


**Welcome to the 2010
 Ontario Libertarian Party
 Caucus Meeting**
 Preparing for October 6, 2011
 Ontario General Election

Agenda

- 12:00 - Welcome
- 12:00 – 12:05 Message from the leader
- 12:05-1:00 - Election 2011
- 1:00-1:15 - Break
- 1:15 – 2:45 - Open discussion
- 2:45 – 3:00 Wrap up



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Objectives

- To run at least 60 candidates across the province
- To have a full slate of candidates in specific key regions (saturation)
- To double the number of votes received (18,000)
- To increase media exposure

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Types of Candidates

- Paper Candidate
 - Just get your name on the ballot
 - Personal entry on the OLP website
- Participate in media activities
 - Toronto Star website
 - Local newspaper interviews
 - Local cable programs
 - Radio (CFRB)
- Active – All of the above plus
 - All Candidates Meetings
 - Door-to-door canvassing/distribution

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Campaign Support

- Candidate training school
- Volunteers, help with signatures, help with paperwork
- Pamphlets and signs
- Media blitz
- Guidelines on answering questions and debating (Sample speeches)
- Regional advertising (radio, local papers)

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Technicalities

- Obtain letter of Endorsement from the Party Leader (to have Party name on ballot)
- Be a voting member of the Party and sign a pledge, "I will not advocate anything inconsistent with the Ontario Libertarian Party Statement of Principles."
- Appoint an Official Agent (treasurer) and Auditor (Use Party CFO and Auditor)
- Register with Elections Ontario Finance Department (Can be done before the Writ is issued)
- Need to collect 30-35 signatures from voters in the riding – provide to Returning Officer before close of Nominations (September 15, 2011)

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Debating Techniques

- Don't need to memorize a voluminous platform or carry a large binder
- *Short Answers to the Tough Questions* by Dr. Mary J. Ruwart
- Simple techniques



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Simple Techniques

The better question....

- Example: de-criminalization of drugs
- **“The better question is why should someone else be able to tell you what you may or may not put into your body?”**
- Lead into the Libertarian position

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Simple Techniques

- Assumption....
- “What about” (fill-in-the-blank)?
- **“I disagree with the assumption in your question that government is the answer to**”
- Point out that government has had 60+ years to resolve the problem (poverty, education, homelessness, healthcare, environment, etc)

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Simple Techniques

- Stick to the fundamentals
 - Government is all about force; Force should only be used to protect life, liberty and property
 - Liberty is the freedom to choose for yourself
- Emotional sound bites
- The average person has a Grade 6 level of comprehension (Keep it simple)
- Repetition, repetition, repetition
 - Need to hear a message 17 times before it is understood

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Things to Ponder

- The democracy will cease to exist when you take away from those who are willing to work and give to those who would not.
 - Thomas Jefferson
- One of the great mistakes is to judge policies and programs by their intentions rather than their results. – Milton Friedman
- The problem with socialism is that you eventually run out of other people's money.
 - Margaret Thatcher

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Things to Ponder

- Why is political self-interest more noble than economic self-interest?
- Self-interest is not selfishness
- Does power corrupt, or does power attract those who are already corrupt?
- Governments take half what we earn
 - how are we different from slaves?
- If you don't ask for donations, you probably won't get any.






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Things to Ponder

- A liberal is a person who gives away everything he doesn't own
- A liberal is a person who allows anything – as long as it is mandated
- Democracy has to be more than three wolves and two sheep voting on what's for dinner
- Do not equate democracy with liberty
- Be thankful we don't get the government we pay for
- It was so cold the other day I saw a Liberal with his hands in his own pockets

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Experiences from the Field

- Letter writing – John Shaw 
- Blogging – Allen Small 
- Campaign experiences – Paolo Fabrizio 

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What is our Vision?

- Liberals and Conservatives are caretakers and only want to be in power
- The NDP has a vision for where to take the province 
- Libertarians have an alternate vision for where to take the province 
- We must brand “liberty”
- We must package “liberty”

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Positioning Statement

- Creates a brand
- Unique
- Narrow
- Affordable
- Durable
- Believable

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Themes

- “Fight crime. Cut government”
- SOS (Stop Over Spending)
- “Where's my bailout?”
- Protest vote (we are “None of the above”)
- Monopoly vs Competition
- “Government is the problem – competition is the solution.”

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Break

- Open discussion on...
 - themes
 - Policies
 - questions
 - ???



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