahon@verizon.net](mailto:cjcmahon@verizon.net)  
PO Box 29  
221 Bumstead Road  
Monson, MA01057  
(413) 267-9339 (h)  
(413) 250-6608 (c)

### Vice-Chair

#### George Phillies

[phillies@4liberty.net](mailto:phillies@4liberty.net)  
48 Hancock Hill Drive  
Worcester, MA 01609  
(508) 754-1859 (h)  
(508) 831-5334 (w)

### Treasurer

#### Walter Ziobro

[WalterZiobro@cs.com](mailto:WalterZiobro@cs.com)

### Recording Secretary

#### Mary-Anne Wolf

[mgwmgw@comcast.net](mailto:mgwmgw@comcast.net)  
10 Kohlrausch Ave  
North Billerica, MA 01862  
(978) 663-0241

### Membership Secretary

#### David Roscoe

[DWRoscoe@earthlink.net](mailto:DWRoscoe@earthlink.net)  
30 Worthen Street Apt A-9  
Chelmsford, MA 01824  
(978) 256-3159

#### Steven B. Drobnis

[steve@mrd.net](mailto:steve@mrd.net)  
(781) 784-6085 (h)  
(781) 784-7080 (w)

#### Bill Hees

[lhb@hees.us](mailto:lhb@hees.us)  
78 Dana St. #1  
Cambridge, MA 02138  
(617) 835-0972

#### Arthur Torrey

[arthur\\_torrey@comcast.net](mailto:arthur_torrey@comcast.net)  
10 Kohlrausch Ave  
North Billerica, MA 01862  
(978) 663-0241

#### Robert Underwood

[rjunderwood2000@yahoo.com](mailto:rjunderwood2000@yahoo.com)

#### Stephanie Woiciechowski

[swoiciechowski@lpmass.org](mailto:swoiciechowski@lpmass.org)  
(617) 957-9096

#### Web Page Staff

Bill Hees

---

## Town and Regional Committees

### Billerica Libertarian Town Committee

Arthur Torrey  
[atorrey@lpmass.org](mailto:atorrey@lpmass.org)  
10 Kohlrausch Ave  
North Billerica, MA 01862  
(978) 663-0241

### Cambridge Area: Drinking Freely

[www.DrinkingFreely.org](http://www.DrinkingFreely.org)

### Liberty for Eastern Massachusetts

Jeff Chase  
[jchase@lpmass.org](mailto:jchase@lpmass.org)  
(617) 441-0909 x206

### Lowell Area Libertarian Association

Arthur Torrey  
[arthur\\_torrey@comcast.net](mailto:arthur_torrey@comcast.net)  
978-663-0241

### Springfield Area

Carolyn McMahon  
[cjcmahon@verizon.net](mailto:cjcmahon@verizon.net)  
413-250-6608 (cell)  
413-267-9339 (home)

### Waltham Libertarian City Committee

Walter Ziobro  
[walterziobro@cs.com](mailto:walterziobro@cs.com)

### Worcester Area

George Phillies  
[phillies@4liberty.net](mailto:phillies@4liberty.net)  
508-754-1859

# Libertarian Party of Massachusetts

## Massachusetts Liberty

NON PROFIT ORG

U.S. Postage

PAID

Worcester, MA

Permit #46

30 East Chestnut Street, Sharon, MA 02067

Return Service Requested



## Join The Libertarian Party!

Libertarian Party of Massachusetts  
30 East Chestnut Street  
Sharon, MA 02067

Sign me up for the Libertarian Party of Massachusetts.  
Subscribe me to *Massachusetts Liberty*.

*No person, or group of people, or government has the right to initiate force against any other person, group of people or government. The word force is interpreted broadly to cover such acts as fraud, stealing, and threats against life and property, as well as physical aggression.*

Signature: \_\_\_\_\_

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: (day) \_\_\_\_\_ (evening) \_\_\_\_\_

E-Mail: \_\_\_\_\_

Occupation \_\_\_\_\_

Employer \_\_\_\_\_

(Federal Election Commission requires us to ask)

### Annual Membership, including *Massachusetts Liberty* subscription:

\$15 per year

Your generous donation to our state party will be used efficiently to advance Party activities. Please help us by donating.

\$200                       \$100                       \$50

\$2100                       \$1000                       \$500

Other \_\_\_\_\_

Your monthly pledge will give us a consistent revenue stream. I pledge \$\_\_\_\_\_ per month to be charged to my credit card.

### Payment (make checks payable to LPMA)

Check    Visa    MasterCard    Amex    Discover

Credit Card #: \_\_\_\_\_

Expiration Date: \_\_\_\_\_

Name on Card: \_\_\_\_\_

Cardholder's Signature: \_\_\_\_\_