



Ontario Libertarian Party
The Party of Choice

Candidate Handbook

**As Presented at the
Caucus Meeting
April 17, 2011
Eastern Sense Restaurant
200 Maryvale Drive
Woodbridge, ON**

Libertarian Caucus Meeting – April 17, 2011

Welcome, and thank you for attending the 2011 annual caucus meeting of the Ontario Libertarian Party. This being an election year, we hope you will agree to contribute to the libertarian cause by committing to participate as best you can in the October provincial election, whether as a candidate, assisting candidates, or otherwise.

As recently as ten years ago, the libertarian movement was little known and the term “libertarian” was rarely heard outside libertarian circles. Times have changed and public awareness of libertarianism has substantially increased. This has happened thanks to the dedicated advocacy of many people, including those within our own organization, as well as the ease with which information can now be disseminated over the internet. I would like to believe it is also due to our rational and consistent view of how society can and should organize itself, through individual choice, in voluntary, non-coercive associations.

Since most people in Ontario still look to democratic electoral politics to address their dissatisfaction with government, it is important we keep plugging away in this arena. When I wanted to “do something” to support my own libertarian thinking back in 1994, the first thing I thought to do was to join and work within a libertarian political party. We want to find more such activists as one result of our political efforts.

We do not live in a libertarian culture and should have realistic objectives for the next election. Although I expect no breakthrough in winning ridings or large vote totals anywhere, we can still influence for the better a small but important number of thoughtful people. Even though success may not always be immediately apparent, our efforts will help achieve this.

Amidst the ever multiplying depredations of the state, it is easy to become concerned with negatives and forget why we are involved in a seemingly quixotic quest. For me it is the satisfaction of helping to create a world in which human potential has been freed from the chains of the chaotic and destructive institution of the state. What is it for you?

Sam Apelbaum

Leader, Ontario Libertarian Party

Introduction

It is my pleasure to present to you the 2011 Candidate Handbook for the Ontario Libertarian Party. Whether you are an experienced candidate or a relative newcomer to the campaign process, we in the OLP executive hope that you will find at least some parts of this handbook useful to you.

Our goals for the 2011 Ontario election campaign are quite simple; to run over 50 candidates, to increase our popular vote, and perhaps most importantly, to attract the attention of freedom-loving activists like yourself, who are willing to do something to make a change for the better in our society.

Throughout this booklet you will find helpful hints on campaign strategy, tactics, legal and administrative details, as well as some sample scripts for your campaign.

We are always looking for ways to improve our support, so please provide any feedback to me or any member of the OLP executive.

Best of luck in October, and thanks for making a difference!

Craig Hodgins

Campaign Director, Ontario Libertarian Party

“Government is that great fictitious entity by which everyone tries to live at the expense of everyone else”

Frederick Bastiat

Campaign Strategy

Most of the electorate doesn't vote. This non-vote is usually the majority position in any election. To attract the protest vote, disaffected libertarians who don't vote, and to help set us apart from the Big Government parties, the theme for the 2011 campaign is "**We are None of the Above.**"

For 2011 our campaign strategy is to saturate certain key regions with media coverage that will highlight two or more candidates for one price. For example, one newspaper may cover three ridings. If we can place some active candidates in those three ridings, one advertisement would cover all three candidates at once.

Each candidate must present a simple, consistent message. People are busy and only want to hear sound bites. So you must say the same thing over and over again, such as "Libertarians want more freedom through less government." Don't get stuck in the weeds and debate technical details with other candidates or the voter. Simply present your message and move on. Be consistent, consistent, consistent.

Recent research indicates that today's voters want more positive messages. It's okay to be negative about government, but never about people. Don't make it personal. We want to be FOR something rather than AGAINST something.

The problem with socialism is that you eventually run out of other people's money

Types of Candidates

You do not have to be a full-time politician to be a candidate for the Ontario Libertarian Party. We realize that many of you are new to the campaign process. It may be also that you cannot stop working during the campaign period to engage in full-time campaigning. That's okay, because there are many levels of activity suited for all types of candidates.

