Libertarian Party

National Headquarters

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September 29, 1976

TO: Execom, State Chairs and LP Activists

FROM: Ed Crane

SUBJECT: TV Spots

1. Network Television Spots Confirmed - The MacBride for President Committee has produced three new five minute TV spots and one 30 second spot. They are available for free to state MFPCs and state LPs which are able to finance local spots. The three five minute ads cover separate subjects: The economy, civil liberties and foreign policy. The first spot was aired over CBS last Saturday and received excellent reviews. Most people believe the new ads are substantially superior to the one we ran earlier this summer. The schedule for the remainder of the campaign is as follows:

Date	Time	Following	Network	Ad
Oct. 1	8:55 p.m.	Donnie & Marie	ABC	The Economy
Oct. 1	10:55 p.m.	Serpico	NBC	Civil Liberties
Oct. 10	7:55 p.m.	Bill Cosby Show	ABC	The Economy
Oct. 10	3:55 p.m.	NFL Football	CBS	Foreign Policy
Oct. 15	10:55 p.m.	Charlie's Angels	ABC	The Economy
Oct. 21	10:55 p.m.	Streets of San Fran.	ABC	Civil Liberties
Oct. 28	10:55 p.m.	Streets of San Fran.	ABC	The Economy

Please give us at least one week's notice if you plan on a local showing of one of the spots. The 30 second spot has no tag and you can put your own address at the end if you desire.

2. National Convention - As the enclosed clippings indicate, about 600 libertarians registered for the event. The convention went very smoothly and featured uniformly excellent speakers. Media coverage was fair but not as extensive as it might have been. We received about 2 minutes on NBC network news, a favorable article in the Washington Post, a good UPI wire service account and network radio coverage. In addition, ABC took about 10 hours of footage for an as yet to be disclosed program. Most people felt the convention was a major success. The 420 who attended the Saturday night banquet heard Roger MacBride deliver a rousing speech and were enthused enough to contribute some $17,000 to the campaign.

1516 P Street NW · Washington, D.C. 20005 · (202) 232-2003

3. Literature - As the campaign approaches the final weeks we find we have a surplus of some items and a scarcity of others. We will provide MacBride bumper stickers and MacBride posters (in reasonable quantities) to state parties free of charge if you have a serious plan for distributing them. We have a shortage of MacBride buttons and would like to buy back any surplus the state LPs may have so we can fill orders. Please let us know what excess literature you have available. We plan to print more MacBride flyers which will be made available for free although contributions covering cost will be appreciated. A special new MacBride door hanger will also be available for free beginning October 11. This is a great tool for getting people out in the streets campaigning on a door-to-door basis. The door hangers will be printed in two runs, one emphasizing liberal issues and one emphasizing conservative issues. Since we will get most of our votes from the left and right as opposed to the center we recommend doing precinct research now in order to determine which areas you are going to canvass with the door hangers. State propositions are often good indicators of precinct voting trends so past votes on tax or marijuana initiatives, for instance, might be researched to facilitate selection of precincts for this project.

4. MacBride Audio - By the time you receive this the MacBride Audio system will be in full swing. If you have a state media coordinator please have him or her contact the major radio stations in your area for up to the minute comments from MacBride. The toll free number is 800-424-2495. DO NOT use this number unless it relates to MacBride Audio business.

5. The 3M debates? - A major West Coast television producer has offered to arrange a nationally televised debate between Roger MacBride, Gene McCarthy and Lester Maddox. MacBride and McCarthy have agreed to the terms but Maddox (perhaps understandably) refuses. The producer refuses to put on the debates unless all three candidates agree.

