

# The Jersey Libertarian

January 1981

The Newsletter of the NJLP

Monthly

## COOLEY ANNOUNCES CANDIDACY

Dr. Dallas Cooley, National Party Treasurer, announced the commencement of his active campaign to become the next National Chairperson at the NJLP Annual Holiday Dinner in East Brunswick. As you are aware, David Bergland will not be seeking re-election. Cooley becomes the first announced candidate for the position. Ray Blanco, NJLP State Chair and recently elected Regional Representative on the Natcom for N.J., PA, and DE., became the first LP official to support Cooley's candidacy. ( This will certainly help the northeast when Cooley takes over. Ed. note) Cooley stressed the need for the National Party to assist the state organizations and local campaign. He called for accountability to the membership. He has already begun work on an State Chair's caucus at the National Convention as one of many ways to bring together all state organizations.

## HOLIDAY DINNER A SUCCESS

The First Annual Holiday Dinner of the New Jersey Libertarian Party was a smashing success thanks to the event's coordinator's Ginny Flynn. Over thirty members enjoyed good food and exciting conversation. Perhaps, the evening's most unfortunate occurrence was the noisy atmosphere. Perhaps, we can convince Ginny Flynn to take over the Supper Club. She should be congratulated for a job well done. Event yielded close to \$100 profit.

## ELECTIONS COMMITTEE STRATEGY REPORT

The NJLP Elections Committee, chaired by Jonathan Steele, met and issued the enclosed report on the future strategy of the party. The committee unanimously voted in favor of the Local strategy plan. However, the final decision is up to the membership. You are urged to cast your vote immediately. The committee members labored many hours to issue a well-balanced report. Your cooperation is essential.

## CONVENTION PROPOSAL AWAITS DECISION

Bob Shapiro and Dick Siano have issued their 1981 Convention proposal to the State Committee. It is now in the hands of the Committee to approve or disapprove it. The basic information is as follows: Location- Saddlebrook's Marriott Hotel Date- March 7 & 8, 1981 Speakers- Dick Randolph, Gary Greenberg, Bill Burt, Dallas Cooley, Sam Perilli, two noted economists and spokespersons for American Civil Liberties Union, Gay Activists Alliance and National Rifleman Association. The events scheduled include a six hour Free Market Economics seminar, a midnight film festival, a Civil Liberties panel, a Building a State LP lecture and discussion with Dick Randolph, a Banquet, the business session, and a Political Action Workshop. The cost to the membership for the entire convention if purchased by Feb. 15 will be \$65. or \$80. at the door. Almost forgot, there will be a hospitality suite with snacks and liquor open to entire convention participants.

## YOU ARE NEEDED

If you have not renewed your national or state membership, you are urged to do so. Every member should set a goal of signing up at least two new or expired members by February 1, 1981. The delegate allocation to the National Convention will be determined by the national membership.

### MEMBERSHIP APPLICATION

Type of Membership: \_\_\_\_\_ Name: \_\_\_\_\_ Date: \_\_\_\_\_  
National LP: \_\_\_\_\_ Address: \_\_\_\_\_  
( ) Student \$4. \_\_\_\_\_ City/State/Zip: \_\_\_\_\_  
( ) Regular \$8. \_\_\_\_\_ Phone: \_\_\_\_\_ County: \_\_\_\_\_

NJLP: \_\_\_\_\_ "I hereby certify that I do not believe in or advocate the initiation  
( ) Student \$5. \_\_\_\_\_ of force as a means of achieving political or social goals."  
( ) Regular \$10. \_\_\_\_\_ Signature: \_\_\_\_\_

Make checks payable to:

New Jersey  
Libertarian Party

Total enclosed \$ \_\_\_\_\_

Do you have any experience or interest in political or organizational work? \_\_\_\_\_

Mail to: Bonnie Swirsky \* 7 Maxwell Lane \* Englishtown, NJ 07726

# THE NJLP ELECTIONS COMMITTEE REPORT ON STRATEGY

---

---

## INTRODUCTION

In the past, the New Jersey Libertarian Party has lacked an electoral strategy. The Elections committee was formed to offer direction to the membership.

The Elections committee overwhelmingly supports the Local strategy plan by a vote of 3 to 0. However, we felt that the membership should be given an alternative plan. That is how the Gubernatorial strategy plan was conceived.

In order for a strategy to be approved, it must be ratified by a majority of responses and in no case less than 10% of the state membership.

The deadline for receipt of your ballot is January 19 1981. The results will be published in the January issue of The Jersey Libertarian.

Jonathan Steele, Chair

Barry Siegel and Ray Blanco, Members

## THE LOCAL STRATEGY PLAN

---

---

### General Outline:

Under this plan, we would run local candidates, none higher than Mayor, and/or support local initiative campaigns. There would be a total of five campaigns. A total budget of \$30,000 would be raised and spent. Five thousand would be spent per campaign and five thousand for a coordinator and expenses. Our goal would be to elect our candidates.

However, we feel that because of the Clark campaign and the publicity the LP has received, we should give voters opportunity to vote for a statewide LP candidate. For this reason, we should have a token candidate for Governor who shall be a spokesperson for the LP but shall not receive funds or manpower.

### The Reasons In Favor Of The Local Strategy :

#### 1. Money

Five thousand dollars for state senate, assembly or governor would have no impact. The required capital would have no impact. The required capital necessary to defeat an incumbent would be \$2 to \$3 million for Governor, \$100 to \$300,000 for Congress and \$50 to \$100,000 for the State Assembly or Senate.

