



A Statement from the Libertarian Party of New Hampshire

The Libertarian Party of New Hampshire cares fiercely about the perception of the Libertarian Party and its brand. We share the concerns of many in the Party that certain types of communications approaches and styles risk causing substantial damage to the perceptions of the Party.

To that end, the LPNH comms team has recently engaged in several constructive conversations with LNC Chair Steven Nekhaila, Communications Director Brian McWilliams, and Vice Chair Paul Darr. These ongoing discussions have centered around our shared goal of protecting and improving the Libertarian Party brand, as well as maintaining a positive and professional relationship with Party members who may disagree on style or approaches.

LPNH has become well-known for its bold, unapologetic communication strategy. We do not shy away from controversial subjects, and we have proudly put forth some of the most effective libertarian marketing over the last five years. We also acknowledge we have made mistakes. Nonetheless, we believe strongly that no topic should be off-limits for libertarians to discuss. Censorship and self-censorship of necessary truths are antithetical to liberty, and our communications strategy reflects that belief.

That said, we also understand the importance of dialogue, and the benefits of maintaining a larger coalition of libertarians that tolerates some internal disagreement on sensitive subjects. To this end, LPNH is proposing three rules that it will adopt for itself. If you play by these rules, we will too.

1) No intra-party attacks. No aggressive language, slurs, or insults between Libertarian Party members. Save those for our actual enemies. This includes both right-coded insults (gay, retard, etc) and left-coded insults (racist, incel, etc), as well as calls for disaffiliation, removal of party members, etc.

2) Intellectual, sophisticated disagreement. When disagreements arise within the Party, do so politely, with evidence, and with facts and arguments. For repeated disagreements, host conversations, public events, or have blog exchanges that allow each side to present their perspectives in depth. Attract the public by showing we conduct disagreements much better than the duopoly, in a way that's attractive to intelligent and curious people.

3) Provide context when being controversial. Libertarians cannot avoid discussing controversial subjects any more than an early abolitionist could. However, when communications or memes are attracting a lot of criticism, a more substantial, reasoned explanation of why this communication was made should be provided.

We believe this Party is big enough for multiple approaches to outreach and advocacy. Libertarianism is inherently decentralized. This is a great strength of the philosophy, as well as the Party, and it is one to be leaned into. If America were ever to become a Libertarian country, differences between American states would only grow. It's perfectly natural that different types of Libertarians will find different states more to their taste. We believe this is a feature to be encouraged, not suppressed.

Our "New Hampshire First, America Second" strategy is not just a slogan... it's a cherished, sincere belief. We see our mission as not just to get libertarians elected, but to create the first polity that has existed in a long time (if ever). We'll continue to push hard on that message while keeping the door open to collaboration, discussion, and shared purpose with libertarians across the country. Believe it or not, we even want some of our haters to join us in the Live Free or Die state. Here, bold ideas don't just get posted on the internet - they get implemented by thousands of Free Staters.

We welcome and will continue to have further dialogue with Chair Nekhaila or other members of the LNC who wish to be part of these discussions. We hope that through conversation that we can not only just better understand each other, but actively move the country toward Liberty.

In Liberty,

Ben Weir
Chair, Libertarian Party of New Hampshire
Live Free Or Die