



LIBERTY PLEDGE NEWSLETTER

The Liberty Pledge Newsletter is a monthly publication for the contributors in the National Libertarian Party's Liberty Pledge Program and the Torch Club. It is also distributed to current National Committee Members and State Party Chairs in appreciation of their involvement and to serve them as a regular update on Libertarian activities at Headquarters and in the news.

Clippings and other stories of interest are appreciated.

Libertarian Party National Headquarters • 301 W. 21st St. • Houston, Texas 77008 • 713/880-1776

Want to raise your Pledge? Adjust it? Call us at 1-800-682-1776.

DECEMBER
1986

Dear Supporters of Liberty,

The Natcom meeting in Los Angeles was very exciting. Never have I seen such determined and committed people.

I came away with many good ideas and suggestions from the National Committee members; many of those ideas have already been implemented and are working very well. Also, I was appointed the LP's National Director, with a term to last until the convention in Seattle.

Did you ever wonder why there's such a turnover in National Directors? The answer is, in part, that the Director works for the Chair and they must have a good working relationship. When election time rolls around the new Chair needs someone they can work with managing the office. If the Chair and the Director cannot work together, progress will be impeded. As you can readily see, turnover is built into our system and must be planned for.

In the job description of the National Director, it states that, "the National Director shall provide for a smooth transition." This is one of the most important aspects of the job; it is one of my highest goals. The Chair and I began a process in August to make this headquarters operation more "user friendly" and we're going to continue in this vein until we're satisfied this headquarters is as "user friendly" as we can make it.

This will help tremendously the present Chair and Director as well as Chairs and Directors of the future.

Of Special Interest to State Chairs and Ex-Candidates:

FROM THE CLIPPING SERVICE

If certain Libertarian candidates were quoted correctly, (and who knows in this hostile media) these four quotes win the 1986 "Shoot Yourself in the Foot" awards: (No names will be given.)

First Place:

"If I win I'll demand a recount."

Second Place:

"If elected I'll only go to work one day a week -- to veto bills."

Third Place:

"If elected to this position, I will abandon it."

Fourth Place:

"My chances of winning are next to zero."

Such remarks are not encouraging to independent thinkers who want to make their votes count.



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QUOTE OF THE MONTH:

"The future does not necessarily belong to the Democrats. Or to the Republicans. It belongs to those who understand the new political marketplace, the new media and the new technologies."

James M. Dwinell
Publisher, Campaigns & Elections

Also of Special Interest to State and local Parties:

In addition to the clippings, this month I'm featuring ads from companies that sell lists; properly defined lists can undoubtedly be of help to state parties that want to prospect for new members but need a method of gathering names quickly and easily.

For example: American List Counsel, Inc.
Client: **MOTHER EARTH NEWS** (Mama's Boy ad)
Demographics: 37, married, property owner,
College educated
Average income: **\$37,000/yr.**
Active Subscribers: **452,197**

What you have here are independent persons, property owners, gun owners, heavily taxed at 37K/yr., and possibly living "unpopular" lifestyles. Potential libertarians.

Free Advice:

1. Don't be afraid to order only a thousand names. (There may be minimum orders, but press your case, or team up with another state or NatCom region. Also, the city or state you team-up with does not have to be close, California and New York can jointly purchase.)
2. List brokers can provide lists in many forms:
 - A. Gummed labels or cheshire;
 - B. Floppy disks, magnetic tapes, 3X5 cards;
 - C. Printouts;
 - D. **YOU** can select names by State, individual Zip codes and other criteria;
 - E. Some may even have their phone numbers!
3. Expect to submit a sample of whatever you're going to mail to the list for approval by list owner.
4. The list is definitely "Salted" to see if you mail to it without paying. You get to "keep" (add to your list) the responses you receive.
5. Read all the ads carefully, they apply to different types of people.

The clippings are pretty interesting this month. Our next issue will have more post-election results.

See you next month!



Terry V. Mitchell
National Director, LNC



P.S. The Staff of the Libertarian Party's National Headquarters wishes all of you a happy holiday season. We have every confidence that 1987 will be a great year for the LP!

