



# Freedom Flyer

The official newsletter of the FREEDOM PARTY OF ONTARIO!

VOLUME 1, NUMBER 6

ELECTION ISSUE!

JANUARY - JUNE 1985

## ELECTION '85



Thursday, May 2, 1985

LONDON FREE PRESS

# Creating a Choice



# CREATING A CHOICE Freedom Party in Election '85

by Campaign Director  
Marc Emery

ELECTION '85  
A WONDERFUL BEGINNING

'Wonderful' may be an unusual term to describe an election campaign. Most campaigns are described in more technically-oriented terms, perhaps followed by some superfluous ones like 'brilliant' or 'making solid inroads' and all that. But none of these terms would by themselves describe the harmonious teamwork and effort displayed by our members in London, where **Freedom Party** fielded its first three candidates in a provincial election.

Campaign strategies, objectives, and policies were all adhered to and met. It was evident that our members had confidence in our strategy; all were aware that they were participating in a long-term, well-planned continuous campaign and that they were promoting the party's political theme that "the purpose of government is to protect our freedom of choice, not to restrict it."

For myself, it is particularly satisfying to be able to report that all 65,000 pieces of literature were delivered on schedule, that campaign costs came in on budget, and that our volunteers not only enjoyed their work, but also volunteered to help out on future campaigns. To date, among the many suggestions we received and will use in future election campaigns, not one complaint was received from the public, members, or volunteers with respect to our candidates' themes, styles, or professionalism employed during **Freedom Party's** campaign in Election '85.

## THE VOTE

### *Expectations vs Reality*

One of the greatest threats faced by any political effort in its infancy is the threat of the unrealistic expectation. When it comes specifically to political parties, there's no more fertile ground for unrealistic expectations than the vote. For that reason, we made it a point to repeatedly stress that the greatest number of votes that could be expected by any one of our candidates would be in the range of 100 to 200.

This was done because (a) it was likely to be realistic, (b) our campaign promoted the party, not the candidates (in fact, the candidate's name did not even appear on our literature), (c) it was our intention to reinforce to both media and supporters that our goals were aimed not at votes, but at new members and community involvement, and (d) it would establish a basis for realistic expectations, and thus prevent a let-down in post-election morale.

It is very important to keep a lid on expectations of activists and candidates who get "election fever" during a campaign. It is easy to mistake the public's increased awareness of **Freedom Party** and friendly remarks like "You have many good ideas" as a vote trend, which, of course, it definitely is *not*. It is critical that our results be compared with our own claims of expected results, rather than with the uninformed and unrealistic expectations of others.

## LONDON & WESTERN ONTARIO

THE LONDON FREE PRESS, Wednesday, April 17, 1985

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Attendance was up significantly for Tuesday night's London South all-candidates meeting, sponsored by the chamber of commerce. About 100 people showed up compared with about 60 in London North on Monday. At right, Liberal Joan Smith makes a point. Beside her are Gordon Hume, general manager of CKSL Radio who was the moderator, and Robert Metz, contesting the riding for the Freedom Party of Ontario. Other candidates are Consumer and Commercial Relations Minister Gordon Walker and New Democrat David Winninger.



Although the press coverage below may initially not seem flattering, the positive response generated by the half-page article in the *London Free Press* proved that the first step towards attaining credibility in the political marketplace is to develop a realistic self-image.

The second step is to promote realistic expectations. Like it or not, *Freedom Party* IS a "fringe party." As a very recent

entrant in the political marketplace, it is only natural to assume that we are on the "fringe" of the public's awareness and that as a consequence, our electoral expectations had best be tempered to coincide with that reality. As to the claim that fringe parties "don't go anywhere," one's perspective must also be tempered by the knowledge of knowing *where* one is going. And we got there.

(Reproduction: 70% of original size)

# Fringe parties don't go anywhere — or expect to

By Nick Martin  
Toronto Bureau

Premier Robert Metz? Don't count on it.

Not even Metz, the leader of the London-based Freedom Party of Ontario, is predicting more than 200 votes for himself in London South or for any other Freedom candidate in the provincial election.

Fringe parties rarely go anywhere in Ontario provincial politics and the 1985 election should not be an exception, particularly in the ridings in and around London.

