

California Activist '82

Bulletin of the Libertarian Party of California

109 Minna Street, Suite 252, San Francisco, CA 94105

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Contributors to this issue:

Mary T. Gingell
Martin E. Buerger
Bill Evers
Carolyn Judd Felton

PARTY NEWSLETTER REACTIVATED

Our challenge this year and in the years ahead is to strengthen and broaden the resources of the libertarian movement. California Activist '82 is one part of that undertaking--it is a newsletter dedicated to informing Libertarian candidates and activists about successful approaches to campaigning and political action.

It is our intention to send out bulletins approximately once a month. Each issue will provide you with concise, timely and practical briefings on current issues and advice on the how-to of organizing campaigns.

PREPARING BACKGROUND INFORMATION FOR THE MEDIA

The absolute minimum requirement for all Libertarian candidates is to have a candidate fact sheet, or "bio", and a photograph available to give to your media contacts. Several candidates tell us that they have already had an opportunity to hand out fact sheets and photos to local newspapers, so it is never too early to prepare yourself for good press coverage.

Your photograph should be:

- a 5 X 7 glossy
- formal (coat and tie for men, business attire for women)
- against a blank background (not in front of trees or bookshelves)
- a portrait, head and shoulders only
- a serious but friendly facial expression

Your bio should be typed using the best possible typewriter, and be free of all typos. It should be printed clearly on white paper. It should be laid out attractively on one page only. Name and office sought should be located prominently at the top of the page.

The major concern with regard to the content is to make your fact sheet present you as a positive and credible candidate. You will have to do a critical analysis of your qualifications as a candidate and how you can best present them.

Strong points that you should emphasize are

- education
- elective offices held, either public or organizational
- business management experience
- native Californian
- community volunteer activities
- some political activity
- military service
- homeowner, family man or woman

You should consider minimizing reference to your weaknesses whenever possible, such as

- being under 30
- having no college degree
- no community activities
- being single
- being unemployed

Look at Mary Gingell's "before" and "after" fact sheets as an example of this type of analysis. The "before" bio was prepared hurriedly based on samples from the Clark for President campaign in 1980. Then we all thought hard about what Mary's strong and weak points are and how she could best present them. The final result of this analysis is the "after" fact sheet, which emphasizes Mary's educational qualifications by setting them out with white space and provides more detail about her managerial skills as indicated in her job description. Also, because her fact sheet was brief and did not fill up an entire page, she used the extra space to present a statement of goals in running for office. Reference to her age or to the fact that she is single is removed from the final version. Lastly, the layout on the page is much more eye-catching than the first version without appearing cluttered.

All candidates should do a similar analysis of their qualifications for office, and should prepare a fact sheet highlighting these qualifications. Next month we will discuss in more detail how you can use your fact sheet and photo to increase and improve the media coverage you receive during your campaign.

LPC FIELDS OVER 70 CANDIDATES

Over 70 candidates are seeking partisan office in 1982 on behalf of the Libertarian Party of California. In addition, we are aware of over a dozen Libertarians who are running in local non-partisan races.

This year's recruitment effort was hurt by the confusion surrounding reapportionment and reduced interest during an off-Presidential election. Also, a number of counties recruited more selectively rather than attempting to fill full slates. Counties with full slates or with substantially increased partisan participation include Fresno, San Diego, San Mateo, Santa Clara, and the California North Coast.

The following list of partisan candidates was compiled from information provided by key activists throughout California. We will send you updates based on the Secretary of State's certified list and your corrections as the campaign progresses.