Active Candidate

An active candidate is someone who has the time and resources to attend all-candidates meetings, go door to door or make appearances at public places. Someone who makes the most of media appearances, puts up signs, and hands out brochures.

We don't expect everyone to be such a candidate, but if you can, we are here to support you. Feel free to campaign as much and hard as you like.

Soft Candidate

For want of a better name, the soft candidate may not have the time or resources to attend all-candidates meetings or hand out brochures door to door, but usually these type of candidates can make use of the free media coverage that is available with a little effort. (More to follow on media exploitation)

Paper Candidate

The paper candidate basically does the minimum required to get their name on the ballot, along with the party affiliation. This in itself is an accomplishment, as the more candidates we run and the more people see the term "Libertarian", the closer we move to achieving our goals in this election.

Candidate Tactics

Whether we like it or not, in the vast majority of cases humans make decisions based on emotions, not intellect. What we desire, what we buy, and how we vote is based on emotion, not rational arguments. It is also estimated that the level of communication that should be used in an election is at the Grade Six level.

Humour often results in a good sound bite. Don't be afraid to be funny in the proper context. For example: "It was so cold the other day I saw a Liberal with his hands in his own pockets."

Ask the other candidates what moral right they have to take your property (income) and give it to someone else they deem more deserving?

Campaign Logistics, Administrivia, and Legalities

Voting day is October 6, 2011.

1. If you have not yet joined the Ontario Libertarian Party as a full voting member, do so as soon as possible. Print out and complete the form at <http://www.libertarian.on.ca/content/join-party> and mail it to the Party with your donation/membership fee of \$10 or more. Now would be a good time to make a larger donation to help cover the cost of pamphlets and signs.
2. Sam Apelbaum, the Leader of the Party, may give you a call to chat about our platform and philosophy, to satisfy himself that he should endorse you as a candidate for the Party.
3. You will be asked to sign the Candidates pledge, "I will not advocate anything inconsistent with the Ontario Libertarian Party [Statement of Principles](#)."
4. Let your family, relatives, friends and neighbours know you are running and ask if they would help you and/or donate money to your cause. (Cheque or Money Order to Ontario Libertarian Party.) Tell them about the tax credit. Consider holding a "Meet the Candidate" meeting (maybe a wine and cheese or beer and pizza party) for your friends, relatives and neighbours. Sam Apelbaum and/or Jim McIntosh will be happy to come and discuss the Party platform with them.
5. Confirm with Jim McIntosh, Treasurer, that you plan to run and in which riding. You must name a Chief Financial Officer and Auditor. Jim McIntosh can provide both if you are planning on running a low budget campaign.
 - a. Send a photo and short biography to jim@mcintosh.on.ca. This will be placed on our web site and is intended to satisfy requests from media (and voters) for information. Check the list of candidates on our web site for samples.
 - b. If you can, send a donation to the Party to help cover the cost of pamphlets and signs.
6. Jim will send you a C-1 Candidate Registration and Change Notice Form (with the required information filled in).
7. Sign and return the Candidate Registration form. This should be done before the writ is issued. **The Writ will be 'dropped' on September 1, 2011.** Jim McIntosh will complete Section 14 and send the form to the Chief Elections Officer.

We will send you a Candidate Kit (below). Let us know how many lawn signs you want.