While eight political parties have gained official registration in Ontario by submitting petitions signed by 10,000 voters — thereby gaining the ability to issue tax receipts for political contributions and use the party name on election ballots — it looks as though it will be strictly the Tories, Liberals and New Democrats divvying up office space at Queen's Park again.

The Freedoms expect to run candidates in the three London ridings and as many as seven in Toronto, but the Libertarians will have no more than two in South-western Ontario and the Green party will not likely field anyone close to London.

The Communist Party of Canada hasn't any plans for the London area and the Northern Ontario Heritage party, formed in 1977 to campaign for provincial status for Northern Ontario, has never run a candidate anywhere and has virtually no members.

If the Rhinoceros party, Marxist-Leninists, Social Credit party — none has sought official recognition in Ontario — or any other group runs candidates, they'll be listed as independents.

The Freedom party started in London last year, rising from the ashes of Toronto's Unparty, itself an offshoot of the Libertarians. The Unparty had obtained official status but was going down the tubes when its power base shifted to London and underwent a name change, retaining the coveted official party registration.

Metz — party president, leader



Freedom party president Robert Metz and campaign director Marc Emery, in the background, haven't any illusions about their fringe group's chances in the provincial election.

and London South candidate — and campaign director Marc Emery acknowledge they're not putting together a transition team to form the government at Queen's Park. What they're doing in their third-floor walkup above a music store on Richmond Street is laying the groundwork to attract more people for a real run at power in a decade or so.

"Realistically, we expect our candidates to get between 100 and 200 votes," said Metz.

Metz, 32, is a self-employed accountant. Emery, 27, operates the City Lights book store. A former federal and municipal candidate, he became a controversial figure through his opposition to paying a business levy for the downtown business improvement area.

Emery doesn't make any secret of the fact he intends to run in November's municipal election and many of the Freedom party's

issues spill into the municipal field. He will not run provincially this time.

The Freedoms will campaign on anti-censorship, freedom-of-choice in any government-related activity, keeping tax money out of London's bid for the 1991 Pan-Am Games and generally keeping government out of the economy.

They even consider Consumer and Commercial Relations Minister Gord Walker a left-winger because of government intrusion in the marketplace and private citizens' freedom-of-choice and denounce Liberal leader David Peterson for mouthing "Liberal party socialist claptrap."

The Freedoms show up whenever it can in London to fight for citizens' rights and become established as an intelligent, articulate, well-informed political movement, said Emery. "People think politicians are a scummy lot

anyway. The premise of our campaign is to appear credible."

It annoyed Emery that Metz calls the Freedoms a fringe party, but the party leader argued: "I use fringe party because, in the eyes of people, we are."

That drive for credibility is what compelled Emery to publicly praise the police for firing tear gas to break up a student party at Gatewood Place last fall, said Emery, and to campaign against the union members now on strike against Eaton's.

"They're never going to get unionized there now. The whole left-wing radical front is causing that whole union to commit suicide." The Freedoms will always defend the right of workers not to join a union, he vowed.

Denouncing union organizers at Eaton's led Emery and Metz onto another of their favorite topics: feminists, described by Emery as "strident, shrill, left-wing radi-

cals." Feminists are "an organized NDP front" who do not speak for the great majority of women, said Emery. Women's issues, such as day care, equal pay for work of equal value and affirmative action are non-existent issues for most people, he said.

The Freedoms will target Peterson in the election campaign because he is "four-square in favor of more censorship" to combat pornography and because he favors more day care, Emery said.

While the party says it will run candidates in all London ridings and as many as seven in Toronto, only Metz and Michelle McColl are announced candidates. McColl, an employee of the London Penny Saver, will run in London Centre. The party does not believe in nomination meetings. Metz and Emery hand-pick candidates who are acceptable to them. They have 130 members signed up and expect at least 50 to work actively on a London election campaign.

Any candidate, warned Emery, would have to be prepared to carry the "legacy" of a trouncing at the polls.

Among the Freedoms' planks will be:

- No tax money for the London Pan-Am Games or the domed stadium in Toronto.
- An end to the Ontario Human Rights Commission that prevents employers from exercising their freedom of choice in hiring, said Emery.
- Provincial and municipal taxes applied only to hard services, such as roads and sewers.
- An end to the Ontario Film Review Board and all censorship.
- An end to rent control and the government's monopoly on beer sales.

