

LIBERTY PLEDGE

NEWSLETTER

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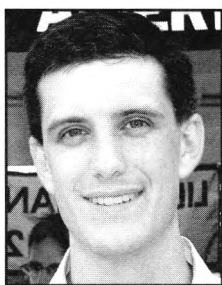
June 2009

“Building a political party that elects Libertarians to public office”

By Donny Ferguson

Director of Communications

Libertarian National Committee



If that headline sounds familiar, it's because that's a direct quote from the Bylaws of the Libertarian Party stating the purpose for which the Libertarian Party was founded -- and you spend too much time looking at the Bylaws.

Donny Ferguson
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But while saying you want to win elections is easy, actually accomplishing it is much more difficult, especially when trying to build a voter base from scratch.

If elections were simply a contest of ideas, Libertarians would hold a 435-seat majority in Congress. Judging from the makeup of Congress and our state legislatures, it's clear that you don't win elections only by having better ideas.

While the Libertarian Party has been able to accomplish a great deal in 38 years there's no debate that it isn't consistently winning elections -- the very reason we're here.

Some of that can be attributed to obstacles such as protectionist ballot access laws instituted by Republicans and Democrats. The Libertarian Party is working hard to change those laws and has successfully done so this year in two of the most difficult states, West Virginia and Oklahoma.

But much of the problem is based on the simple fact the Libertarian Party simply hasn't crafted a message that consistently resonates with the average voter and doesn't have a command of political technique and technology that allows it to employ that message to identify, organize and mobilize those voters into a base of around 35 percent.

It's not easy, but we have no choice other than to win elections and take power away from those taking away our liberty and prosperity. There's too

much at stake to simply be proud of the fact we're the best-educated residents of an unfree country.

The first step is to craft a message that resonates with the average likely voter. Numerous political polls, surveys and papers show there are enough libertarian-leaning voters in this country to build a party on par with the other two.

So rather than lecture to voters on obscure issues few care about, in terms they don't understand, success requires us to speak WITH voters, on THEIR issues, in THEIR language. But it's the second part that is more complicated. Learning how to target likely voters, deliver a winning message and build an organization that delivers votes doesn't happen overnight or without a lot of trial and error. Thankfully, there are more and more resources out there to begin teaching the basics. Here at LPHQ, we are working on a series of pamphlets giving our candidates the "how to" on developing the kind of message and campaign organization that can win elections.

There are also numerous books and other resources out there. I would strongly recommend that every Libertarian take advantage of The Leadership Institute, a non-partisan 501(c)3 organization dedicated to teaching political activists how to build winning lobbying groups and political campaigns. You can sign up for their many classes, held around the country, at www.leadershipinstitute.org or by calling 800-827-LEAD.

Building the Libertarian Party into a national organization with the 35 percent voter base it takes to consistently win isn't easy and isn't going to happen by the 2010 midterms, but more and more Libertarians are waking up to the fact there is simply too much at stake to demand anything short of victory. The good news is, with interest in the Libertarian Party rising and more and more Libertarians winning office, we are moving more rapidly in that winning direction. Please keep it up! - LP



Your Libertarian Party: On The Trail

NJ Libertarians nominate Kaplan for governor

PARSIPPANY, N.J. -- The NJ Libertarian Party State Committee unanimously selected Kenneth Kaplan to be the party's candidate for Governor in an April 26 meeting.

Born in Newark, the 61 year old Kaplan grew up in West Orange but currently resides in Parsippany. He is a graduate from Brandeis University and NYU Law School.

For twenty-two years, he was associated with the Archie Schwartz Company but currently serves as President of KenKap Realty Corp., a company he founded after six years at Edgerton Realty.

As Governor, Kaplan's priorities are to phase out the state income tax and reduce the size and cost of government. Addressing affordable housing is one way he plans to solve this problem.

Kaplan offers a creative solution to the decade's long quest to create affordable housing in New Jersey. He wants the state to enact legislation to supersede local zoning ordinances and removing zoning barriers.

"The current system prevents owners of single family homes from converting them to two family homes and the owners of two family homes from converting them to three families," stated Kaplan.

"This solution will solve the affordable housing crisis, not just for people moving into the new units, but also for many of whom might be senior citizens."