8. Contact your District Returning Officer (DRO) to let him or her know you are running. **Returning Offices will be open about August 27.**
 - a. If you have Internet access, go to http://fyed.elections.on.ca/fyed/en/form_page_en.jsp and enter your postal code. The page for your riding provides an 8.5"x11" map of the riding and the name, address and phone number for the DRO. Otherwise call Elections Ontario (416-326-6300 or 1-888-668-8683).
 - b. Obtain Nomination Paper from your DRO after Aug 27 or at <http://www.elections.on.ca/en-CA/CandidatesAndParties/Candidate/Forms.htm> anytime.
9. Collect signatures. You can do this before the writ is dropped, but you cannot submit the signatures until after September 8. You need signatures of 25 voters registered in your riding, so it is wise to collect at least 30 signatures to be safe. Wear a name tag (provided in the Kit) while collecting signatures. You will need a clip board.
 - a. Canvass your neighbours; explain you need their signature to get your name on the ballot but signing does not oblige them to vote for you. Give them an election pamphlet after they sign (or if they want to know more).
 - b. Go to a local self-serve gas station and approach people while they fill up (a captive audience not in a rush to get somewhere).
 - c. Go to a local mall (not a big one) and approach shoppers. Ask if they live in the riding and explain as above. (Have the 8.5"x11" riding map handy.)
10. Submit your nomination forms (with 30 or more signatures) to the DRO **before 2:00 PM Nomination Day, Thursday September 15.** It is best to submit your forms well before this date in case they disqualify too many signatures and you need to get more. Make sure you are identified as a candidate for the Ontario Libertarian Party. The DRO will offer you a wall map showing the poll boundaries, a list of polling stations, and other materials if you have filed your C-1. (We recommend you do NOT accept the voters list.) Some items will not be available until after the writ is issued. Let the DRO know if you don't plan to use all of the material (e.g. list of voters).
11. Knock on doors. Get volunteers to do the same.
 - a. Give the voter a reason to look at our pamphlet.
 - b. Practice a simple script, such as, "Hello, my name is _____ and I am the Libertarian Candidate in this election. Have you heard of the Libertarian Party? [Pause for answer.] We believe in less government

- and lower taxes. I hope you will read this [hand him/her a pamphlet] and vote for me on Election Day."
- c. If they seem interested, ask if we can mail them an information package.
 - d. Avoid getting into lengthy discussion; this is a delaying tactic practiced by some supporters of the other parties. Invite them to come to an All Candidates meeting. Offer to put them on our mailing list and send them more information. (Get their name, address, phone, email.)
12. Attend "All Candidates" Meetings.
- a. The organizers of such meetings will usually contact the DRO for names and phone numbers of all candidates. It is also a good idea to call one of the other candidate's offices to find out when and where the next meeting will be, in case the organizer is trying to limit the meeting to the big parties. In that case, contact the organizer if possible, or show up at the meeting and insist firmly but politely to be included on the agenda.
 - b. Prepare and rehearse a short speech. You will not have more than five minutes, so limit yourself to 3 main points. It is best if you do not have to read your speech, but do have notes in front of you to remind yourself what you want to cover.
 - c. There is usually a Q&A session. Have a pencil and paper to jot down answers, or to use in the wrap up speech at the end of the program.
 - d. Take a friend with you to help you hand out pamphlets and get names and addresses of interested voters.
 - e. Hand out pamphlets (you, if you're not knocking on doors, and volunteers); Streetcar and Bus stops; GO Train station (get permission); and door to door
13. Collect Names and Addresses from interested voters (potential members). This is the primary objective of your campaign – find more libertarians.

Candidates Kit - provided by the Party

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| <ul style="list-style-type: none"> ❑ 2 name tags for you and a volunteer to wear while collecting signatures and campaigning. (More on request) <p>If you plan to attend All Candidate Meetings</p> <ul style="list-style-type: none"> ❑ 100 generic pamphlets with your name, bio and photo. (Send us your bio and photo) ❑ 10 copies of the Party Platform. | <ul style="list-style-type: none"> ❑ Sample 1, 2 and 3 minute speeches to be used on radio free time and at All Candidates meetings. (e.g. CFRB 1010 AM in Toronto provides one minute free time for every candidate in the Greater Toronto Area.) ❑ Copy of Mary Ruwart's book <i>Short Answers to the Tough Questions</i> ❑ 2, 4 or 6 lawn signs with your name (on request) |
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Media Opportunities

All candidates should take advantage of the free publicity offered by the local media. Some of these are listed below.

Newspapers

Local newspapers are looking for stories, and election time brings a lot of possibilities. Probably a reporter from the local paper will call on you for an interview. They are looking for some personal background information, why you are running, and what is your platform.

You can provide as little or as much personal information as you want, but the electorate just wants to know a little about you and your family. You must have a reason for running that makes sense, or you will lose credibility from the start. As for a platform, you don't need to have a "red book" or "green book" like the Big Government parties. Just be prepared to list a few things that you think need changing in our society and point out libertarian alternatives.