Emery refused to label his party, saying both left and right wings are evil.

The Ontario Libertarian party again will field Kaye Sargent in Oxford where she won 1.5 per cent of the turnout in 1981 with 493 votes, but a London candidate is questionable.

"We're sort of weak here in London," said Bruno Oberski, who ran federally for the Libertarians twice in the Hamilton area before

moving to London. While he will not be a provincial candidate, Oberski said, "we're trying to form an association here for the whole city."

If the Libertarians field a local candidate, it will be in London South, said Oberski, although the party is somewhat lacking in members throughout the city.

A turnout of 1,000 votes would get the Libertarians' message across but that isn't likely, he conceded. "We're talking 200 or 300 votes."

Given that the Freedom party evolved from a breakaway group from the Libertarians, and Emery himself is a former federal Libertarian candidate, the similarity in their philosophies is not surprising.

Referring to what he called "The Pan-Am Olympics," Oberski said: "Where does it stop? They can only tax us 100 per cent and then we're a totally socialist society. The handouts have got to stop somewhere."

The environmentalist and peace-oriented Green party received official status a year ago, fielding dozens of candidates across Canada in the Sept. 4 federal election but will have only a few provincially in the Toronto and Niagara Falls areas, said party spokesman Jutta Keylewerth of Toronto. The Greens won't be in the game in London.

"It's so small and few and far between" around London, said Green party Oakville candidate Chris Kowalchuk, recently dispatched to the University of Western Ontario to try to drum up support.

Only six people showed up at UWO to discuss the Greens, he said. The Green party eschewed personalities and traditional structures a year ago to the extent that party leader Trevor Hancock told reporters he was party leader only because some government regulations require an official party to have a leader. The party shied away from recruiting environmentalist Richard Thomas — a former Liberal who lost the Parry Sound provincial riding by six votes in 1981 — because he was too well known with the general public.



4 Needless to say, the 1,600-plus votes we received at the polls across London well-exceeded our expectations of only about 200 votes per candidate. As a consequence, we found ourselves constantly being congratulated by both the media and the public for "doing better than you thought you would."

Success comes in many disguises.

#### TACTICS

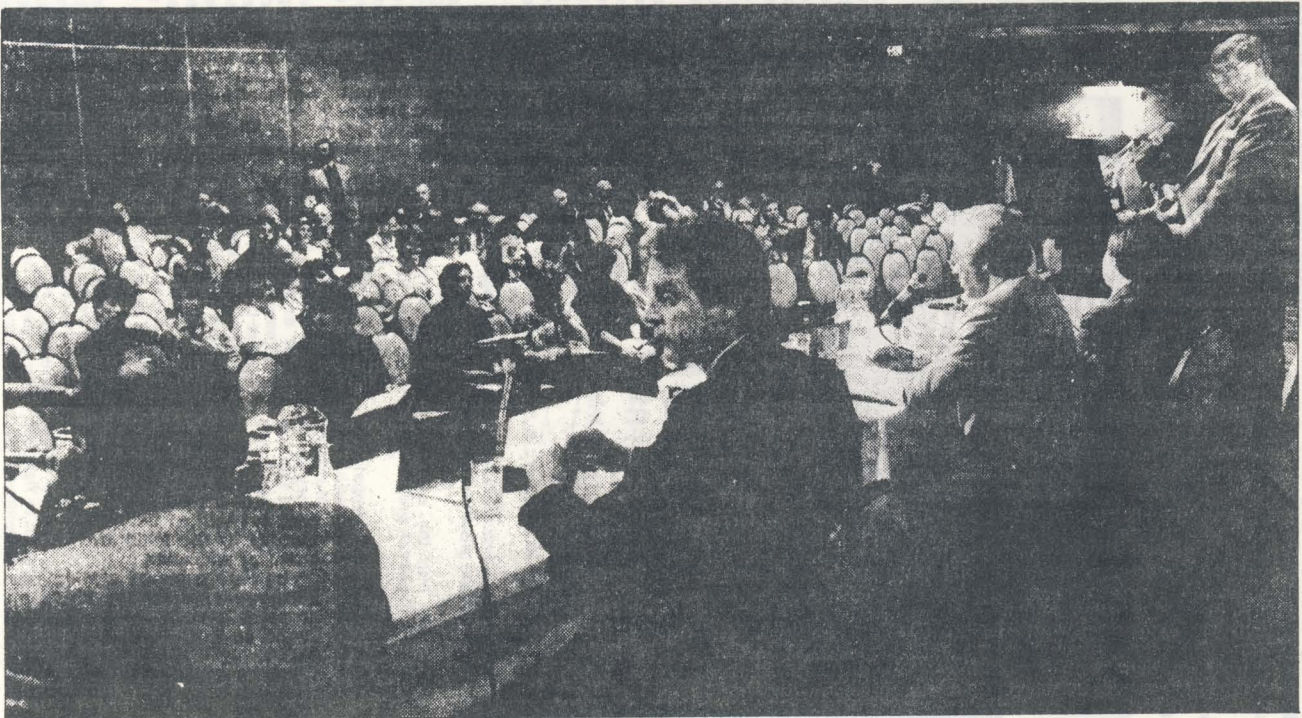
Our campaign tactics were simple: deliver a single brochure with an enclosed post-paid card (offering information and action options for those interested) to 65,000 households in the campaign areas of London North, London Centre, and London South. Since our primary campaign objective was to find and solicit members from the public who shared some common beliefs with **Freedom Party**, the over-300 serious responses we received have presented us with an excellent base from which to draw future supporters of campaign initiatives.