6. Ballot Status - We're on in 31 states with Vermont looking like it will bring the total to 32 this week. We are suing in Oklahoma, Delaware, Kansas, Florida, South Carolina and possibly in Texas and Missouri. McCarthy is starting to gain on us because federal courts are just arbitrarily putting his name on the ballot. So far he's been put on the ballot in Texas, Florida, Oklahoma, Rhode Island, Missouri, Utah, Louisiana and Delaware without collecting a single signature in those states. We are attempting to have Roger's name placed on the ballot in those states in which McCarthy has done this if we're not already on via the petition route. In Oklahoma the state court that put McCarthy on the ballot refused to hear our case. We may go to the U.S. Supreme Court next week on all these cases. I would not attempt to force our way on the ballot via court challenges if McCarthy hadn't done so. My own view is that the courts are being fooled into believing McCarthy has a national organization with national support. The truth is that without his court victories McCarthy would be on the ballot in less than 20 states this year despite having started his "campaign" over a year ago.

7. MacBride Campaign Schedule - Subject to change in the event of national media coverage, the following is Roger's schedule through November 2:

September	30	Washington, D.C.
October	1	New Jersey
	2-4	Ohio
	4-5	New York (Good Morning America)
	5	Michigan
	6	Illinois
	7-8	Minnesota
	9	South Dakota
		Nebraska
	10-12	Colorado
	13-14	Utah
	15	Arizona
	16-17	California (Rest)
	18-20	California (San Diego/Los Angeles)
	21	Nevada
	22	California (San Francisco)
	23	Washington (Seattle)
	24-26	Alaska
	27	Washington (Seattle)
	28	Idaho
	29-31	Open
November	1-2	California (San Francisco/LA)

8. MacBride Tapes - Two forty-five minute tape interviews with Roger MacBride are available to state LPs at no cost. One is a discussion of the platform and the other is a discussion of libertarianism with a conservative. Both are excellent for coffee klatches.

Ed

Ed Crane

THE WALL STREET JOURNAL,
Monday, Sept. 27, 1976

The Libertarian Party

Editor, The Wall Street Journal:

In Arthur Schlesinger's September 2 essay on the presidential debates he argues that a case should be made for including Eugene McCarthy and Lester Maddox in one of the four sessions. He suggests that one criterion for distinguishing Mr. McCarthy and Mr. Maddox from other "minor" candidates might be the number of states in which they appear on the ballot.

For Mr. Schlesinger's information the Libertarian Party candidate, Roger L. MacBride, will be on the ballot in several more states than either Mr. McCarthy or Mr. Maddox. It's time the national media recognizes the fact that a significant new party is on the political scene.

The Libertarian Party will have nearly 600 candidates for local, state and federal offices on the ballot this year in approximately 40 states. The organization and support for the Libertarian Party and for Roger MacBride is substantially greater than that of either former Senator McCarthy's or Lester Maddox's.

EDWARD H. CRANE III
National Chairman
Libertarian Party

Washington

New York Times

Libertarian Convention Cheers Denunciation of Big Governments

WASHINGTON, Sept. 27 (UPI)—Libertarian Party activists listened, took notes and cheered enthusiastically for four days as one speaker after another, usually college professors, praised civil liberties and denounced big government.

The speakers told the 600 delegates of the need to reduce taxes and Federal spending, avoid foreign wars and defend "the undefendables" such as prostitutes and homosexuals.

The gathering, which resembled an academic conference more than a political party convention, ended yesterday. Roger MacBride is the Libertarian Presidential candidate. He is a Charlottesville, Va., lawyer, author and cattle rancher who was nominated at the 1975 convention.

Washington Post

By Austin Scott
Washington Post Staff Writer

Quickly now, what national political party came in third in the 1972 Electoral College presidential balloting, doesn't want matching federal campaign funds and has a platform that runs from radical left to right wing?

It's the five-year-old Libertarian Party. The party's presidential candidate is on the ballot in 31 states, is suing to get on in six more before election day, and the party is running 220 candidates for offices in 25 states.

The Libertarians opened their three-day national convention at the Statler-Hilton Hotel here yesterday with an attack on both participants in Thursday night's presidential debate.

