

THE LIBERTARIAN PARTY'S **Annual Report '95**

(AND WHAT'S AHEAD FOR 1996.)

Dear friend,

Enclosed with this letter is a 1996 Libertarian Party membership card with *your* name on it. I hope that by the end of this letter, you'll decide to peel it off and carry it in your wallet with pride.

In short, I hope to give you **sufficient reasons to *renew* your Libertarian Party membership** today and *rejoin* our battle for liberty.

This Annual Report will tell you what our members and supporters helped accomplish in 1995, as well as what's in store for 1996! *Read on to learn about . . .*

- * The latest word on Perot's Reform Party — **and why it's not likely to displace the LP.**
- * The most recent LP appearance on C-SPAN — and what was so *important* about it.
- * The **special significance** of your 1996 membership card.
- * Our 1995 media **boom** . . . and what's causing it.

When Libertarians look back, 1995 may stand out as the year we *finally* began to crack the mainstream media. Media attention has been trending sharply *upward* over the past two years . . .

- * Average monthly media calls, which almost doubled between 1993 and 1994, **have more than doubled again in 1995!** Here are the numbers . . .

- 1993 average: 7.3 media calls per month.
- 1994 average: 12.4 media calls per month.
- 1995 average: 27.8 media calls per month.

Once the media ignored us, now they are calling us . . . in greater and greater numbers.

- * We received a record 42 incoming media calls in September and then set another record in November with 47!

To put this into perspective: We received more incoming media calls in just ONE month of 1995 — November — than we received in the last SIX months of 1993 combined . . . July, August, September, October, November, and December!

- * And the number of individual radio and TV stations on which LP guests have appeared has **tripled** since last year! *And . . .*

We're getting more calls from "influence" magazines and newspapers, including *Newsweek*, *The Washington Post*, *The New York Times*, and *Time* magazine.

Our media releases are starting to be used more and more often.

- * For example, our release on Ross Perot's new "fourth" party generated more than a dozen media calls, one national TV appearance, several newspaper mentions, and six radio interviews.
- * Our release on the first government shutdown generated 13 radio interviews, *including five in one day!*
- * And an article in the *Cleveland Plain Dealer* quoted the LP's opinion on the shutdown — *before* they quoted the Chairman of the Republican Party!

But what about TV?

I'm glad you asked! The news gets even better . . .

- * We had **three television camera crews visit our national office** at the Watergate in the last three months, including CBS Evening News, CNN — and, *all the way from Japan*, NHK Television.

(Actually, the Libertarian Party is becoming something of an international sensation: We got media calls this year from England and China, too!)

C-SPAN has featured Libertarians four times this year — Director of Communications Bill Winter addressing a Second Amendment rally, National Director Perry Willis on the Washington Journal, my speech to a State Chairs meeting in October, and, most recently, former National Director Stuart Reges testifying before Congress. (I'll tell you what he told those Congressmen in a moment.)

Plus, Perry appeared on the America's Talking cable TV network once, National Empowerment Television (NET) twice, and NewsTalk television numerous times.

A NewsTalk producer told Perry that Libertarians are their favorite guests, and a NET producer told him they're "expecting big things from the LP in the next four years."

- * Plus, 1995 was the year of our **major front-page stories** in the *Wall Street Journal* and *USA Today*, as well as our first-ever magazine cover story, in *Insight*.

Plus, Bill Winter appeared in a CompuServe online conference that attracted more participants than movie director Spike Lee's conference!

Why has 1995 been such a banner year? And why might we earn even more media coverage in 1996? There are three factors at work . . .

- * **General interest** in third parties and independents.
- * The professional, **credible image** of our national staff.
- * A growing sense that the LP, not Perot's Reform Party, **is the real third party in America.**

Voters are growing increasingly frustrated with the failures of government. They realize that *neither* Democrats nor Republicans offer real solutions.

That's why, increasingly, they're considering the third party option. Look at the evidence from a brand-new public opinion poll:

- * 82% **don't trust the government** to do what's right.
- * 60% want to see a third alternative on the ballot. *And, most importantly . . .*
- * 54%, a clear majority, say that voting for an independent candidate is NOT "throwing away your vote."

The media covers what people are interested in — and Americans are becoming *more* interested in third parties.

But the media won't cover just *any* 3rd party.

To earn coverage, a third party must be:

- **National in scope.**
- **Professional.**
- **Big enough to have an impact.**
- **Credible. And in 1995 . . .**
- * Our ballot access achievements and thriving state organizations confirmed our stature as a ***national* political party.**
- * Our move to the Watergate Office Building confirmed our standing as a **top-notch, professional organization.**
- * Our **growing electoral impact** was confirmed by the frantic legislative attempts by the Republicrats to tighten ballot access laws.
- * And, our growing **political credibility** was confirmed when former LP National Director Stuart Reges was invited to testify before the Congressional Oversight Committee on December 12th!
- **His topic:** How to reform election law.
- **His message:** *Abolish the FEC!* And if Congress isn't quite so brave, he told them, then at least dramatically boost the amount of money *individuals* can contribute to political parties and candidates. (That amount hasn't changed in 20 years!)
- **The reaction:** The Congressmen were fascinated — and bombarded Stuart with thoughtful, respectful questions. (He got more questions than the Republicans and Democrats!)
- * **The likely result:** Some of Stuart's suggestions will be incorporated into the final campaign finance reform bill.
- **Added bonus:** Stuart's appearance was broadcast live on C-SPAN!