Our election signs were produced as 'generically' as possible to allow their use in all three ridings and so that they could be reused for future elections and special events. Candidates' names were simply printed on stickers designed to fit an appropriate blank on the sign. Most importantly, our signs said nothing about 'voting' --- we were asking for involvement.

#### LITERATURE

**Freedom Party's** election brochure was ready and at the printers three days after the election was called --- deliveries began by day ten. A copy accompanies this newsletter.

We were fortunate in having been able to test out our design style well before the election --- it was precisely the same as the one employed by us in conjunction with the local *Eaton's* employees NO-UNION campaign last fall (see *Freedom Flyer* no. 4 & 5) --- and which proved to be highly effective.



(Reproduction: 60% of original size)

Sam McLeod of The Free Press

A disappointing crowd of about 60 people turned out Monday to hear the four provincial election candidates for London North in debate at the City Centre Holiday Inn. From left, seated, are Liberal Ron Van Horne, Freedom Party candidate Rob Smeenk, Tory George Avola and New Democrat Marion Boyd. At the microphone is moderator Gordon Hume.

## Candidates' debate draws small crowd

Jobs, taxation, government longevity and separate school financing were the election issues the four candidates for London North had on their mind Monday as the London Chamber of Commerce sponsored the first of a series of all-candidate nights at the City Centre Holiday Inn.

A disappointing crowd of only 60 people, nearly all of them party workers or media representatives, turned up for the debate and question period which was moderated by Gordon Hume, general manager of CKSL Radio.

Liberal Ron Van Horne, MPP for the riding in the last house, zeroed in on the "dry-rot infested" and "barnacle encrusted" Tories, reminding his audience that anyone under the age of 42 in Ontario had never known any other government. It was time for a change to the Liberals, he said.

The dry rot of Conservative arrogance, he said, showed in patronage appointments like that of Clare Westcott, former executive director of retired premier William Davis's office, to the chairmanship of the Metro Toronto Police Commission. That job, he said, would pay him a salary of more than \$80,000 a year on top of a government pension of \$60,000.

"That is what you call a barnacle on the bottom of the good ship Ontario," Van Horne said.

Progressive Conservative candidate George Avola spoke out on the need to build on years of prosperity and on the Tory government record of job creation which he called the best in Canada. "The record of the Conservatives," he said, "was one of excellence."

The continuance of growth, he said, would allow Ontario and Ontarians to create the new jobs it still desperately needs and to maintain a social service network that is one of the best in the world.

New Democratic Party candidate Marion Boyd insisted her party is not the anti-business party it is so often painted as and blasted the Tories for tax giveaways to major corporations when it was allowing small business to wither.