LIBERTARIAN PARTY CANDIDATES--CALIFORNIA '82

Statewide

Governor	Dougherty, Dan	3 Mann Drive	Kentfield	CA	94904	415-454-2454
U.S. Senate	Fuhrig, Joseph	44 Harder Rd., #30	Hayward	CA	94544	415-538-3744
Lt. Governor	Vernon, John	1215 No. Cherokee Ave.	Los Angeles	CA	90038	213-466-5432
	Wagener, B.J.	927 S. Manhattan Place	Los Angeles	CA	90005	213-734-0444
Attorney General	Lee, Bartholomew	235 Montgomery St., #1725	San Francisco	CA	94104	415-391-5359
State Treasurer	Antman, Less	175 S. Rio Vista, #A127	Anaheim	CA	92806	714-630-7448
State Controller	Gingell, Mary	109 Minna St., #252	San Francisco	CA	94105	415-321-3088
Secretary of State	Buerger, Martin E.	145 Hazelwood Avenue	San Francisco	CA	94112	415-585-3292

Board of Equalization

District 1	Nygren, Wayne	1799 Croner Ave.	Menlo Park	CA	94205	415-327-6833
District 2	Dean, John Harris	9550 Warner Ave., #250	Fountain Valley	CA	92708	714-975-0905
	Protas, Jayne	6555 Hopedale Court	San Diego	CA	92120	714-461-3210
District 3	Evers, Bill	391 College Ave.	Palo Alto	CA	94306	415-326-1624

House of Representatives

District 1	Redick, Dave	Th to Sat 714-675-3911	(SF) 415-776-4311			707-526-2928
3	Daniel, Bruce	P.O. Box 165	Loomis	CA	95650	916-663-2568
5	Raimondo, Justin	1060 Pine St., #12	San Francisco	CA	94109	415-441-7908
6	Creighton, Howard	39 Moody Court	San Rafael	CA	94901	415-459-3479
7	Newell, Richard	1121 Virginia Ln., #18	Concord	CA	94920	415-671-9532
10	Burrow, Dale	1676 Naglee Ave.	San Jose	CA	95126	408-294-6931
11	Olson, Chuck	416 Leland Ave.	Palo Alto	CA	94306	415-324-0516
12	White, William C.	1220 Larnel Place	Los Altos	CA	94022	415-961-4837
13	Hinkle, Al	3222 Kirk Road	San Jose	CA	95129	408-265-0849
15	Gerringer, Steve	381 Hawkeye	Turlock	CA	95380	209-632-4135
18	Fritz, Marshall	2210 San Joaquin St.	Fresno	CA	93721	209-292-6700
19	Gordon-McCutchan, Robin	1500 Mission Canyon Road	Santa Barbara	CA	93105	805-682-4685
21	Wiener, Daniel	4250 Yukon Ave.	Simi Valley	CA	93063	805-526-0958
22	Gerringer, Robert	1468 Coolidge Ave.	Pasadena	CA	91104	213-798-0072
24	Mandel, Jeff	461 S. Las Palmas Ave.	Los Angeles	CA	90020	213-931-0798
25	Gorham, Daniel	1365 Edgecliffe, #2	Los Angeles	CA	90026	213-663-1888
27	Richardson, Zack	827 S. Manhattan Pl., #216	Los Angeles	CA	90005	213-383-3567
28	Meleney, David	3521 Moore Street	Los Angeles	CA	90066	
33	Franklin, Phillips	906-B South Mountain Ave.	Ontario	CA	91761	714-986-7762
38	Barr, Anita	P.O. Box 634	Cypress	CA	90630	714-995-5808
41	Hale, Everett	5266 Canterbury Drive	San Diego	CA	92116	
44	Conole, Jim	9297 Golondrina Drive	La Mesa	CA	92041	714-697-2856
45	Sanders, Jack	708 Gage Drive	San Diego	CA	92106	714-226-1404
37	Wruble, Marc		Anza	CA		

State Senate

District 2	Garth, Charles	1919 Harrison Ave.	Eureka	CA	95501	707-445-1672
4	Burnside, Bob	581 East 9th Street, #9	Davis	CA	95616	
8	Mayakis, Michael	315 Holloway Ave.	San Francisco	CA	94112	415-585-6997
12	Wilson, Jim	562 Heath Street	Milpitas	CA	95035	408-262-4143
18	Driscoll, H. Bruce	22554 Ventura Blvd., #117	Woodland Hills	CA	91364	805-529-0595
20	Pillsbury-Foster, Melinda	7019 Chimineas	Reseda	CA	91335	213-342-9716
22	Kaskus, Phyllis	1226 Franklin St., #4	Santa Monica	CA	90404	213-828-5776
24	Malmberg, Stephen	454 North Ave., #51	Los Angeles	CA	90042	213-257-9491
35	Antman, Less	175 S. Rio Vista, #A127	Anaheim	CA	92806	714-630-7448
38	Rider, Dick	3161 Fryden Court	San Diego	CA	92117	714-276-4711