Why were we invited to testify at this important hearing? Because we *asked to participate* — and

we made a compelling case that the Libertarian Party could *best represent* the viewpoint of America's third parties and independent voters.

We were the *only* third party invited. Even Ross Perot didn't make the cut.

We are not just America's third largest party — we are America's *most influential* and *credible* third party.

- * That's why *George* magazine called us a few days later, looking for our predictions about upcoming national issues — “pre-trends” that only we've noticed.
- * That's why the growth of the Libertarian Party was mentioned as a statistic in the trendy *Harper's Index* in November.
- * That's why I was invited as a keynote speaker at a political forum at Texas A&M University in November — following in the footsteps of previous speakers like former President George Bush.
- * That's why the *Phoenix Gazette* wrote on November 13: “If [the party's growth] keeps up, the Libertarians might . . . revise political history.”

And that's why there is a growing sense among the media that the Libertarian Party, *not* Perot's Reform Party, is the *real* third party in America.

Consider the following from a September 28th editorial in the *St. Louis Post-Dispatch*:

“Another factor working against the new [Reform] party is that it will field a candidate for only *one* office, the presidency. *Real political parties . . . offer candidates from top to bottom.* If the [Reform] Party candidate won in 1996, he would not have a single fellow party member in Congress to push the new president's agenda. And there would be no officeholders at the state and local levels to flesh out the party structure, carry the party's creed forward and prepare members for higher office.

“Of all the third parties, *only* the Libertarians are willing to engage in full-fledged party building and field candidates at all levels; as a result it is the *only one of the third parties whose continued existence does not depend on one person.*”

In contrast to the Reform Party, the Libertarian Party *has* a base of state and local office holders — and that base is growing!

- * 75 Libertarians held elected or appointed office when we had our 1993 convention in Salt Lake City.
- * 92 held office at the end of 1993.
- * 129 held office at the end of 1994.
- * 160 currently hold office!

This means that we've already blasted through the goal we set at the 1993 convention to double the number of Libertarians in office!

We also field candidates at *all* levels — and that list is growing, too!

- * We ran 342 Libertarian candidates in 1990.
- * 462 in 1992.
- * 652 in 1994, *and . . .*
- * We plan to run over 1,000 candidates in 1996! *Plus . . .*

We are forging ahead with plans to recruit 218 Congressional candidates — a majority of U.S. House seats. If we succeed, it will be the first time a third party has accomplished that in 80 years!

This will be difficult. However, even if we fall slightly short, we will still run *more* Congressional candidates than ever before in LP history. And we'll contest *far more* Congressional seats than any other so-called "third party."

Yes, acknowledgment that the LP is America's third party is *growing* — and will grow even more now that the Reform Party has missed their first ballot deadline.

Ross Perot's Big Failure

That's right! The much-touted Reform Party, backed by Ross Perot's billions, *failed to file enough valid signatures to qualify as a party for the primary ballot in Ohio.*

What went wrong? They don't have the experience and know-how we have. Foolishly, they didn't collect enough "insurance" signatures to make up for potential invalid ones.

We won't let that happen to us. We've been in the ballot access game for almost a quarter of a century. We know how to get the job done efficiently and professionally. In fact, we'll spend less to get on *every* ballot in 1996 than Perot spent just to qualify in California!

And, while Perot's drive sputters, we're surging forward:

- * We just *qualified* as a political party in North Dakota!
- * We *completed* the organizational requirements for ballot access in Vermont.
- * We *filed* the required signatures and are awaiting certification in Alaska.
- * We are more than a third done in West Virginia.

However, we still have to finish the three toughest ballot drives . . .

- * **North Carolina** — over 74,000 more signatures must be collected by May 15th. Projected cost: \$74,000.
- * **Oklahoma** — over 40,000 more signatures must be collected by May 31st. Projected cost: \$34,000.
- * **Florida** — over 98,000 gross signatures must be collected by July 15th. Projected cost: \$90,000.

These three states alone will devour *two-thirds* of our 1996 ballot access budget.

And there's no time to waste: These drives must be completed during the first five months of the year.

We will need to spend \$40,000 every month for the first six months of 1996 on ballot access . . . if we want to be on *every* ballot again in 1996. We **did it** in 1992 . . . and we're going to do it *again* in 1996.

Ross Perot is falling short. We can't afford to . . . and we won't!

That's why I want to make a special request of you . . .

- * Could you give our 1996 efforts an early push by *renewing* your Libertarian Party membership today?**

After all, membership is the foundation upon which all of our success is based. More members mean . . .

- * More candidates, volunteers, and activists.**
- * More financial supporters for local, state and national campaigns.**
- * More political clout for liberty!**

That's why we set a goal in 1993 to increase National LP membership to 20,000 by the start of our presidential nominating convention in Washington, D.C. We still have a long way to go, but we have made impressive strides so far . . .