An NDP government, she said, would ensure that small business is given the affordable credit needed to grow and prosper and to create the jobs that are so desperately needed in the economy.

Rob Smeenk, candidate for the Freedom party, said his aim on the election trail and that of his party is to argue for less government and less regulation on both people and

business. The businessman, he said, has been turned into a permanent scapegoat for all of society's troubles when it is business skills that are required to turn the economy around and create jobs.

He added that "freedom of choice" is perhaps the issue of the election and one that he intends to spend a great deal of time addressing.

On the issue of separate school financing, all three traditional party candidates spoke out firmly in favor of extension of full public financing to Catholic schools up to Grade 13, but all three, including Conservative Avola, added there is a need for more thorough public and legislative debate on the issue. Smeenk preferred a "voucher system" where Ontarians would be able to divert their taxes to a school system of choice.

(Reproduction: 85% of original size)



As to the text, it was relatively easy to read, but highly philosophical in relation to the offerings of the other political parties. Though some regarded it as slightly "word-heavy", it was important to consider that our strategy was to appeal to those who basically were already in agreement with us. Since our platform and philosophy require some understanding of intellectual tenets, anyone interested enough to *become involved* with our party would want some depth.

Some critics claimed that we did not deal specifically enough with the "issues" in our election brochure --- a deliberate manoeuvre. Many people peruse literature only in order to find something objectionable to justify their vote *against* "something", but because our message was so highly philosophical, few people had a reason to disagree with us and consequently we made few enemies.

## THE CANDIDATES

Although two of our three candidates had no previous experience on the political frontlines, they were well briefed on the issues and maintained a firm grasp of **Freedom Party's** philosophy and campaign strategy.

Possibly the most gruelling question period of the whole election campaign occurred at **Freedom Party** headquarters during a mock candidates debate, where each candidate was required to answer a half hour of intense questioning from the "audience", **Freedom Party** volunteers who played devil's advocates for the evening.

Initially, both Michelle McCollm and Robert Smeenk expressed some reservations about their ability to handle questions in light of the pressure applied on them during the exercise. It was our expectation, however, that the new candidates would be turning all the questions they

*cont'd*

# London South candidates' meet encourages Jaycee sponsors

By Tony Hodgkinson,  
of The Free Press

Unlike their counterparts in London Centre who had an early night this week when an all-candidates' meeting was cancelled because of a poor turnout, the four London South election campaigners got to go through their platform recitations for the fourth time Tuesday.

It was to the delight of the West London Jaycees, fearful of a repeat of Monday night's low attendance that resulted in the London Centre candidates agreeing to scrap their meeting when only four voters showed up.

The Jaycees' meeting chairman, Blaine Channer, said he felt that "a lot of publicity" generated by "the negative aspect" of Monday's meeting had been instrumental in encouraging more people to respond to Tuesday's political gathering at Laurier Secondary School.

Channer said a hand count showed there were 23 voters in the audience which also included about 20 campaign workers and media representatives.

It was the fourth all-candidates meeting for the London South standard-bearers in the May 2 provincial election — Tory Gordon Walker, Liberal Joan Smith, New Democrat Dave Winninger and Rob Metz of the London-based Freedom Party of Ontario.

Much of what they had to say was a repeat of their previous platform electioneering, although the meeting became dominated by education funding during which Metz was given a grilling by his political colleagues and members of the audience over his argument that individuals should be allowed to direct their education taxes to the system of their choice.

He charged that education is a government monopoly which is "turning out a bunch of clones" and added that individuals should be responsible for their own post-secondary education and not have to pay for the education of others all their lives.

Winner said the provincial government's payout of six cents on the dollar for education is the lowest in the country. He reiterated NDP policy, which advocates removing the education tax component from the municipal level and collecting the money through income tax, which, he said, would better reflect a wage earner's ability to pay. He termed government funding for education as appalling.

Earlier, Walker defended his government's track record and took the opportunity of saying the poor turnout at the meetings demonstrated that people are "relatively content" and that "there are no substantial burning issues in our constituency."

However, he added that in his campaign to retain the London South seat, he had concluded that the issues on the minds of most people were the economy and jobs.

