

# California Activist '82

Bulletin of the Libertarian Party of California

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

JUNE/JULY 1982

## PLANNING A LIBERTARIAN CAMPAIGN

In the weeks ahead, you have a choice: you can relax and take it easy after your primary victory; or you can charge ahead with your campaigning; or you can stop momentarily to appraise your current situation and finalize your plans for the coming four months. The following discussion is for the Libertarian candidate who chooses the third option.

Every campaign has a plan. Usually it is written; sometimes it sits in the head of the campaign manager or the candidate. You will have a distinct advantage in your campaign if you commit your plan to paper because:

- 1) You will tend to address the consequences of your plan more clearly as you write it out.
- 2) Others will be able to review your plan and contribute suggestions to make it stronger and more complete.
- 3) In more hectic times, you can refer to a document that was developed when time for a careful, studied approach was available.
- 4) You will have a written selling tool to bring others into your campaign.

It is possible that you wrote a plan several months ago, when you originally decided to run. Great! The next two weeks are an excellent time to review, update and rewrite it.

If you have not written your plan yet, the next two weeks are an excellent time to commit it to paper.

The three most important elements of your plan will be the goals, budget and timetable. Before working on these areas, quickly appraise your race and the purpose of your candidacy.

### Appraisal

As part of your appraisal, you will want to evaluate the external factors affecting your race as well as the internal resources available to you.

It is possible to set your campaign plan without evaluating the surrounding environment--it is also foolish. Each political race in California is unique because of differences in the district, the office, the opponents, the news media, voter interest and the issues.

You should seek a strong understanding of each of these areas. Most of the questions to ask are basic:

- 1) What are the boundaries or geographic areas covered by the district? What type of voters lives here? What is their social, economic, ethnic background? Is there high turnover in the district? Students? Are there a lot of independent voters? Does this district or segments of this district have high swing votes between Republican and Democrat?
- 2) What office am I seeking? How prestigious is it? What kind of coverage did its candidates receive two years ago? Is it

federal or state? legislative or executive? Do I understand the requirements of the job?

- 3) Is there an incumbent? Who is it? What is his or her voting record on major issues? What does the incumbent newsletter to constituents say about the district? What do I know about my major opponents? What issues are they vulnerable on from a libertarian perspective?
- 4) How does the news media cover local races? Who are my key media contacts or who will give me coverage? What races are they focusing on? Are particular news media receptive or antagonistic to Libertarians?
- 5) Does this look like a hotly contested race or a quiet one? Will there be debate opportunities? What type of person will vote in this race?
- 6) How will the November ballot propositions affect my race? Are there any important local issues or issues about my opponents which I need to know? What does the incumbent newsletter indicate are major issues? What libertarians positions are strongest and weakest here?

If you have been fairly active already, you may have addressed most of these questions. Either way, this appraisal should be and can be done quickly.

As you are collecting information on your race, also ask yourself about your personal resources. What do you and other libertarians bring to this effort? Your campaign will be most constrained by your personal commitment and the support of those close to you. Clearly define your expectations and those of your supporters to ensure that they are compatible.

Some of the questions to ask are:

- 1) What are my personal strengths and weaknesses? How well do I know the issues? What is my ability to speak before large audiences, debate, meet with supporters one-on-one, interview? What is my demeanor and level of enthusiasm? Will these characteristics affect where I will be most successful?
- 2) How much time can I give? Full time for one month or five evenings and one weekend day a week or whatever? Am I a ballot candidate (on the ballot and willing to do a little campaigning)? a supporting candidate (willing to be active a few nights a week and have a few key active supporters)? an activist candidate (willing to be active most nights and on weekends before the election and interested in involving many volunteers)? a serious candidate (willing to campaign full-time, do serious fundraising, and have a staff with many volunteers to help)? a contending candidate (a serious candidate with a shot at winning)?