He says his plan will allow senior citizens to remain in homes that have become too large or expensive for their needs. He believes this will fix the affordable housing problem, without the expenditure of any tax dollars.

Kaplan also wants to address key issues, such as same-sex marriage, education, and healthcare.

He would push for an enactment of a marriage equality law to allow same sex couples to marry.

"I see it as a civil rights issue, where all citizens should enjoy the same right," stated Kaplan.

Additionally, he also wants to see a state constitutional amendment to allow for greater flexibility in education.

He views vouchers as an immediate way to give parents more choice in where their children attend school.

Most importantly, Kaplan champions patients'



Kenneth Kaplan (above), the Libertarian nominee for New Jersey governor, plans to phase out the income tax, reduce the size and cost of government and give parents more educational choices for their children.

rights and seeks to pass a law that would allow medical marijuana to be grown or purchased legally, when prescribed by a doctor.

According to Kaplan, "We have many people in New Jersey suffering the effects of cancer, multiple sclerosis, glaucoma, and other ailments. The humanitarian and compassionate thing to do is allow them legal access to a drug that could help them." - LP

Oregon Libertarians score two special election victories

SPRINGFIELD, OR -- Two Libertarian candidates were elected to office in the state's May 19 special election, according to the Oregon Libertarian Party.

Mark Delphine was elected to the Mountain View Middle School Local School Committee, Position 1; and Greg Rohde was elected to the Elmonica Elementary School Local School Committee, Position 1.

Mark is the Vice Chair of the Libertarian Party of Oregon, and Greg is serving his third consecutive in said position. - LP

Interested in running for office?

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www.lp.org/run-for-office!**



Your Libertarian Party: In the Media

"Wayne Allyn Root" radio show debuts nationally

LAS VEGAS -- Wayne Allyn Root, the 2008 Libertarian Party Vice Presidential nominee and a regular guest personality on FOX News and FOX Business networks, declared "W.A.R." on big government June 6, 2009 when "W.A.R.: The Wayne Allyn Root Show" debuted in Los Angeles and New York (with Chicago joining the lineup in two weeks).

Root's guests on his first show were 2008 presidential candidate and 1988 Libertarian presidential nominee Dr. Ron Paul, and libertarian Judge Andrew Napolitano of the FOX News Channel.

The weekly, one-hour syndicated talk show will be broadcast on political talk format radio stations on Saturdays in the three biggest markets in the country, New York, Los Angeles and Chicago. The program will be aired at noon on AM 970 The Apple WNYM in New Jersey/New York; 8 a.m. on Talk Radio 790 KABC in Los Angeles; and 9 a.m. on AM 560 WIND in Chicago (starting on June 20th). Additional markets are expected to be added in the coming weeks .

Root joins a star-studded lineup on these stations

with the biggest names in talk radio: Sean Hannity (KABC), Mark Levin (KABC), Michael Savage (WIND), Bill Bennett (WNYM), Dennis Prager (WNYM), Michael Medved (WIND), Mike Gallagher (WNYM) and Joe Scarborough (KABC).

"The show will focus on politics, business and personal finance issues with a Libertarian point of view," said Root who advocates a free market economy, dramatically smaller government, lower spending, lower taxes, reduced government regulation, more freedom and individual rights.

Root described his unique persona: "I'm 'the ANTI-Obama.' I'm an S.O.B. - son of a butcher - small businessman, home-school father and citizen politician. My life experiences have made me a passionate, committed Libertarian and Capitalist Evangelist. I am proud to be adding my Libertarian flair to conservative talk radio."

Root is regular guest on three of the biggest talk shows in America: "Savage Nation" hosted by Michael Savage, "The Jerry Doyle Show" and "The Mancow Show" with host Mancow Muller. He's appeared many times on FOX News Channel with hosts Neil Cavuto, Glenn Beck, Bill O'Reilly, Greta Van Susteren and Judge Andrew Napolitano as well as appearances on CNBC.

A tireless freedom crusader, he conducted hundreds of radio, TV and print interviews around the country during his campaign for Vice President. Now he's turning the tables and will be interviewing nationally-known personalities and pundits weekly on his new show. Root is the author of seven books.

His latest is *The Conscience of a Libertarian: Empowering the Citizen Revolution with God, Guns Gambling & Tax Cuts!*, to be published on July 20 by John Wiley & Sons and available at www.Amazon.com.