In an interview, he said the concern stemmed from the fact that most people had been affected, or at

least become somewhat apprehensive, of the worldwide recession and were frightened.

However, he told the meeting that Ontario has "had real success in our recovery" and that 335,000 net new jobs had been generated in a two-year period up to December, 1984.

Walker's appraisal of his government's performance was attacked by Winninger who said unemployment among youth in London has topped 16 per cent. He said there were three major reasons — job availability, lack of job skills among the young and illiteracy.

Complaining that 75 per cent of highly skilled workers were trained overseas, Winninger added that the number of apprentices in Ontario account for less than one per cent of the total workforce. He said there are not enough skills training programs at a time when the high rate of unemployment is mixed with a skills shortage.



Bill Ironside of The Free Press

London South candidates face an audience of 24 Tuesday at a West London Jaycees' meeting after a Monday session with London Centre candidates was scrapped when only four voters turned out. Fielding questions are (from left) Tory candidate Gord Walker, New Democrat Dave Winninger, Liberal Joan Smith and Freedom Party president Rob Metz.

(Reproduction: 60% of original size)



had difficulty with over in their minds during the following ten days prior to the first *real* all candidates debate. Delightfully, this is exactly what happened. Questions that were "difficult" became easier to answer, accompanied by an equivalent degree of greater confidence in the answers.

By the time the campaign was in full swing, our candidates always appeared in public sharply dressed, spoke out firmly in favour of freedom of choice, and always asked voters to get involved with our local initiatives.

After opening speeches were made, the difference between **Freedom Party** and the other parties was made crystal clear, even without ever having to mention the other parties by name or by policy. In this way, no one was offended by our approach, leaving the door open to a consideration of our ideas.

Because of the credibility and professionalism exhibited by our candidates, we can all be thankful that **Freedom Party** was not treated like most "fringe parties", but rather, as part of the political mainstream.



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(Walke, lost to Liberal Ron Van Horne in London North in 1975 but was elected in London South in the 1977 provincial election and has since served as min-

ister of correctional services, minister of industry and trade, provincial secretary for justice and minister of consumer and commercial relations).

Thirty-three-year-old Metz, meanwhile, is using his first foray as a candidate in the political arena as an opportunity to build the membership of his London-based Freedom party of Ontario, an offshoot of the Libertarian party. He doesn't expect to receive more than 200 votes.

Throughout his campaign, he has emphasized freedom of choice rather than government interference. His platform includes anti-censorship, keeping tax money out of London's bid for the 1991 Pan American Games, and generally keeping government out of the economy.

Of his reception thus far, Metz, a self-employed accountant, says: "I think people like the answers, but they won't vote for me yet. We are talking about political credibility, which means being electable, and we are looking at 10 years down the line (for a candidate to be elected to Queen's Park.)."

His appraisal of the contest between Walker and Smith is that "it is an awfully close race and I have to commend Joan Smith for the work she has done. She has been out there on the hustings since October and her work shows."

Despite her hard work, though, Walker has turned in an expansive performance, opening up 13 community centres throughout the riding. In reality they are min. headquarters, each with a manager. His high-profile campaign will cost more than the \$77,881 he spent in 1981, compared to the Liberals' \$39,431 and the NDP's \$12,000.

How much more, he says he doesn't know but at a clai by Smith's car

-reprinted: London Free Press

Joyd seemed to be cruising along smoothly with her pitch to put people first until she hit the abortion hole.

Smeenk fared well until he conceded his demand for less government also meant less spending on social services, university spending and Catholic school financing.

Progressive Conservative candidate George Avola was not present at a prior commi

## MEDIA COVERAGE

Traditionally, the media has been known to ignore the activities of small parties during an election. Because so many small parties are often chaotically organized and have totally unrealistic expectations, this attitude is understandable; after all, they've heard it all before. But such was definitely *not* the case with local coverage given **Freedom Party** candidates in Election '85.

Significantly, coverage given our candidates left the impression that they were presentable, competent, realistic, and caring. Quotations were positive, succinct, tasteful, and far more than the standard one-sentence coverage usually accorded smaller parties in larger urban areas.