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### EDITOR'S NOTE:

This issue of California Activist '82 has been a long time in the works, but let me assure you, it is well worth the wait! The lead article, written by Martin Buerger, contains all the essentials for planning a Libertarian campaign, and I urge all candidates and campaign managers to read it and act on his recommendations as soon as possible. Good luck with your campaign!

Mary Gingell



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- 3) How much money can I personally contribute? How much money can I get from my friends and associates?
- 4) How many key campaign supporters can I count on now? Has someone agreed to run my campaign? Can I find someone good to run my campaign? What is the size of the activist pool in my area? Are there good reasons why I should be able to increase the number of activists? Will my candidacy give my supporters what they want from a libertarian campaign?

#### Purpose

A successful Libertarian campaign must:

- 1) Effectively present libertarian ideals, values, and policy proposals to the public. You are distinctive as a candidate because you are Libertarian. Every opportunity to communicate to the public, whether in speaking appearances, interviews, brochure or candidate debates is time to educate. Candidates who hide their libertarian ideas offer nothing special to their audiences and add nothing at all to the libertarian movement.
- 2) Broaden the base of the libertarian movement. A successful political movement has a strong base. Our base of people who are receptive to our ideas ARE out there. It is the responsibility of the candidate's campaign to draw them in and get them involved.
- 3) Upgrade party members' knowledge and understanding of libertarian principles and their present-day applications. Our ideas are new and exciting to many and there is much to be learned. You are more likely to see lasting results from your campaign if you can continue the education which begins with your public appearances.
- 4) Provide a vehicle for basic training and upgrading of campaign skills. We still need MORE people who can handle media relations, direct volunteer projects, lead doorbelling projects, schedule and plan events, raise funds and manage campaigns. What will your campaign contribute to this experience pool?

It is possible that in some areas previous campaigns have accomplished the first four purposes listed above and are prepared to take on a fifth one:

- 5) Elect the candidate to office. Experience has taught us that election victories are most difficult to achieve. This purpose will become more important to us down the road. Right now, most candidates should focus on preparing the foundation for that future day.

Each candidate will determine his or her preferred emphasis. Generally speaking, the major statewide candidates will have more opportunity and success in getting the libertarian message across. As a local candidate, you will probably want to supplement that exposure.

#### Goals

After appraising your race and establishing the purpose and overall emphasis of the campaign, the candidate should set some goals for his or her race. Projecting future events is difficult if not impossible to do; however, you will want some benchmarks to gauge the campaign's performance by and to help others to understand how much you expect to accomplish.

Useful goals are:

- 1) Specific and measurable. "I want people to be aware of the libertarian alternative in my district" is not specific and not measurable. "I want 5,000 people in my district to discover that they are libertarians" is specific but very difficult to

measure. "In precincts that my campaign doorbells on behalf of myself and other candidates, I want to receive triple the vote which Bergland received for U.S. Senate in 1980" IS specific AND measurable.

- 2) Ambitious and supportable. Political campaigns can appear overwhelming. There is so much ground to cover and so little time. Nevertheless, every successful campaign must stretch and accomplish a little more for the libertarian movement. In addition, your supporters will want to see progress and momentum. Your goals must reflect this.
- 3) Realistic and achievable. You want to create enthusiasm for what you can achieve, but create realistic expectations at the same time. Remember, we want people involved in this for the long haul, not just one race. Don't set your sights so high that volunteers become discouraged when the goals are not achieved.

