April 28, 1976

TO: Execom, State Chairs and LP Activists

FROM: Ed Crane

SUBJECT: Campaign Update

1. National TV possibility - We have just received word that CBS and NBC will be willing to sell us five minutes of prime time airtime. The total cost to run an ad, including production costs, would be about $25,000. Since we'd be reaching over 20 million people the bang for our buck would be considerably louder than by any other means. (A direct mail appeal, for instance, would only reach about 80,000 people for the same cost). We are therefore proceeding with discussions with television production firms. A direct mail appeal to our in house list will go out next week asking for funds for this project. The potential here boggles the mind. Proposed airing in mid-June.

2. MacBride/Bergland on tour - Roger just got back from a campaign swing through the Northeast which he reports went very well. Rhode Island should be submitting an affiliation petition shortly as a result of the trip. Dave has recently visited Michigan, North Carolina and Florida to help boost petition drives in those states. He says the media in North Carolina reacted as favorably as in any state to date and that endorsements from newspapers down there are not out of the question -- if we make it on the ballot. A revised itinerary for Roger is enclosed.

3. Ballot Drives - Seem to be going OK. Good news is that the California legislature has lowered the independent status requirement to 99,000 signatures, not an easy objective but within reach, according to LPC organizers. There still exists a possibility that the party requirement will be lowered. In Michigan we expect to submit 25,000 signatures on May 3. The requirement is 17,000+. In Alabama the total approved has crept up to 4,600 (5,000 needed) and still counting. North Carolina, Arizona, Nevada, Massachusetts, Connecticut, Illinois, Pennsylvania and Florida are all now engaged in very difficult ballot drives. I encourage each of you to become involved in your petition drive--nothing is more important at this time. Those organizing petition drives should keep in mind the extreme importance of getting specific signature commitments from...
members and then following up with weekly telephone calls to check on progress. REMEMBER: Do not go door to door; do not set up tables; do not talk politics or philosophy; go on foot and put your clipboard under as many noses as possible at colleges, shopping centers, movies lines, rock concerts, etc.

4. YLA - We still haven't received lists of college students from many states. Tom Palmer will be publishing a YLA newsletter shortly so please get the names in.

5. Mailing lists - The most efficient way for us to inform state chairs of inquiries from people in their state is for us to just forward the original letter to you after we've sent out our info kit. Please devise some system for sending your new names to us.

6. Greensheet - Recently updated version is enclosed. Note that we have new state chairs in Wisconsin, Florida, Missouri, Tennessee, Wisconsin, New York, New Mexico, Hawaii and Alaska. Execom members are being asked to approve John Vernon as a Region 3 member. He was nominated by the state chairs in that Region to replace Mike Thompson, who resigned.

7. LP Materials - The new order form will include position papers 7 (Gun Control) and 8 (The State and "Mental Health") as MacBride literature. This is because the MFPCC is raising and spending far greater sums than the LP and, since we want the papers to continue to be published, we're going to produce new ones and reprints of old ones as MFPCC literature. The numbering sequence will remain the same and after the campaign they will all be available in the LP format.

Please don't forget that we've got very nice YLA and MFP banners available at $7 and $40, respectively. We lost money on the first 5,000 Gay Rights booklet and are therefore raising the bulk price to 15¢ each on the next printing (10,000). LP NEWS hits the mails Monday. Check to see that your state newsletter is being sent to national headquarters. You may write your own state news roundup for the LP NEWS if you wish (we wish you would). Next deadline is June 10.

8. Chairman Ed's Grand Ripoff - Apparently more people believe what Sam Konkin says than should. He reported I was making a salary in excess of $30,000 and a few people have asked me about it. Were that it was true! To set the record straight, your humble servant pulls down a grand a month, for which he is grateful, if not overwhelmed.

Ed Crane