



How does a Libertarian go from being a “KGB agent” . . . to mayor?

Dear friend:

Why are Republicans and Democrats comparing Libertarians to “KGB agents”?

Why are they calling Libertarians “crackpots who would give crack to your children”?

Why are they putting phony Libertarian campaign signs in front of churches?

**Why are more and more *venomous* accusations being
hurled at Libertarian candidates across America — from
Alabama to New York, from Missouri to California?**

The answer may chill your heart.

And, paradoxically, the answer may lift your spirits.

Why?

Because these attacks, in a curious way, illustrate the growing success of the Libertarian Party.
I'll explain why in a moment.

But they also shine a bright, harsh light on the obstacles before us — the challenges we must overcome before we can build a Libertarian majority.

I say “challenge” instead of “problem” because we already know how to respond.

We know the antidote to this poison.

It's one simple word. (Just eleven letters.)

Have I got you curious?

I promise I'll tell you the secret. But let's talk first about some of those unprincipled attacks.
Then we'll discuss how we can solve this problem . . . and how you can help.

* * *

In a sense, dirty politics was the “untold” story of the 1993 elections. We were so delighted at our 15 Libertarian victories that we hardly noticed the animosity directed at our candidates.

Here are the ugly facts . . .

- ✓ In Virginia, Republican operatives, slithering around at midnight, posted signs saying “Vote **John Buckley** — Legalize Drugs” in front of churches in Vienna and Fairfax. These signs were printed in the same red color, used the same typeface, and featured the same white stars as Buckley's Libertarian signs.

Even the local newspaper, the *Fairfax Journal* — no fan of Libertarians — was outraged by this tactic. “Buckley agrees with the Libertarian Party platform that says illegal drugs should be legalized,” they wrote in an editorial. “Libertarians consider this a privacy issue and contend [that the] expensive war on drugs has produced few results.” But, they continued, “the way the Fairfax County Republican Committee highlighted this issue was patently unfair to Buckley and voters.”

- ✓ In Moreno Valley, California, **Bonnie Flickinger** campaigned hard to get on the City Council, enduring anonymous fliers that accused her of supporting “legalized drugs, gambling, and prostitution.” (Flickinger calmly pointed out that the City Council had no authority over the state’s Penal Codes.)

Once on the council, she kept working hard — researching the city’s finances to save taxpayer’s money. Other council members were indignant. The local newspaper reported: “At one memorable meeting, Councilwoman Nieburger likened Flickinger’s information gathering tactics to that of the KGB, the secret police of the now defunct Soviet Union.”

- ✓ In New York, **Rebecca Wilber** made history as only the second Libertarian elected to local office, winning a seat on the Woodstock Town Board. But the campaign was dirty. At a candidate’s forum, the Libertarian Party was attacked by Wilber’s Democratic opponent as “far to the right of the John Birch Society,” “radical right-wing hippies,” and “crackpots who would give crack to your children.”

* * *

Remember: These attacks are not isolated incidents. Reports poured in after the 1993 elections of similar assaults in Arizona, Alabama, Missouri, Montana, and Pennsylvania. **Almost half of our candidates reported attacks.**

“In years past, they would ignore us. Now they devote considerable resources to discrediting us,” noted National Chair Steve Dasbach.

* * *

Again, we must ask: What is going on here? Why the sudden escalation of ugly onslaughts against Libertarians?

Here’s the chilling answer:
For Republicans and Democrats — unprincipled and
desperate for power — *hatred is simply smart politics.*

Lies, distortions, and toxic accusations are merely campaign tactics, to be pulled from their bag of tricks and used as needed.

Libertarians see political campaigns as a marketplace of ideas. **But many Republicans and Democrats see them as killing fields.** In their eyes, the one who remains standing wins.

Republicans and Democrats do it because they can get away with it. And because it works.

We weren’t completely surprised at their actions in 1993.

Maybe you heard about the *Campaigns & Elections* article warning Republicans and Democrats about the upsurge in third party activity.

The authors, two political mercenaries, explained how to trounce third party challenges. ***Their words were a blueprint for the 1993 elections.***

“1992 was the year of the third party,” they noted. “Third-party candidates had a bigger impact on the ’92 election than ever before . . . and they’re developing momentum. This means that Democratic and Republican campaign professionals can no longer afford to ignore third-party

opposition." The authors warned: "A strategy for addressing third-party candidates is essential."

What did they recommend?

I'll sum it up for you: Identify weaknesses. Collect "negative facts." **Attack. Attack. Attack.**

Republicans and Democrats read this article. They identified perceived weakness. They put their negative spin on the facts. And they attacked.

Before, I said that these attacks — paradoxically — may lift your spirits.

Why? Because they illustrate the growing success of the Libertarian Party.