Sample goals for a campaign might include:

- 1) 4% of the vote in my election race. (Every race is different. 4% could be terrific in some areas and a disaster in others. Also, gross vote total goals are based on the assumption that you ran a clearly libertarian campaign and that your efforts reached enough people to affect the vote total. Candidates should note that this type of goal is for internal consumption. As far as the news media is concerned, there is no upward limit to what you can achieve.)
- 2) 30 campaign appearances during the two months before the general election.
- 3) Major interviews with all 15 local newspapers in my district.
- 4) Participation in all debates which involve my major party opponents.
- 5) 20 news releases issued during my campaign.
- 6) Recruitment of 50 new volunteers (anyone who does more than two hours of work in my campaign).
- 7) Doorbelling 10,000 pieces of literature to targeted precincts in my district. (Note that this represents approximately 250 hours or approximately 64 weekend afternoons of walking or an average of 8 people walking for 8 weekend afternoons before the election. Also, this type of activity should be done in conjunction with the major statewide campaigns. More people will look at the literature you hand out because they have heard of Dan Dougherty than because they have heard of you.)
- 8) Recruitment of 20 new CLC members as of election day.
- 9) Finish the campaign with an experienced volunteer staff including scheduler, two volunteer coordinators, two media liaisons and one speech writer.

#### Budget

The budget for any campaign reflects:

- 1) The anticipated level of campaign activity, which determines the exposure and breadth of the campaign.
- 2) The goals and objectives, which guide the focus and priority on spending money.
- 3) The available contributor base which can support the candidate.
- 4) Major specific projects to be undertaken.

Budgeting is a circular process. It may take several cycles of adjustment and readjustment before the money and the plan balance out. Each cycle moves your expenditure totals closer in line with your goals and fundraising ability.

Before budgeting the expenditures, assess how much can be obtained from potential contributor groups such as the candidate; the candidate's family, friends, and associates; the candidate's key supporters; local libertarians or past contributors; and potential new sources to be developed in the coming months.

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1982 LIBERTARIAN CANDIDATES IN CALIFORNIA

The candidates listed below won their respective primary races and will be on the November ballot. Any changes to candidate information have been made in bold type. In addition, Ray Ransberger, P.O. Box 3327, Visalia, CA 93278, 209-732-3372, ran as a write-in candidate for the Libertarian nomination in the 17th Congressional race. Although unopposed, Ransberger was not allowed to qualify for the November because a state election law requires that a write-in candidate in a primary race must receive a vote total which exceeds 1% of the total number of registered voters in the candidate's district. Although he will not be listed on the November ballot, Ransberger will continue to campaign as a write-in candidate.

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 |
| 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 | 415-494-0140 |
| Secretary of State | Burger, 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 |
| District 3 | Evers, Bill       | 933 Colorado           | Palo Alto       | CA | 94303 | 415-494-0140 |

House of Representatives

|            |                         |                            |               |    |       |              |
|------------|-------------------------|----------------------------|---------------|----|-------|--------------|
| District 1 | Redick, Dave            | 3426 Woolsey Road          | Windsor       | CA |       | 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 | 415-961-1837 |
| 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         | Frits, Marshall         | 5533 East Swift            | Fresno        | CA | 93727 | 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         | Meloney, David          | 3521 Moore Street          | Los Angeles   | CA | 90066 | 213-397-6840 |
| 33         | Franklin, Phillips      | 906-B South Mountain Ave.  | Ontario       | CA | 91761 | 714-986-7762 |
| 37         | Wruble, Marc            | 57111 Highway 371          | Anza          | CA | 92306 | 714-763-4688 |
| 38         | Barr, Anita             | P.O. Box 634               | Cypress       | CA | 90630 | 714-995-5808 |
| 41         | Hale, Everett           | 5266 Canterbury Drive      | San Diego     | CA | 92116 | 714-563-0065 |
| 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 |

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 | 916-758-4555 |
| 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 Chiminess            | Reseda         | CA | 91335 | 213-343-6733 |
| 22         | Kaskus, Phyllis           | 1226 Franklin St., #4     | Santa Monica   | CA | 90404 | 213-828-5776 |
| 24         | Malsberg, 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 | 714-272-8240 |