Things start happening quickly after the writ is dropped. It may help to write out a brief statement before then so that you can refer to it at the interview to refresh your mind.

Local TV

Local cable TV stations may invite you to make a taped statement or participate in a small debate. If you feel up to it, don't be afraid to take advantage of this. Last election Rogers Cable invited me to take part in such a debate, but the other candidates were not only from different parties, but also different ridings. In this way it reduced the heated debates (that we know and love from national TV).

Again, write out your statements and thoughts ahead of time, maybe on 3x5 cards, and just stick to the main principles that attracted you to the Ontario Libertarian Party. We want to educate, not win debates.

Local Radio (CFRB)

CFRB allows each candidate in the GTA one minute to present their case to the people. They will call you and set up a time of their choosing. This is a great and free way to get libertarian ideas out there. It's not about you so much as the idea of freedom. You can write out a formal statement and just read it over the phone, or use the sample speech supplied in this booklet. They will not let you go beyond the allotted time, so be clear and concise and keep it to one minute.

Internet

Last election the Toronto Star set up a website where all GTA candidates could present their platforms to the people. The Star will ask you some questions electronically via email and then post your responses to their website.

Social Media

What is Social Media?

This is an overloaded term, but in general it refers to Internet sites used to connect with others. The two biggest (and most relevant for politics) are Facebook and Twitter. We can also use technologies like blogs, videos and podcasts.

General Concepts

In general, while you are using these social media sites to promote yourself and your campaign, it's important that you don't allow your posting to become all about self-promotion. If you fill your followers feeds with self-aggrandizing junk, you will quickly become spam in their mind, and ignored or unfollowed.

Your goal should be to engage people in conversation, on topics of interest to them. While you want to take opportunities to address any points they make on politics with our perspective, also engage with them on other topics that you share an interest in. Once somebody likes you, they will not only be more willing to vote for you (if applicable), they will help you

of their own volition, by spreading the word about you and what you have to say.

Facebook

With 18 Million users in Canada, Facebook can be a huge resource for us. Because many of your friends are local, and many of theirs are local, Facebook is a great way for you to connect with local voters through your personal network.

Beyond your profile, Facebook provides two excellent tools for you to promote your candidacy – Groups and Fan Pages. There are subtle differences between the two – a Group allows anybody to post to the wall, for example, whereas a Fan Page is much more controlled. You can use these as a place to post news and updates, connect with potential voters, announce events and – if you want to spend some money – advertise with Facebook ads.

There are some special considerations with using Facebook to promote yourself. First, anything you post shows up on your *friends* news feeds. Be respectful of them and their space, and limit your posting. For most people, Facebook is a place to connect with friends – they aren't interested in excessive spam about you or your campaign. When you post something, make it count. If you don't, you will quickly be added to the Ignore list.

Second, remember that you are now a public figure, at least somewhat. While it's always useful to keep in mind, with Facebook it's doubly important you don't post anything you don't want the entire world to know. The media will (hopefully) be interested in you, and your Facebook profile is a good place for them to start.

Twitter

Twitter is quickly becoming a must have tool for public figures. Stephen Harper (@pmharper), Michael Ignatieff (@M_Ignatieff), Tim Hudak (@timhudak) and dozens of other politicians are now using Twitter. Most of them are obviously run by PR people, and do nothing more than parrot platform positions (@pmharper). The best of them (@timhudak) are actually run by the individual himself, give glimpses of them as an individual

outside of politics, and are used to engage people in conversation.

Some keys to success with Twitter:

- Find and follow local people. Re-tweet their interesting posts, and say interesting things yourself. They will often follow you back.
- Engage with people on any topic, not just politics. Say interesting things, but not everything you post needs to be pithy, clever or some great pearl of wisdom
- Unlike Facebook, twitter allows you a lot more freedom to be yourself. You will find followers that want to see what you have to say; you don't need to worry about filling your friend's news feeds with things they are uninterested in

Blogging

While a blog isn't traditionally considered social media, you can use a blog (or personal website) as a central piece of your social media strategy. As a blog is your personal space, you can post anything at all, as frequently as you choose. It's a great place for you to expand upon libertarian ideas, your reasons for running, specific issues and more.