Possibly the most outstanding and comprehensive coverage we received during the entire election campaign came in the form of a four-minute featurette appearing on London's only local television station, C.F.P.L.-T.V., where it was broadcast twice during the day, including a segment on the supper hour newscast. It was almost as if we produced it ourselves, proof that a well-planned marketing strategy pays off. A number of electors mentioned seeing it and agreed that it conveyed a desirable and positive impression. If not their vote, at least we earned their respect, an asset that will prove far more valuable to us in the future than their vote would be today.

of the some traditional supporters unite in an attempt "to cast out V." Winner hoped they would "return to the fold now Walker is out of the picture."

Metz, who during the campaign said he didn't expect to receive more than 200 votes, was "very pleased" with his showing and with those of two other Freedom party candidates in London North and London Centre. Those candidates, Robert Smeenk and Michelle McColm, pulled in 562 and 401 votes respectively, with 99 per cent of the polls counted.

"We surpassed anything we expected in a campaign where we were pushing the party, not the candidates. Not bad at all for the first offering," he said of his fledgling "less government" party that was formed only last year.

Of the London South election, he added: "You really get that anti-Walker feeling."

Walker's fate was evident from the outset. With six of the riding's 22 polls counted, she had

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# Students liven up election meeting

By Pat Currie  
of The Free Press

Running an effective, credible campaign on only \$2,000 per riding may, to some, have seemed to be an impossible undertaking. But a major mistake to avoid during an election is to spend each and every dollar raised during the campaign period, regardless of whether the expenditure is cost effective or even relevant to the campaign's over-all objectives. And when you know that you're not going to win (i.e., an electoral victory), objectives must be focused on building an organization that can sustain itself during non-election periods.

How did we raise the money? The vast bulk of our financing was raised quite bluntly by our letting local activists and members know that we expected a minimum contribution of \$50 towards campaign expenses and --- without exception --- every supporter came through with a donation of \$50 or more. Because signs and design costs had already been incurred prior to the election, we were able to raise enough money to operate the bulk of our campaign within the first ten days after election call.

Key to our financial strategy was our marketing strategy. In other words, every cent spent during the election was completely consistent with our marketing strategy. Despite the belief of many that money can buy "visibility" and consequently *credibility*, this is simply not the case. Only *results* in your local community are worth anything. They're an *investment*, not an expense.

Let us never lose sight of the fact that *growth* --- activists, riding associations, new members, campus clubs, etc., --- is our primary objective, not getting votes. Spending money on short term mass media advertising like billboards, radio, television, etc., is completely unjustifiable until a candidate is in a position to win a riding. Until we are in a winnable political environment at least a decade from now, all our dollars will continue to be *invested* in our political future.

The London Centre all-candidates meeting Friday morning at Catholic Central High School was a far cry from the dull to the point of cancellation meetings the candidates have become used to.

When London Centre Liberal Association president Tom Kelly, representing David Peterson, was introduced, the 150 students in the school cafeteria whooped, whistled and clapped like the studio audience for a Johnny Carson show.

Conservative candidate Bill Rudd had to concede he noticed the difference on the "applause meter" between the reception afforded Kelly and the more restrained welcomes received by himself, New Democratic Party candidate Peter Cassidy and Marc Emery, campaign manager for Freedom party candidate Michelle McColm.

"This is a Liberal school," a student bellowed as Emery tried to give his closing statement over the din of notebook shuffling, fake coughs and sneezes from the audience.

Emery was responsible for generating most of the fireworks, especially when he referred to the other candidates at one point as "weasels."

It must have been apparent to Emery early on that he was talking to a generation fully conditioned to living with government organized social programs.

Emery expounded the Freedom party line that wants government out of everything from medicare and education to labor negotiations and cleaning up pollution. "We

want to give you back your freedom of choice ... these other three candidates all have the same opinion. They want you to put up and shut up and do what they want."

"I don't understand how the heck you can say that," one student responded.

At another point, Emery insisted that government was responsible for pollution in Pottersburg Creek because riverside lands in the Thames watershed are owned by government agencies. "The whole Thames system should be given back to the people whose back yards butt up against the water. Then they can sue the s.o.b.s who pollute it."

Beer and abortion seemed to be much on the students' minds.