State Assembly

|            |                    |                             |                 |    |       |              |
|------------|--------------------|-----------------------------|-----------------|----|-------|--------------|
| District 2 | Gould, Leota       | 999 Dusty Road              | Redwood Valley  | CA | 95470 | 707-465-7745 |
| 4          | Moberg, Mark       | 270 Bel Air, #27            | Vacaville       | CA | 95688 | 707-426-9048 |
| 5          | Phelps, Eric       | 4752 Greenholme, #4         | Sacramento      | CA | 95842 | 916-378-0290 |
| 11         | Lazere, Adam       | 1050 Bayview Farm Rd., #102 | Pineole         | CA | 94564 | 415-721-3013 |
| 17         | Hoy, Bonnie        | 930 Hayes, #1               | San Francisco   | CA | 94117 | 415-563-7159 |
| 18         | Webster, John      | 3441 Grossmont Drive        | San Jose        | CA | 95132 | 408-269-5028 |
| 19         | Rickens, 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 | 415-856-8633 |
| 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 | 408-227-1489 |
| 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 | 805-282-3280 |
| 38         | Stevenson, Terry   | 13530 Bradley Ave.          | Sylmar          | CA | 91342 | 213-367-3412 |
| 44         | Wolford, Ed        | P.O. Box 168                | Culver City     | CA | 90230 | 213-836-5179 |
| 45         | Brown, Ted         | 1411 N. Mansfield Ave., #2  | Hollywood       | CA | 90028 | 213-461-2071 |
| 46         | Tate, Charles      | 17424 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 | 213-336-6868 |
| 71         | Barr, Charles      | P.O. Box 634                | Cypress         | CA | 90630 | 714-995-5800 |
| 78         | Sands, Fritz       | 4394 42nd Street            | San Diego       | CA | 92105 | 714-284-6092 |



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A sample assessment for a low-budget campaign might look like the following table:

| Source             | FUNDRAISING ASSESSMENT BY SIZE OF CONTRIBUTION |      |         |      |           |      |        |     |
|--------------------|--|------|---------|------|-----------|------|--------|-----|
|                    | \$00-24  |      | \$25-99 |      | \$100-499 |      | \$500+ |     |
|                    | Amount   | #    | Amount  | #    | Amount    | #    | Amount | #   |
| Candidate          |  |      |         |      |           |      | \$500  | (1) |
| Family             |  |      |         |      |           |      | 500    | (1) |
| Friends            |  |      | \$ 50   | (1)  | \$100     | (1)  |        |     |
| Associates         |  |      | 75      | (2)  |           |      |        |     |
| Key Supporters     |  |      | 125     | (3)  | 200       | (2)  |        |     |
| Local Libertarians |  |      | 300     | (8)  | 200       | (1)  |        |     |
| New Sources        | \$250  | (30) |         |      |           |      |        |     |
|                    | \$250  | (30) | \$550   | (14) | \$500     | (4)  | \$1000 | (2) |
| Total:             | \$2,300  |      |         |      |           | (50) |        |     |

As you work with your assessment table, you might find that you develop an optimistic case (e.g.; "If everything goes well and a few people I know are very generous, I could get close to \$5,000"), a pessimistic case (e.g.; "The economy is getting worse and my family's business just went bankrupt, so I may only raise \$500"), and your best guess case.

Such a range of outcomes will be useful when doing the budget projections. You will then have a realistic budget plus some priorities on expenditures to cover the optimistic and pessimistic cases.

The following two sample budgets were developed for a campaign that has a high activity level planned but has little money to spend. Remember that every race and its budget is different.

|                                       | BUDGET 1             |        | BUDGET 2              |        |
|---------------------------------------|----------------------|--------|-----------------------|--------|
|                                       | Item                 | Amount | Item                  | Amount |
| 1. Telephone                          | Set up               | \$100  | Set up                | \$100  |
|                                       | 3 mo. X \$16         | 48     | 5 mo. X \$50          | 250    |
| 2. Headquarters                       |                      | ---    | 5 mo. X \$150         | 750    |
| 3. Campaign biography and photographs |                      | 50     |                       | 50     |
| 4. Stationery                         |                      | 25     |                       | 100    |
| 5. News releases and postage          | 4 X 20 names X \$.30 | 24     | 10 X 25 names X \$.30 | 75     |
| 6. Doorbelling Inserts                | 5000 X \$.03         | 150    | 20,000 X \$.03        | 600    |
| 7. Refreshments                       |                      | 75     |                       | 300    |
| 8. Miscellaneous                      |                      | 28     |                       | 75     |
|                                       |                      | \$500  |                       | \$2300 |

A budget for your plan must be specific and realistic; however, it does not need to be overly detailed (note that the sample has only 8 line items).