Remember — years ago, when we got 1% of the vote, the Republicrats ignored us.

But now we're a threat!

The counterattack has begun.

* * *

So, what's the solution?

How can we protect our candidates from this barrage? How can we make sure that Libertarians keep getting elected? How do we get a fair hearing?

How can we overcome this challenge?

I said before that we know the secret. It's one simple word:

C - R - E - D - I - B - I - L - I - T - Y.

The more *credible* the Libertarian Party becomes . . . the more *seriously* our ideas are taken by the media and the public . . . the more *name recognition* we develop . . . the more *public offices we hold* . . . and the more often voters hear *articulate, persuasive Libertarians* speaking on the radio and quoted in their newspapers . . .

. . . the harder it will be for the Republicans' and Democrats' mud to stick.

Sure, they can keep slinging it — but, like a disease you've been inoculated against — it will lose its power.

More credibility will make our candidates bulletproof.

* * *

The good news: Our credibility is *already* on the upswing.

It's happening all over . . . in small, almost unnoticed ways . . . percolating up through the political system.

In the past month, since we last reported to you, five new Libertarians were appointed to public office.

No big deal, you say? *Not so fast.*

Think: What does it take to get appointed to a public office?

Ask Tonopah Town Board member Sandy Harmon, appointed late last year: "Sure, it's important that we win elections at local, state and federal levels — but it's equally important that Libertarians are *credible* enough to be appointed to office."

Read that again. **It takes credibility for Libertarians to get appointed by Republicans and Democrats to positions of trust in their communities.**

Here's the roll of honor:

> **Michael Pierone** was appointed to the Sussex County Economic Advisory Committee in New Jersey.

> **Ed Wiessman** was appointed to the Sussex County Solid Waste Advisory Council in

New Jersey. (By the way, how did the Republican who nominated Pierone and Wiessman describe them? "They are good people. They are not radicals. They just believe in less government.")

- > **James Dan** was appointed to the Sparks Charter Committee in Nevada.
- > **Sam Edelston** was appointed to the Metuchen Financial Advisory Committee in New Jersey. (He gives suggestions about how to cut costs and reduce the budget. What a great job for a Libertarian!)
- > **Bruce Martin** of Middle Island, New York was appointed to the Districtwide Facilities Task Force.

Five new Libertarians in office. Five more down-payments on credibility.

* * *

But we've got to do more. And we're doing it.

Over the past six months, the Libertarian Party has made a renewed commitment to crafting a top-notch, professional, credible image.

Just look at what's happening with Project Healthy Choice.

February 3: In Atlanta, Georgia, popular radio talk show host Neal Boortz **read every word of the Project Healthy Choice brochure on the air**, detailing our entire plan — and then enthusiastically endorsed it. "I can't understand why the government hasn't adopted it already," he raved.

How would you like to be a Libertarian candidate running in Atlanta after that kind of credibility-boosting commendation?

Without your support of Project Healthy Choice, this couldn't have happened.

February 17: In Clackamas, Oregon, members of the local Chamber of Commerce heard a breakfast **debate on health care between former LP State Chair Dr. Paul Smith and Congressman Don Wyden (D-Oregon).**

It was our Libertarian free market plan versus the Clinton socialist plan — eye to eye, on the same stage — a Libertarian versus a Congressman.

Who do you think won? And do I have to tell you how *impressed* those business leaders were by our presentation?

* * *

This kind of increased credibility makes it harder for Republicans and Democrats to sling mud at our candidates.

Credibility will make our candidates bulletproof.

And more "bulletproof" candidates means more victories.

That's why we need more credibility-building steps.

This enhanced credibility can create good-news "armor" to protect our candidates.

Best of all: we already know how to do this — just in time for the 1994 elections. *But we'll need your help.*

* * *

The Libertarian Party has received a lot of favorable media attention over the years from

unexpected sources — William Safire, the *Washington Post*, even *Newsweek* magazine.

Lately, we've been on the front page of *USA Today* and *Investor's Business Daily*.

Now we want to take that coverage — and double it. Triple it. Quadruple it.

How?

By increasing our use of superior fax and computer technology.

STEP ONE:

We need to buy the most *potent*, heavy-duty media contact list on the market today.

It's for sale *right now* from the Broadcast Interview Source Company.

It contains **every** influential radio and TV talk show host in America. We're talking **the cream of the cream** . . . the talk show hosts with the biggest audiences . . . the most powerful transmitters . . . the most loyal listeners . . . 635 national and local radio and TV talk shows in the top 100 markets across the country.

This is the same highly effective list purchased by Good Morning America, the German Press Agency, *U.S. News and World Reports*, the BBC, and ABC News Nightline for their public relations activities.

Now it can be a powerful tool in our arsenal, too!

STEP TWO:

Bombard the media.