State Assembly

District 2	Gould, Leota	999 Dusty Road	Redwood Valley	CA	95470	707-485-7745
4	Moberg, Mark	270 Bel Air #27	Vacaville	CA	95688	707-446-9048
5	Phelps, Eric	4752 Greenholme, #4	Sacramento	CA	95842	916-338-0290
11	Lazare, Adam	1050 Bayview Farm Rd., #102	Pinole	CA	94564	415-724-3011
17	Hoy, Bonnie	930 Hayes, #1	San Francisco	CA	94117	415-861-1691
18	Webster, John	3441 Grossmont Drive	San Jose	CA	95132	408-269-5028
19	Pickens, Mark	1446 48th Avenue	San Francisco	CA	94122	415-564-7871
20	Smith, Don	4 Inner Circle	Redwood City	CA	94062	415-368-8148
21	Fridley, Russ	4277 Pomona Ave.	Palo Alto	CA	94306	415-856-8653
22	Smith, Jeff	4515 Hamilton Ave., #14	San Jose	CA	95130	408-379-9883
23	Justi, Ann	43 South 5th Street	San Jose	CA	95112	408-294-5395
24	Agolino, Alice	1094 Woodminster Drive	San Jose	CA	95121	408-293-2149
25	Hinkle, Mark	7178 Via Colina	San Jose	CA	95139	408-227-1459
26	Horner, Deborah	1762 Long Barn Way	Stockton	CA	95207	209-957-7797
31	Johnson, James	3309 West Norwich	Fresno	CA	93711	209-229-3294
35	Hasara, George	411 Laurie Lane	Santa Paula	CA	93060	805-525-6321
37	Downes, Susan	15635 Rosehaven	Canyon Country	CA	91351	805-252-3250
38	Stevenson, Terry	13530 Bradley Ave.	Sylmar	CA	91342	213-367-3432
44	Wolford, Ed	3623 Dunn Drive, #6	Los Angeles	CA	90034	213-836-5179
45	Brown, Ted	1411 N. Mansfield Ave., #2	Hollywood	CA	90028	213-461-2071
46	Tate, Charles	1742 1/2 N. Western Ave.	Los Angeles	CA	90027	213-462-4624
50	Kelley, Steve	324 Concord, #A	El Segundo	CA	90245	213-322-4978
51	Treynor, Sam	629 19th Street	Manhattan Beach	CA	90266	213-546-2846
59	Swinney, Marty	4138 Durfee Ave.	Pico Rivera	CA	90660	213-699-3128
60	Argall, David Carl	1300 Ballista	La Puente	CA	91744	213-336-6568
71	Barr, Charles	P.O. Box 634	Cypress	CA	90630	714-995-5800
78	Sands, Frederick	4394 42nd Street	San Diego	CA	92105	714-284-6092

We are also compiling a list of non-partisan and central committee candidates. Please send your names, addresses and phone numbers to California Activist '82, 109 Minna Street, #252, San Francisco, CA 94105.

Curious about the political beliefs and stands of your fellow Americans? What do they think about regulation, taxes, military spending, the CIA, El Salvador, abortion, gun control, the draft, and other issues?

Pennsylvania LP activist Jorge E. Amador has written a 19-page, single-space typewritten report on "Public Opinion as a Concern for Libertarians." His report is based on the results of more than 70 professional opinion polls. While this research won't tell you what your neighbors in Santa Rosa or Oceanside believe, it tells a lot about what the LP faces nationally, and it may help local California activists formulate questions they need to ask about opinion in their local area.