Roger L. MacBride, the party's presidential nominee, told a news conference that "any degree of forthright communication between the candidates and the audience on issues of major concern to all of us was cut off long before the audio went. . . ."

Although very small and very young, the Libertarians are a party with big ideas. "We're about the business of building a major political force in the United States," said Robert Meier, chairman of the MacBride for President Committee.

They spent a lot of time yesterday, in the words of Meier, "patting ourselves on the back" for the progress they've made since 1972, when the party ran no local or state candidates and made the presidential ballot in only two states, Colorado and Washington.

"It's really phenomenal for a five-year-old party to be on the ballot in as many states as we are," said Edward Crane III, party chairman. ". . . Our candidate is not a personality or a name candidate. We're concerned about getting ideas across. . . ."

Libertarianism as a philosophy of "government keep hands off" goes back to the writings of John Locke, John Stuart Mill and Herbert Spencer.

The Libertarians take literally Thomas Jefferson's maxim that the best government governs the least. Their platform reflects that hands-off approach.

"We condemn bigotry as irrational and repugnant," it reads in part. "Nonetheless, we oppose any governmental attempts to regulate private discrimination, including discrimination in employment, housing and privately owned so-called 'public' accommodations. The right to trade includes the right not to trade—for any reasons whatever."

"Conservatives and liberals differ only in the manner in which they would use government to intervene in voluntary human activities," MacBride has said.

"We Libertarians say all such intervention is wrong and that the only proper function of government is the protection of the individual from force and fraud."

The party's 1976 platform begins by saying: "Only actions which infringe the rights of others can properly be termed crimes."

Accordingly, the Libertarians promise repeal of all federal, state and local laws creating "victimless" crimes. These include, their platform says, all laws against the "cultivation, sale, possession or use of drugs . . . all laws regarding consensual sexual relations, including prostitution and solicitation. . . " all laws regulating gambling, and an end to state oppression and harassment of homosexual men and women . . ."

They also say the government has no right to meddle in any way in energy, education, the media, firearms, abortions, labor relations, medical care, mail delivery, welfare, land use, Social Security, campaign funding, foreign aid, consumer protection, and discrimination.

The government should keep nothing secret from the American people, their platform says, and they would abolish "all federal secret police agencies," including the CIA and the FBI. They would also abolish all federal regulatory agencies.

In the case of crimes, Libertarians support "restitution for the victim to the fullest degree possible at the expense of the criminal or the negligent wrongdoer."

That position leads them to oppose no-fault insurance laws "which deprive the victim of the right to recover from the guilty . . ."

They support a well-paid volunteer Army, as well as "exoneration" of all those accused or convicted of draft evasion or desertion, on grounds that the government never has had the right to force anyone into the military, and "members of the military should have the same right to quit their jobs as other persons . . ."

Under a Libertarian government, as their platform envisions it, the U.S. economy would be one of unrestricted free market competition, with the government's role limited to protecting property rights, adjudicating disputes, and providing a legal framework to protect voluntary trade.

They also call for the eventual elimination of all taxes, and "unconditional amnesty for all those who have been convicted of, or who now stand accused of tax resistance."

MacBride, 47, of Charlottesville, Va., said he believes government meddling in all those areas inhibits the growth of private organizations that would spring up to protect the powerless if the government weren't there.

Asked what would happen if, for example, the Food and Drug Administration were abolished, he said he foresaw non-profit panels of citizens that would "report their findings to all of us" on the dangers—or benefits—of food additives and new drugs.

Four years ago MacBride wasn't even known to the handful of people who founded the Libertarian Party.

An attorney, farmer, television producer and former member of the Vermont legislature, he was also a Republican. He came to brief national prominence, as well as the Libertarian Party's eye, when he cast his one vote as a Virginia elector for the 1972 Libertarian candidates.

That made the official score: 521 Electoral College votes for the Republicans, 17 for the Democrats, and 1 for the Libertarians.

Meier said the emotional lift that party workers got from MacBride's action was one "you wouldn't believe!"