Let them know the Libertarian Party provides a provocative perspective on politics. (Just like we did when *USA Today* called us about federal regulation of stewardesses.)

Hit them with unique, *stimulating* press releases — the kind they don't get from the Republicans and Democrats.

This barrage of press releases will be the *hook* to get articulate Libertarian spokespeople on talk radio shows across America. To explain who we are. What we stand for. To debunk myths about Libertarians. To create a good-news "armor" for our candidates.

The cost: We need just \$10,250 to buy the list and dramatically boost the number of press releases we can afford to send via our automated fax system.

All we need is 200 Libertarians to give \$51.25 each.

Just \$51.25 — to leverage into *tens of thousands of dollars* of free media time.

Just \$51.25 — to reach the most influential radio and TV talk show hosts.

Just \$51.25 — to help make our candidates bulletproof.

Just \$51.25 — to get more Libertarians on the air . . . on more shows . . . in more markets . . . exposed to more listeners.

But we've got to start now!

The 1994 election season has already begun. Libertarian candidates are volunteering their time, energy, and enthusiasm to carry our banner. They are the front-line troops in our battle for liberty.

The Republicans and Democrats will be ready for them. They are sharpening their rhetorical knives, honing their hate-filled accusations. Our candidates are stepping into political firestorms, running against experienced Republican mudslingers who will do anything to win.

Please . . . don't let them go into these races undefended.

Help us make our candidates bulletproof!

Let's lift the media blockade — with press releases targeted with **laser-beam precision** at the powerful talk show hosts who influence the nation's political agenda.

Let's build the credibility of the party . . . so when our candidates are accused of being like "KGB agents" . . . or "crackpots who would give crack to your children" . . . the public will recognize these lies, and ignore them.

We know how to do it: Credibility.

But we must do a great deal more — and we need your help.

Your donation of \$51.25 will let you "adopt" one of the 635 most influential radio talk show hosts in America.

Your donation will let us to buy the Broadcast Interview Source Company's exclusive list, and send one press release per week for a year.

A \$51.25 donation equals 52 press releases.

How many press releases can you afford?

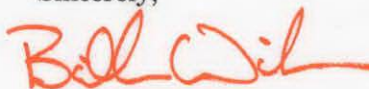
Remember, every dollar you send helps build credibility and make our candidates more bulletproof.

Every dollar is an *assertive* response to low-down Republicrats who say we are "KGB agents" and "crackpots."

Do you want the party to get more good publicity?

Please send \$51.25 *right now* to make that happen!

Sincerely,



Bill Winter
Director of Communications

PS: How does someone go from being a "KGB agent" . . . to mayor?

Remember Bonnie Flickinger — accused of being like a KGB agent? In late 1993, the City Council, impressed by her hard work and dedication, voted her mayor of Moreno Valley, a city of 140,000 people.

Credibility triumphs.

Libertarian candidates are already signing up to run in the November elections. We don't have a minute to waste! We've got to start putting our "credibility" machine to work, to try to give them protection from the sordid attacks of the Republican and Democratic machine.

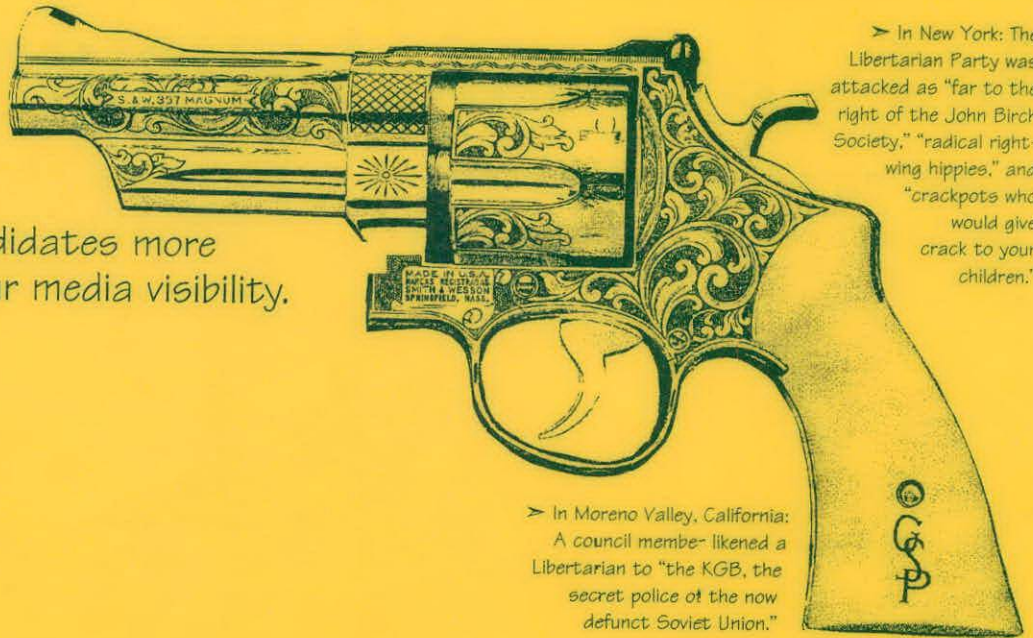
We need to make our candidates more "bulletproof." We need your help.