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InfoWorld, The Newsweekly for the Microcomputing Community. Active buyers and users of personal computer products. These paid subscribers are small-business owners, professionals and mid-to-high-level executives. They want to know what you have to sell them.

Macworld, The Macintosh Magazine. Upscale Affluent. Influential independent minded. Over 76% have a college/post graduate degree. And their \$50,909 median family income translates into substantial buying power for your product/services.

Micro Marketworld, For Businesses Selling Small Computers and Software. Value-added resellers of micro-computer systems, software and related equipment, hardware/software systems houses, non-store dealers, consultants, manufacturer/retailers, distributors and computer specialty stores.

Network World, Serving Voice, Data and Video Communications Users. Corporate and communication managers in data comm, telecomm, factory comm and networking. They influence purchasing for every type of communications equipment and service.

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★ **Shoppers Payday Refund Program**
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★ **Baby Talk Magazine**
106,586 Buyers
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★ **Comfort Unlimited**
173,501 Buyers
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★ **Shillcraft**
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15,000	CANADIAN	\$110/M
3,800	FOREIGN	\$125/M
FUND RAISERS 20% DISCOUNT		

PROFILE: These investors are subscribers to the World Market Perspective financial newsletter. This group is typically represented by mid-to-upper income (\$50-75,000+) professionals who have reached a stage in life where investing for wealth preservation is as important as investing for wealth accumulation. Their economic and political philosophies stem from the hard-money Austrian school of thought. Their investment concerns include hard currencies, commodities and global markets. This list pulls highly for a wide variety of mavericks from financial newsletters to antiques, travel offers and political campaigns.

SUBSCRIPTION: \$24 Three Month Trial/\$96 Year

SOURCE: 95% Direct Mail, 5% Space Ads

MINIMUM ORDER: 5,000 **UPDATED:** Active — daily
Express — every 3 months

INVESTigate Newsletter

The Journal of Investment Protection

21,000	ACTIVE & RECENT SUBSCRIBERS	\$115/M
FUND RAISERS 20% DISCOUNT		

PROFILE: These people are subscribers to INVESTigate financial newsletter. This group is represented by mid-to-upper income individuals who are concerned with wealth preservation and wealth accumulation. Their investment concerns include hard currencies, stocks, commodities, and global markets. Their most specific financial concern, other than wealth accumulation, is the security, privacy and legitimacy of their finances and those to whom they entrust their affairs. These subscribers are pulled from a much broader base than other financial newsletter subscribers.

SUBSCRIPTION: 1 Year \$39 2 Years \$78 **MINIMUM ORDER:** 5,000

SOURCE: 100% Direct Mail **UPDATED:** Active — daily

Market Express/The International Advisor Newsletters

NEW HOT LIST

41,000	MARKET EXPRESS AND INTERNATIONAL ADVISOR SUBSCRIBERS	\$ 99/M
FUND RAISERS 20% DISCOUNT		

PROFILE: These are middle-to-high income (\$50-\$75,000) professionals whose investment interests include non-traditional, sometimes speculative vehicles. Their areas of investment interest include domestic and international stock markets, oil and gas, real estate, and precious metals. They usually ascribe to the contrarian viewpoint in investment matters.

SUBSCRIPTION: \$37 Three Month Trial/\$125 Year/\$24.50 Average Order as Introduction

SOURCE: 100% Direct Mail **MINIMUM ORDER:** 5,000

UPDATED: daily

WMP Publishers MasterFile

NEW LIST

219,000	ACTIVE/RECENT EXPIRES	\$ 85/M
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Most Long Shots Think Their Time Will Come

By Dan Bates
Tribune Staff Writer 302

Add now a few words from some Utah candidates who haven't a prayer of winning next Tuesday.

"It's very important for me that I'm NOT going to be U.S. senator this year," according to Libertarian Hugh Butler.

"I'm not dismayed by that, and you shouldn't be either," he told members of the Women's Legislative Council of Utah recently.

"You should have this feeling of helplessness and a little hopelessness when you go to the polls (on Nov. 4). You'll still get more of the same," promised Mr. Butler, a 33-year-old computer consultant from Taylorsville.