- We began 1994 with 9,565 certified dues-paying members.
- In 1994 we grew by 11.3% — to 10,644 members.
- In 1995 we increased by 24% to over 13,000 — shattering all previous records!

These gains have come about because of aggressive outreach efforts:

- * Talk show appearances promoting our 800 number.**
- * Mailings and phone calls asking lapsed members to rejoin.**
- * Project Times/Two efforts by our state parties.**
- * Direct mail outreach to potential Libertarians.**

Earlier this fall Perry Willis created a brand-new recruitment piece for the LP — a 20-page magazine-style booklet called a "Special Report: An Inside Look at the Libertarian Party."

We mailed it to over 40,000 people and it brought in hundreds and hundreds of new members!

- * We also got deluged with calls and letters from people wanting to order thousands of extra copies to give to friends and neighbors!**

One of the people requesting extra copies was best-selling author Nathaniel Branden, while another person wrote to say . . .

"Until I received your mailer, I was disinterested in having anything to do with the LP. As a result of the clarity offered in your [Special Report], I am in

full and passionate support of your endeavors.”

But this first 40,000-piece mailing was only the beginning.

- * We have just mailed the same package to **87,000 potential Libertarians**. And we'll do another membership recruitment mailing to **55,000 people in January**.
- * These three mailings are the *largest membership recruitment blitz in the 25-year history of the party*.

But even this is only the beginning.

In the first six months of 1996, we must do *even more* to recruit new members — while continuing our unrelenting ballot access efforts.

I'm proud to send you your 1996 membership card and this optimistic report on our progress. I hope you'll feel a similar sense of pride as you renew your membership in the Libertarian Party, peel off your new membership card, and place it in your wallet.

I hope that our goal — liberty — is *still* your goal. And that you're willing to support that goal

We made tremendous progress in 1995. But that progress was bought at a price, and that the price will be even steeper in 1996.

Early ballot access deadlines demand an early commitment. Can we count on you to rejoin the Libertarian Party today?

We must not slow our continuing efforts to build membership, earn more media coverage, produce more policy papers, recruit more candidates, and elect more Libertarians to office.

- * Will you take a moment to renew your commitment to the Libertarian Party . . . the *only* party dedicated to individual liberty? The *only* party working to reduce the size, power, expense, and intrusiveness of government on all the issues all the time?

We need your renewed support today! It's your expression of support for what we were able to accomplish in 1995, and your vote of confidence for 1996.

It will give us the “fuel” we need to do more *sooner*, rather than later.

- * Please look where we're heading. Our growing presence in the media is a symbol of things to come, and this membership card is your sign of foresight.

As a Libertarian, you are on the cutting edge of what is potentially the greatest political change in America in over a century!

Please, help us create that future.

If you renew your membership today, we will . . .

- * Complete those grueling ballot drives in Oklahoma, North Carolina, and Florida.

Annual Report '95

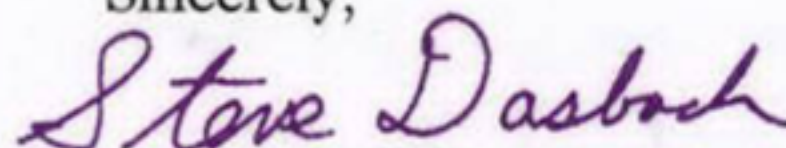
- * Work to double our media coverage again in 1996.
- * **Expand our membership-building efforts** with more Project Times! Two projects, more radio talk show appearances, and more direct mail outreach. We're determined to reach our 20,000 member goal!
- * Publish new policy proposals on foreign policy, education, and other hot issues.
- * Report back to you with the results.

Please. **There's so much to be done.** We can't rest on our laurels, or pat ourselves on the back for what we've accomplished so far.

- * The world is moving our way, and we must be prepared to take advantage of the opportunities at hand.

We must be ready for victory. Please. Renew your membership today!

Sincerely,



Steve Dasbach, National Chair

PS — Your support can turn our 1996 goals into reality:

- More record membership growth.
- More states on the ballot.
- More media coverage.
- More Libertarians in public office.

But we do need *your* support in 1996. If you renew your membership today, we'll be able to surge forward with our ambitious plans for the coming year. Of course, as a member again, you'll get *LP News* . . . plus our regular Progress Reports . . . plus another exciting year of achievement!

Won't you help us today? *Renew your Libertarian Party membership!*

PPS — Remember I said there was a **special significance** to your 1996 membership card? Turn it over and you'll find our Statement of Principles. It's enduring reminder that the Libertarian Party is the "Party of Principle" — the only party that stands for individual liberty. Along with our growing national clout, it's what truly sets us apart from all the other "wanna-be" third parties.

It's the party you once belonged to. It's the party you should belong to *again*.

Please — rejoin the Libertarian Party today!



LIBERTARIAN PARTY

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Inside: Our 1995 Annual Report. And...

Your 1996

Libertarian Party

Membership Card