An item-by-item discussion of priority and importance follows:

- 1) Telephone. The telephone is one of the most important tools of a campaign because it is your major link with the outside world. At least one line should be set aside for incoming calls from the news media, local activists, and interested voters seeking more information. (Remember, you want to have volunteers scheduled to answer these calls when they come in.) Also, your telephone will be valuable for calling volunteers, scheduling appointments and coordinating activities.
- 2) Headquarters. A major part of an organization-building campaign is having a headquarters where campaign supporters can meet and volunteer staff can work. A good headquarters should be accessible, safe, reasonably private and hospitable to work in. Possible sites include donated or rented office space or a room

in someone's home or business. Libertarian candidates should strive to work together and pool their resources whenever possible. One local headquarters and a phone bank make more sense than three or four facilities within a couple of miles of each other.

- 3) Campaign biography and picture. Every candidate who plans to do anything in his or her campaign needs a bio and picture for their personal introductions to the news media (see April and May issues of California Activist '82).
- 4) Stationery. Printed letterhead and envelopes may cost a little to produce but will add considerably to the credibility of your campaign. The work does not need to be fancy or extravagant. Simple and tasteful lettering should suffice. Consider using a color other than black ink if you can afford it. Note that your letterhead should contain your campaign name, headquarters mailing address, campaign phone number, and some mention of the Libertarian Party. Logos, fancy slogans, and listings of major campaign staff are not necessary.

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- 5) **News releases and postage.** News media coverage is an inexpensive and worthwhile way of communicating to the people in your area. A supporting candidate should plan at least four major news releases during the campaign. An active candidate may want to budget for 1 release each week during the final two months before the election.
- 6) **Doorbell inserts.** The Dougherty for Governor campaign is planning a major doorbell drive during the fall as a means of personally introducing the Libertarian Party to voters. It is anticipated that local campaigns will play an important role in disseminating this material. Local candidates should be able to supplement the statewide brochure with a local insert for a few cents a copy.
- 7) **Refreshments.** Distribution of 5000 brochures would require 64 volunteer afternoons. Refreshments at the end of the day for a little over \$1 per person can earn a lot of goodwill from your workers. Who knows? They may finish the afternoon walk with such a good feeling that they will come back the next day to help again.
- 8) **Miscellaneous.** There are always small, unanticipated expenditures such as miscellaneous correspondence, thank-you letters, followups to inquiries, office supplies, and courier charges. Always leave a little cushion for these.

There are many other expenditures which are possible during a campaign. Whenever possible you should seek donations for office furniture, typewriters, office supplies, etc. Note that no money has been set aside for buttons, bumperstickers, signs or advertising. These items and expensive and require substantial coverage to be effective. A candidate should be very serious before considering them.

Timetable

A well-constructed timetable is the last piece of a good campaign plan. It describes specific activities of the campaign and identifies the sequence in which they will be carried out. Of course, the timetable should be consistent with the goals and budget, and you may have to work at getting the three to synchronize.