PPS: For the first 200 donations of **\$51.25 or more**, we'll sent a packet of 12 recent press releases. (You'll see why we *praised* the employees of the Department of Housing & Urban Development. And why we *sternly* rebuked the U.S. Senate about video games.) You'll see the kind of professional work we're doing.

And, as a special bonus, we'll also send you a list of some of the most surprising comments made about the Libertarian Party over the past two decades by prominent politicians and by the media. (What did William Proxmire say? Eugene McCarthy? *The Washington Post*?) It's a real eye-opener!

Yes!

I want to help make our candidates more
"bulletproof" by increasing our media visibility.



> In New York: The Libertarian Party was attacked as "far to the right of the John Birch Society," "radical right-wing hippies," and "crackpots who would give crack to your children."

> In Moreno Valley, California: A council member likened a Libertarian to "the KGB, the secret police of the now defunct Soviet Union."

How to squash
rumors

fate

(And how this helps our credibility!)

Squashing rumors **flat!**

What can an aggressive, energized media center do to help the party?

We can squash LaRouche rumors — flat!

Here's the story: On January 26th, ABC Radio News broadcast a news item identifying convicted felon Lyndon LaRouche as the "Libertarian Party leader."

Within seven minutes, I was on the phone to UPI in Chicago, where the story originated, grilling the reporter who wrote the story. She apologized for the mistake, and said a corrected version of the story was being sent out.

Within 20 minutes, I was on the phone with ABC Radio. They said they were aware of the mistake, and would broadcast the corrected version.

But that wasn't enough. The next day, National Director Perry Willis faxed a letter to ABC Radio, demanding a retraction — stating the previous story was incorrect, and that LaRouche was not a Libertarian.

A simple, easy request?

No, says Perry. No national media source had *ever* done a public retraction after mistakenly slandering us with the LaRouche myth. Ever! *Time* magazine wouldn't do it. *The New York Times* wouldn't do it.

But the quick, firm request from the HQ resulted in the following historic correction, broadcast nationwide the next day by ABC Radio News:

"Two days ago we reported that political extremist Lyndon LaRouche was released from prison. We mistakenly identified him as a Libertarian. Lyndon LaRouche is not in any way associated with the Libertarian Party."

It was music to our ears. And one small step to help debunk the lies spread about the Libertarian Party — and to enhance our credibility.

We must do more! In the accompanying letter, I talk about some of the ways we can increase our media profile. We must make sure that radio networks, newspapers, and TV stations identify us with innovative, freedom-oriented politics — and not with cranks like LaRouche.

Won't you help?

Bob Wil

Let's become bulletproof!

One-time contribution.

☐ \$500 ☐ \$250 ☐ \$100 ☐ \$51.25 ☐ Other \$ _____

☐ Check enclosed. Or: Please bill my ☐ MasterCard ☐ Visa

Note: The Federal Election Commission prohibits us from taking corporate checks.

Acct. # _____

Expires _____

Signature _____

Make checks payable to: Libertarian Party, 1523 Pennsylvania Avenue SE, Washington DC 20003

Occupation _____

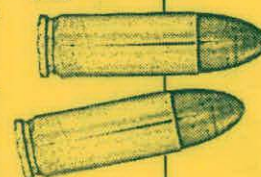
Employer _____

Government Mandated Notices: The Federal Election Commission requires political committees to report the name, mailing address, and occupation and name of employer for each individual whose contributions aggregate in excess of \$200 in a calendar year. The IRS requires us to print "contributions are not tax-deductible" on all fundraising appeals.

I would like to join the Monthly Pledge Program!

I want to help support the party on a more regular basis. Please sign me up as a **Liberty Pledger** for the amount checked below. I've enclosed my first month's pledge. (Please send me the insider's newsletter, *Liberty Pledge News*, every month.)

- ☐ \$100 per month Life Benefactor
- ☐ \$50 per month Patron
- ☐ \$25 per month Sponsor
- ☐ \$10 per month Sustaining
- ☐ I can do more! Please sign me up for \$ _____ per month.
- ☐ I'll pay by check (first month's enclosed). Please send a reminder notice each month.
- ☐ Please charge my credit card number.

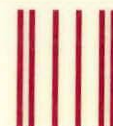




**From 'KGB Agent'
... To Mayor.**

What does it mean for the LP?

Your stamp will save us
much-needed funds! →



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