

THE MICHIGAN LIBERTARIAN NEWSLETTER

The Michigan Libertarian newsletter is the official periodic source of information for the members of the Libertarian Party of Michigan and a source of information for prospective Libertarian voters. As such, it should be professional in appearance, strike a positive tone concerning the accomplishments of the Party and its candidates, and be suitable for reading not only by members, but also Michigan voters generally. It should include articles pertinent to the activities of the Libertarian Party in Michigan, and be reliably published on a set schedule.

The Newsletter should be:

- Professional in tone and appearance – well-written, free of typographical and grammatical errors, and include attractive photos relevant to the articles.
- Positive in its perspective of the Libertarian Party and its candidates – persuasively promoting the values of and prospects for the Libertarian Party and its candidates, free of criticism of Party members and candidates, and avoiding discussions of intra-party factionalism and squabbles.
- Pertinent to the goals and interests of the Party and its activists – timely reporting on the activities of the Party and its candidates here in Michigan, seeking out the facts regarding their activities in order to report them, persuasively discussing issues important to Michigan voters for which the Party has a position different than the position taken by many non-Party candidates, and avoiding publishing articles as “filler” that don’t meet these criteria.
- Punctual in production – Published, without fail, on a set schedule and without delay, in order to reliably promote timely reporting of current and future events.

In addition to timely articles, each issue of the Newsletter should always include:

- A complete calendar of upcoming LPM state party, affiliate and candidate events.
- A plea for contributions to the LPM, including information on how to contribute.
- Links to the LPM website and Facebook pages and Twitter account, a contact email address, and the LPM’s mailing address and 800 number.
- The campaign finance disclaimers required by law.