As you work on your timetable, you will see that your campaign (and specific events within your campaign) encompasses primarily three types of activities:

- 1) **Planning**, which occurs early and requires a small but valuable investment of time. You will want your plan completed by mid-July. After that your planning activity will involve reviewing and tuning your plan as the campaign progresses and planning for special events.
- 2) **Organizing**, which requires considerable key staff time and should be underway now. The summer months are an essential time to prepare for most of your events. Once the main campaign activities start, you will have less and less time available to organize. Do it while you can.
- 3) **Communicating**, which requires the most candidate time (for speaking and news media appearances) and volunteer time (for doorbelling, etc.). The two months prior to the election is the most effective time to communicate because public awareness and receptivity to politics is the greatest. Ideally, you want your communicating and persuading activity to reach a crescendo during the few final days.

The timetable listed below provides some examples of activity and timing which you may want to consider for your campaign. It is intended that these activities be coordinated with other local campaigns and the activities of the major statewide Libertarian candidates.

| Description of Activity | Month   |     |     |     |     |     |
|-------------------------|---|-----|-----|-----|-----|-----|
|                         | Jun   | Jul | Aug | Sep | Oct | Nov |
| Opposition<br>Research  | 1. Write goals, timetable and budget.   |     | ■   |     |     |     |
|                         | 2. Review news items on major opponents during primary races.   | ■   | ■   |     |     |     |
|                         | 3. Obtain copies of incumbent's newsletters to district.  | ■   | ■   |     |     |     |
|                         | 4. Obtain voting records of opponents on key issues.  | ■   | ■   |     |     |     |
|                         | 5. Identify issues where Libertarians are right for district and opponents are wrong.                                     | ■   | ■   |     |     |     |
| Issues                  | 6. Select major issues to emphasize during the campaign.  | ■   | ■   |     |     |     |
|                         | 7. Obtain background information to support libertarian view.   | ■   | ■   |     |     |     |
|                         | 8. Develop brief campaign position statements on major issues.  | ■   | ■   |     |     |     |
| Appear-<br>ances        | 9. Prepare 2-minute speeches on issues plus opener and closer.  | ■   | ■   |     |     |     |
|                         | 10. Obtain lists of community organizations to request invite.  | ■   | ■   |     |     |     |
|                         | 11. Contact local organization(s) that do candidate debates.  | ■   | ■   |     |     |     |
|                         | 12. Attend speaking appearances that are high priority.   | ■   | ■   |     |     |     |
| Hand-<br>outs           | 13. Write and print campaign flyer for distribution now.  | ■   | ■   |     |     |     |
|                         | 14. Obtain literature on statewide candidates for inquiries.  | ■   | ■   |     |     |     |
|                         | 15. Write and print campaign brochure insert for doorbelling.   | ■   | ■   |     |     |     |
| News<br>Media           | 16. Complete biography and obtain 5X7 glossy photographs.   | ■   |     |     |     |     |
|                         | 17. Schedule personal meetings with political reporters at news media located in the district.                            |     | ■   |     |     |     |
|                         | 18. Send out news release on opening of headquarters.   |     | ■   |     |     |     |
|                         | 19. Send out news release to kick off campaign.   |     | ■   |     |     |     |
|                         | 20. Send out news releases (1/week) on regular basis.   |     | ■   |     |     |     |
| Camp.<br>Office         | 21. Locate space for headquarters and set up telephone service.   | ■   | ■   |     |     |     |
|                         | 22. Schedule headquarters opening party and invite supporters.  | ■   | ■   |     |     |     |
|                         | 23. Identify potential volunteers from registration rolls and inquiry lists and schedule them at HQ with productive work. | ■   | ■   |     |     |     |
| Vis-<br>its             | 24. Work with Dougherty/Fuhrig campaigns to set up local visit.   | ■   | ■   |     |     |     |
|                         | 25. Schedule full day of activity for visiting candidate.   | ■   | ■   |     |     |     |
| Fund-<br>raise          | 26. Request campaign contributions from family and friends.   | ■   | ■   |     |     |     |
|                         | 27. Check that Treasurer is completing disclosure statements.   | ■   | ■   |     |     |     |
|                         | 28. Solicit contributions one-on-one from others.   | ■   | ■   |     |     |     |
|                         | 29. Send out thank-you's within two weeks of contribution.  | ■   | ■   |     |     |     |
| Vote<br>Analysis        | 30. Obtain and review vote analysis for cities in district.   | ■   | ■   |     |     |     |
|                         | 31. Obtain vote results by precinct from registrar and analyze.   | ■   | ■   |     |     |     |
|                         | 32. Work with Dougherty doorbelling coordinator to select targeted precincts.   | ■   | ■   |     |     |     |
| Door-<br>bell           | 33. Obtain walking lists from registrar via LPC CCC Chair.  | ■   | ■   |     |     |     |
|                         | 34. Have volunteers set up walking lists for doorbellers.   | ■   | ■   |     |     |     |
|                         | 35. Doorbell target precincts.  | ■   | ■   |     |     |     |
| Follow-<br>up           | 36. Send thank you letters to key staff and volunteers.   |     |     |     |     | ■   |
|                         | 37. Send lists of good media contacts to LPC.   |     |     |     |     | ■   |
|                         | 38. Send lists of contributors and volunteers to LPC and LNC.   |     |     |     |     | ■   |