The report is available from this newsletter for \$1.00 or will be sent free, upon request, to all new pledgers of \$5.00 or more per month who make their pledge and first donation between now and mid-May. Send your request to California Activist '82, Libertarian Party of California, 109 Minna Street, #252, San Francisco, 94105.

NAME: Mary T. Gingell

OFFICE
SOUGHT: Controller, State of California

AGE: 27, Born April 3, 1955 in Washington, D.C.

RESIDENCE: Palo Alto

OCCUPATION: Manager, Commute Services, Southern Pacific
Transportation Company, San Francisco.

EDUCATION: University of Virginia, Bachelor of Science
in Commerce, with concentration in accounting
and management information systems. Harvard
University, Masters in Business Administration,
1981.

MARITAL
STATUS: Single

POLITICAL
ACTIVITIES: Treasurer, Libertarian Party of California,
1981-82.

Treasurer and Speaker's Bureau Coordinator,
California Libertarian Council, San Mateo
County, 1981-82.

State and Chapter Services Secretary, Young
Americans for Freedom National Office,
Sterling, Virginia, 1974.

Chair (1974), Secretary (1973), University
of Virginia Young Americans for Freedom.

GINGELL FOR CONTROLLER

Mary T. Gingell

Residence:

Palo Alto
(415) 321-3088

Mailing Address:

109 Minna Street, #252
San Francisco 94105

As the Libertarian Party candidate for State Controller, I hope to provide an alternative to the people of California who are tired of seeing their hard-earned money taxed away from them, only to be spent in ways of which they do not necessarily approve. I will focus my campaign on presenting free market alternatives to the functions now provided by local, regional and state government.

Occupation: Manager, Commute Services, Southern Pacific Transportation Company. Responsible for co-ordinating all aspects of commuter railroad operation on the San Francisco peninsula, including operations, budgeting, financial statement preparation, customer relations and relations with government agencies.

Education: Harvard University, Master of Business Administration, 1981. Concentration in transportation management.

University of Virginia, Bachelor of Science in Commerce, 1977. Concentrations in accounting and management information systems. Academic honors included Echols Scholar, Dean's List, Beta Alpha Psi (national accounting honorary), DuPont Scholarship, Betty Crocker Scholarship. Active in Jefferson Literary and Debating Society.

Professional

Credentials: Certified Public Accountant, Virginia and Texas, 1979. Successfully completed examination for Certificate in Management Accounting. Member of the American Institute of Certified Public Accountants.

Political

Activities: Libertarian Party of California, Treasurer, 1981-present.

California Libertarian Council, San Mateo County, Treasurer and Speakers Bureau Coordinator, 1981-present.

DEVELOPING A LOCAL RECRUITING NETWORK

As campaign season draws closer, an increasing number of calls are being received by the state office. Callers are asking for information about the Party or looking for a local Libertarian group or campaign in which to get active. The State Party officers are now looking for local activists all around California who would like to participate in receiving and contacting local referrals. If you would like to be involved in such a program, let us know via a call to (408) CRY-FREE or a note to 109 Minna Street, #252, San Francisco, 94105.

HOW YOU CAN HELP

As you can see, California Activist '82 is designed to be brief and low-budget. The success of this newsletter depends, to a large extent, on you. As a candidate or activist in the midst of the political fray, you will be learning valuable campaign lessons that we would like to be able to pass on to other Libertarian candidates.

- 1) Please let us know about how your campaign is going and in particular any lessons you learn about politics and campaigning that would be helpful to other Libertarian candidates this year and in future campaigns.
- 2) Send us copies of your media fact sheet, and any newspaper coverage you receive, so our state files will be complete and we can provide a good sample file to other candidates.
- 3) Send money! This newsletter needs funds in order to survive. Please send your one-time contribution, or better still, a monthly pledge, in the enclosed envelope, to help defray our printing and mailing costs. Remember that this month, if you would like a copy of the Jorge Amador article, just request it on your pledge card and we will send it to you at no additional charge.

All correspondence concerning California Activist '82 should be mailed to 109 Minna Street #252, San Francisco, 94105, for prompt attention.

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OF
CALIFORNIA**

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