You can use the other mediums mentioned to spread the word about your blog, and bring in readers. Make sure you leave comments open on your posts, and respond to as many as need a comment – commenters are at the heart of a successful blog, so if you get somebody engaged enough to respond, keep them engaged, and the best way to do that is by replying to them.

Where other social media tools are often as much about relationships as content, blogs thrive on quality content. A few pieces of great content (along with some luck) are enough to launch your blog, so that's where your focus should be when blogging.

Conclusion

Social media is a powerful way to spread the word about the Ontario Libertarian Party and your personal campaign. To see an example of the power of social media, one need only look at Dr Ron Paul in the US, or the success of Naheed Nenshi, who became Mayor of Calgary based almost

entirely on his Facebook campaign.

It is also easy to become completely irrelevant if you don't base your social media strategy around the idea of building relationships and engaging in conversation. The only way to truly leverage the power of these tools is by having others who are willing to act as advocates for you and your position, because they like and respect you, or in the case of blogging, have created a piece of content so compelling they want to share it.

Talking Points

- we prefer competition over government monopoly
- we would not stimulate the economy by stealing from your children
- we would not bribe voters with their own money
- don't waste your vote on more of the same
- vote Libertarian to give voice to your protest
- vote Libertarian to make a statement
- vote Libertarian to get different results
- vote Libertarian to stop the insanity
- use your ballot as a weapon
- send a message to Queen's Park
- we are Libertarians; we are None of the Above

Debating Techniques

The Wrong Assumption

You will get many questions that will easily move into the Big Government arena if you try to answer on their grounds.

The best answer is to say that you don't agree with the assumption in the question, which is that only government has the answer. Instead, by showing that government is the problem, you can turn the debate to libertarian ideas.

"I disagree with the assumption in your question, which is that government is the only answer to helping the poor. Government has had over 50 years to reduce poverty, yet we have more poverty than ever. It is insanity to keep doing things that fail."

Then start explaining how in the past people were taken care of by charities, church groups, and co-operatives. Ask: "If you really wanted to help someone in need, would you rather give a dollar to the Salvation Army, or to a government bureaucrat?"

The Better Question Is ...

Another way to take control of the debate is to respond with “A better question is....”. For example, if someone asks “Won’t your policies encourage drug addiction?” you could respond with “The better question is, why are we treating a health issue as a criminal issue?” This opens you to reform the debate on your terms.

Sample Radio Script

By what moral right does the government take your income and give it to someone who they deem more deserving? The Ontario Libertarian Party stands for more freedom through less government. We would not stimulate the economy by stealing from your family. We would not bribe voters with their own money. We prefer competition over government monopoly. On election day, don’t waste your vote on more of the same. Vote Libertarian to give voice to your protest, to make a statement, to stop the insanity. On October 6 please vote [your name] to send a message to Queen’s Park.

Sample Newspaper Article

My name is [your name] and I am running as the Libertarian candidate for [riding name] in this election because I want to stop the insanity of Big Government monopoly. Big Government is too intrusive, too wasteful, and out of touch with individual liberty. Big Government has had years to reduce poverty, stop crime, and increase educational standards. How is that working out for you? After years of Big Government intervention, we have more poverty, more crime, and less well-educated students than ever before. Utility costs are rising, health care lines are getting longer, and Johnny can’t read. What is Big Government’s answer? Tax and spend. A libertarian society would value individual liberty, responsibility, and abundance for all.

Sample Brochure

Sample Bibliography

Words That Work – Frank Luntz

A “conservative” campaign guru looks at how emotions beat out rational thought.

The Political Brain – Drew Westen

A “liberal” comes to the same conclusion.

Secrets of Libertarian Persuasion – Michael Cloud

Techniques to help get across libertarian ideas.

Libertarianism in One Lesson – David Bergland

The Libertarian Reader – Davod Boaz

Atlas Shrugged – Ayn Rand

“One of the great mistakes is to judge policies and programs by their intentions rather than their results”

Milton Friedman