A Jake Garn supporter in the crowd turned to a person nearby, smiled and muttered ever so slowly: "It must be nice to be able to tell the truth."

Mr. Butler continued: "We want peace, and they prepare for war. We want prosperity, and they steal our substance and borrow against our children's future. We want freedom, and they spy on us."

Mary Zins — the Socialist Workers Party senatorial candidate — told the same women's group: "I'm a majority in this country; a majority in this room, but a minority on this stage."

"I thought Sen. Garn needed a little working-class opposition, and I knew there was little chance the Democrats would even put up a candidate," said Ms. Zins, 33, a steelworker from Salt Lake City.

Later that day, she trailed the Republican incumbent and Democrat rival Craig Oliver to a University of Utah candidate forum. Uninvited, she disrupted the two-man debate and gleaned a little time for herself.

Back at the women's meeting, David Hurst — the Socialist Workers' candidate in the 3rd Congressional District and an unemployed Carbon County coal miner — spoke of "nationalizing" companies that continually lay off employees and compromise the safety of those who stick around.

As an alternative, he suggested making them pay "a 100 percent tax on their profits."

This is not the typical fare of the Lions/Optimist/Rotary club circuit. Nor does it come close to anything you'll see or hear from a Democrat or a Republican's campaign flier or TV ad.

They rarely attract a news reporter's attention. And when they do, they're usually resigned to an inside or back-section page.

Some of the names of this year's so-called "fringe" candidates may look familiar, only because many have lent themselves to their given convictions and causes in political races before.

Look hard and you'll notice that all have bothered to enlist signatures to qualify for Nov. 4's ballot. No "write-ins" necessary here.

Stephen Carr, a 39-year-old engineer, is the Libertarian candidate in the 2nd House District contest. He issued a news release (never used) last month to plug the launch of his campaign, noting he had ordered "Gatsby-style" hats brimming with the slogan "Peace, Free Markets, Sound Money, Sex, Drugs, Rock 'n Roll."

The message, he explained, conveys "the Libertarian principle that all people should individually have both economic and civil liberties and be allowed to pursue their own lives without restriction."

The Socialist Workers have hammered their disdain for American military aggression against Libya and Nicaragua, and the Libertarians allude to opposition to U.S. military and economic aid to any country.

Yet in his statement, Mr. Carr protested economic sanctions imposed on South Africa and others in order to promote a model for "the triumph of a free society."

Meanwhile, Scott Breen — the Socialist Workers' 2nd District contestant — chided the Washington, D.C., establishment "that back the terrorist apartheid regime in South Africa."

In a joint statement issued with Mr. Hurst earlier this year, Mr. Breen also stressed, "Instead of pouring megabucks down the drain of megatons of nuclear weapons, we could finance the construction of schools and roads and housing and hospitals that we so desperately need in this country."

Mr. Breen, 34, an oil refinery employee, has been known to show up outside a few 2nd District debates — ones exclusively featuring Democrat Wayne Owens and Republican Tom Shimizu — to make a point about being left out.

Mr. Butler told the women's group that whenever they want "change," the Libertarian Party "will be ready." He drew laughs and delighted applause when he suggested "change" is inevitable, so why wait?

"Cast your vote this year for Libertarians. Beat the rush."

Polygamist's town hails Constitution

BIG WATER, Utah (UPI) — A small town whose mayor has 10 wives has been named a "designated bicentennial community" to help kick off the 200th birthday of the U.S. Constitution.

A federal commission headed by retired Supreme Court Chief Justice Warren Burger gave the designation to Big Water, a town of 300 headed by polygamist Mayor Alex Joseph and his Libertarian Party.

Joseph, 50, is an excommunicated Mormon who has 10 wives and claims to have been married 20 times. He has presided over the town since its incorporation in 1983.

Insight

The Democratic Party did not win the Senate race. The Republican Party lost it by antagonizing the voting public.

During the last half year, the Republican Party organization requested contributions in such an aggressive manner that it disgusted party members. Preaching that everything is money led to the impression that senators can be purchased like commodities and that the Republican Party is just a money-making business. The Republican Party organization underestimated the intelligence of the voting public. They paid a high price for their stupidity.

Andre Kovacs
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