A former television news anchor for CNBC (then known as Financial News Network), Root has created, executive produced and hosted several national television programs including "King of Vegas" on Spike TV and "Wayne Allyn Root's WinningEDGE" broadcast on Fox Sports, Discovery, Spike and Superstation WGN. He is also a producer of the hit show, "Extreme Ghost Adventures," currently airing on the Travel Channel.

For additional information about Root, visit www.RootForAmerica.com. - LP

Welcome to the Liberty Pledge Club!

David Ackmann	Quincy Matthews
Don Arbogast	Allan J. Montgomery
Al Barrera	Dewey W. Owens
Jason Bolstad	Dain Reinhart
Thomas W. Brockriede	Rhett Robinson
Tim Bugge	Julie Sabri
Ryan Campbell	Zac Tidwell
Robert C. Cornish	Victor A. Wagner
Miles F. Holden	Richard Waller
Jay Holloway	Bryan Wilson
Paul Kasper	Daniel Woodson
Kenneth Martin	

**Thank you for
your support!**



Your Libertarian Party: In the Media

Obama 'bitterly clinging' to his fake gun numbers

The Las Vegas Review-Journal

May 10, 2009

by Vin Suprynowicz

...Meantime, the Libertarian Party points out even the statistics used by Mr. Obama to supposedly justify his "emergency need" to "block the flow of arms to Mexico" are bogus.

"Is Barack Obama 'bitterly clinging to falsified numbers' in his bid to push his anti-gun treaty?" asked the Libertarian Party in an April news release.

"This war is being waged with guns purchased not here, but in the United States. More than 90 percent of the guns recovered in Mexico come from the United States," Mr. Obama said in a face-to-face April meeting with Mexican President Felipe Calderon in Mexico City.

But that claim, the LP points out, "is blatantly false. According to information supplied by the Bureau of Alcohol, Tobacco, Firearms and Explosives the real number is closer to only 17 percent.

"There is a reason Obama is intentionally spreading false information about American firearm businesses," says Donny Ferguson, Libertarian National Committee Communications Director. "He ... promised anti-gun groups he would enact gun bans and is hoping to scare people into voting away their own rights. ..." - LP

The Las Vegas Review-Journal is the largest daily newspaper in Nevada.



Indiana Libertarian mainstay Andy Horning, shown here after a 2008 gubernatorial debate, announced June 3rd he would be moving to Texas to take on a new job and spend more time with his family. The LNC thanks him for his service and wishes him and his family well.

Americans mixed on Obama's big

government gamble

The Portland Oregonian

May 11, 2009

by Elizabeth Hovde

...But the Libertarian Party is pushing news of a recent poll that shows political independents, at least, aren't sold on Obama's version of "change."

A press release from the nation's third-largest political party today says that independents reject Obama's "promises of prosperity through big government."

The release adds, "Despite a deep financial crisis and the election of a left-wing president, political independents still see 'big government' as a greater threat than 'big business' by an unchanged two-to-one margin."

The release quotes (Donny) Ferguson, Libertarian National Committee Communications Director, saying that political independents "still believe the same Big Government that Obama promises as our global salvation will be America's undoing," and adds, "Obama and the Republicans have us spiraling towards national bankruptcy."

The fuel for the Libertarian Party's fire is a Rasmussen Reports poll that shows 59 percent of politically independent Americans view big government as the greatest threat to the country, which is similar to the 60 percent of independents who said the same thing in 2006, before the financial crisis and before Obama's election.

Also in the study: Democrats in 2006 feared "big government" more than "big business" by a 55 percent to 32 percent margin. "Following in lockstep with Obama," the Libertarian Party writes, "they have flipped their views. Now, Democrats fear job creators more than government by a 52 percent to 32 percent margin."

As for Republicans, the Libertarian Party says, "Opposition to 'big government' grew among grassroots Republicans, though their party leadership doesn't seem to share that view, based on their 'alternative budget.' In 2006, Republicans feared 'big government' more than 'big business' by a 68 percent to 18 percent margin. That grew in 2009 to 80 percent to 10 percent." - LP

The Portland Oregonian is the largest daily newspaper in the northwestern United States.