#### 2. Credibility

We have no members in the state party who have sufficient statewide name recognition or political experience. This prevents credibility with the media and voters. In a local race, an individual can build up sufficient name recognition to be a viable candidate. In a local election, we have a chance of winning. Furthermore, due to easy ballot access requirements, there will be twelve to fifteen candidates for Governor. Thus, we become part of the Gang of 12.

#### 3. Building An Organization

An organization can not be built from the top down. It must have a foundation. This can only be accomplished on the local level. This is how Alaska has done it. Alaska to this date has not run anybody for statewide office (ie Governor, Congress). Simply put --- "You can't build a house from the top down"

### Implementation of the Local Strategy:

1. We identify all possible candidates by an announcement to the membership.
2. The Election committee makes recommendations on which interested parties would make the best candidates and thus, the best investment for our money.
3. The criteria for selection as a targetted candidate should be:
  - A. Political awareness. The candidate should know the duties and responsibilities of the office as well as the political climate of the district.
  - B. Availability. The candidate must be prepared to put six months of being active in the community in order to build up name recognition. He must also commit himself as a campaigner for three months minimum.
  - C. Application. The potential candidate must be able to apply libertarian prin to local problems and presenting realistic alternatives.
4. The criteria for selection of a targetted initiative should be:
  - A. An initiative campaign must have a campaign director who will make the presentation stating why this should be a selected issue. He will also be the main spokesperson throughout the campaign.
  - B. The issue must have been thoroughly researched by competent legal counsel.
  - C. The director must determine if the locality has initiative and how to use the initiative process effectively.
  - D. Other factors to be considered are the public appeal and the timeliness of the issue.

5. Preparation of Candidate  
A potential candidate should research issues, the opposition's past voting record and libertarian approaches. Three key issues should be chosen.
6. The Campaign  
The Elections committee will work to develop staff, campaign material and other aspects of a campaign. The NJLP General Elections Fund committee will raise and disburse to selected campaigns with the consent of the NJLP Steering Committee.
7. Statewide Campaign Coordinator  
The NJLP will hire a Statewide Campaign Coordinator from March to November at a salary of \$100. a week. Applicants will send resumes to Bonnie Swirsky. The responsibilities of the coordinator will be coordination of all five campaigns including fundraising, petitioning, and maintenance of media contacts. He or she will oversee the preparedness of candidates and initiative directors and will issue periodic briefings to contributors on the campaigns.  
  
The coordinator will be chosen by a review committee composed of Ginny Flynn, Bob Shapiro and Carl Samson with the advise and consent of the NJLP Steering Committee.
8. Recruitment of Staff  
An announcement to the membership asking for volunteers who wish to work on the 1981 campaign will be made in the Jersey Libertarian or other NJLP mailing. Volunteers will be asked preference of either candidate or initiative campaign.
9. Review  
The Elections committee will conduct periodic review of candidates and initiative campaigns.
10. A Token Gubernatorial Candidate  
The candidate must meet New Jersey constitutional requirements (ie 30 years of age.) as well as appear to qualify for the job (ie executive experience). He or she should be politically aware as well as being able to apply libertarian principles and presenting realistic alternatives. The candidate should know the issues and opponents' stand. He or she will be available for media and other groups invitations but will not seek them out. The Petition drive will be coordinated by the NJLP State Committee.

### THE GUBERNATORIAL STRATEGY PLAN

**General Outline:**

Under this plan, we would run a candidate for Governor and there would be no other active candidate. There would be a \$50,000 budget. An aggressive candidate could be found in the NJLP. We must commit all resources to this campaign which would attract serious press and public attention. Locally, libertarian groups can arrange speaking engagements, Statewide writing efforts can be coordinated to produce a mountain of press releases and letters to editors. The goal of this strategy is not election of the candidate but the maintenance of a statewide party image.

**Implementation of the Gubernatorial Strategy**

1. We must identify all possible candidates.
2. We must select the best possible candidate by a vote of the NJLP membership.
3. Candidate must be willing to spend four months actively campaigning.
4. The Candidate must be able to apply libertarian principles as well as being able to present realistic alternatives.
5. A potential candidate should research the issues, the opposition's past voting record and libertarian approaches. Three key issues must be chosen.
6. The Elections committee will work to develop a staff, campaign material and other aspects of a campaign. The NJLP H General Elections Fund committee will raise money and disburse it with the consent of the NJLP Steering Committee.
7. The NJLP will hire a fulltime Statewide Campaign Coordinator from March to B November at a salary of \$200. a week. The job description is the same as for in the local strategy plan.
8. An Announcement to the membership asking for volunteers will be made.
9. The Elections committee will conduct periodic review of candidates and the campaign.

ALL MEMBERS SHOULD  
CAST THEIR VOTES.  
IF HOUSEHOLD MEMBERSHIP  
LIST NAMES & VOTES.

Return to:

Ray Blanco  
Strategy 81  
695 West 7th Street  
Plainfield NJ 07060

- ( ) I support the Local Strategy Plan.  
 ( ) I support the Gubernatorial Strategy Plan.  
 ( ) I support no strategy.  
 ( ) I abstain.  
 ( ) Other: \_\_\_\_\_

Your Name: \_\_\_\_\_

*Judy Schubert*