(Continued on page 6)



(Continued from page 5)

As you consider specific activities and timing, you may generate new ideas which should be reflected in the goals and budget. Make those adjustments as you go along. Also, you may have several events which can be described in greater detail than you require immediately for your general plan. Note your ideas on a separate sheet or paper and come back to them later when you plan that specific event.

#### Summary

You have the basic ingredients for a good campaign plan, and we encourage you to take the time now to do it. Planning is a difficult process; it is hard to get started and to think about specifics for the future, but a good plan will pay dividends again and again between now and November 2.

Good luck and feel free to call us if you have any questions.

### CAMPAIGN DISCLOSURE

We had intended to provide a summary of the campaign disclosure laws for federal and state office in our next issue of California Activist '82. However, because it is more complicated than can be covered in a page or two, Tom Jacobsen, Treasurer for the Dougherty campaign, has acquired several copies of the California Journal reprint, "Practical Guide to State and Federal Campaign Reform Laws, 1982-1983 Edition", by Vigo G. Nielson, Jr. These reprints are available to candidates at no charge by calling Tom Jacobsen at (415) 989-2424, or writing to him c/o Dougherty for Governor, P.O. Box 27012, San Francisco, 94127. First come, first served.

### FINANCES

As always, California Activist '82 needs money in order to continue in existence. Please, if you like the newsletter, if it is helpful to you in planning and executing your campaign, let us know by **SENDING A CHECK!** Better still, send us a check **AND** a pledge card, so we can count on your continued support throughout the campaign and beyond. Pledge card and envelope are enclosed for your convenience. If you can't personally help fund our efforts, please pass the card and envelope along to a libertarian friend who is in better financial shape to contribute.

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Upcoming events for candidates in Southern California include:

- July 2 -- Tom Palmer, manager of Dougherty for Governor campaign, presents a briefing for candidates.
- July 4 -- Newhall parade and potluck supper.
- July 11 -- Candidates' briefing on training and graphics.
- July 18 -- Jeffrey Rogers Hummel, research director for Dougherty for Governor, presents a discussion of the state budget and social security.

Call the Westwood office, 474-7865, for further details about these events.

In addition, a new San Diego office has recently opened up, for candidates Fritz Sands and Everett Hale. Call the candidates for location and hours, and to volunteer to help.

### ISSUES MATERIAL

In order to distribute issue material to candidates as soon as possible, and to avoid duplication of efforts and costs, the Dougherty Campaign has offered to take over mailing out issue papers and fact sheets to candidates, as soon as the papers are completed by Jeffrey Hummel. We will keep you informed as to what new papers are available; if you do not have access to a copy received by a candidate from the Dougherty Campaign, and you wish to receive copies, call Tom Palmer at 408-279-3733, or write to him c/o Dougherty for Governor, P.O. Box 27012, San Francisco, CA 94127.

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