Kelly received a cheer when he said bluntly that a Peterson-led Liberal government would allow sale of beer and wine from corner stores. Quebec, which has allowed such sales for years, has lower rates of drunk driving and alcoholism than Ontario with its tightly controlled outlets, he said. "The LCBO (Liquor Control Board of Ontario) obviously doesn't work."

Kelly didn't get nearly as friendly a response when he told a female student he would not express his opinions on abortion and launched into a lengthy explanation that Peterson supported existing abortion laws, but that the whole question would eventually have to be dealt with by the Supreme Court of Canada.

Cassidy said he fully supported the NDP's long-standing policies of equality for women, accessible day care centres, tough environmental controls and a ban on extra billing under OHIP.

"I support the NDP stand on access to abortions on demand. You may not like it, but that's my position."

Rudd warned the students against allowing any party to mortgage their future by promising expensive social benefits now.

"You're going to have to pay more because you'll be paying for us as well as yourselves," he said in another whack at the \$35-billion federal deficit run up by the former Liberal government.

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Illustration above is a facsimile of our Election '85 signs. Actual size: 2 ft. x 4 ft.

The article (above right) doesn't mention that over three dozen students virtually mobbed Emery after the formal debate to continue arguing against or defending his point of view. This "second debate", after 45 minutes of heated exchange, had to be broken up to allow access to the cafeteria where it was held.



# CREATING A CHOICE

## Freedom Party in Election '85

### by Campaign Director Marc Emery

Of all the objectives that **Freedom Party** has set for itself, possibly the single, most satisfying accomplishment we can add to our growing list of accomplishments is that --- for the electorate in London Ontario, at least --- we created a *choice*. As acknowledged by the election day editorial cartoon in the *London Free Press*, **Freedom Party** uncontestedly left its mark in the political community.

In a campaign where an electoral showing (let alone victory) was obviously beyond our grasp, we made no election promises that we couldn't keep. In fact, our only promise came in the form of a commitment to remain active in the community *between* elections, in the same way we demonstrated our community activity during the period preceding the election.

Particularly pleasing was the manner in which **Freedom Party** was treated by the local media. Although the press was aware of our electoral expectations, our past record of community activity --- and its political results --- evidently persuaded it to treat us as a mainstream political party. **Freedom Party** received fair and extensive media coverage during the election period, including even special featurettes which appeared on television and in the newspapers. And on radio, it wasn't uncommon to find that a **Freedom Party** candidate was the *only* person quoted or given an aired comment following an all-candidates debate.

#### THE CANDIDATES and THEIR CAMPAIGNS

Though it may seem a little biased for us to say so, **Freedom Party** members, supporters, and volunteers can be proud of the fact that the party's first slate of election candidates were among the most professional, well-spoken, and marketable candidates to appear on the provincial election scene in 1985. In fact, when it came to the three London ridings, the only other candidate of comparable stature (political philosophies aside) was Liberal leader *David Peterson* (London Centre), whose political performance evidently compensated well for his party's lack of political direction and substance.

#### LONDON CENTRE *Michelle McColm*

Representing **Freedom Party** in London Centre was *Michelle McColm*, an executive secretary who, in addition to holding a B.A. from the University of Western Ontario, is also a qualified fitness instructor. McColm's reasons for running as a **Freedom Party** candidate stemmed from her own personal aspiration to be economically and personally independent. She feels that women, particularly, need that "freedom of choice" option in both economic and personal spheres.

No stranger to **Freedom Party** over the past year and a half of its activities, McColm has been politically active in local **Freedom Party** campaigns, such as its *No-Tax for Pan-Am* campaign, and is a contributor to the party's upcoming anti-censorship newsletter, *Censorship Alert!*, which will have its first issue published and released to subscribers and the media this fall. McColm's overall campaign objective was to get others involved in local issues --- people who, like herself, would be working with **Freedom Party** between elections.

#### LONDON CENTRE

For McColm, the decision to enter politics came as a lifestyle turnaround of major proportions.

"I had always hated politics. Any time I saw the proceedings from the House of Commons or the legislature, I thought the actions of the politicians were just a bunch of buffoonery."

But when she heard about the formation of the **Freedom Party** she was attracted to the movement "because what it stood for corresponds to my own philosophy and morals."

The party's philosophy is essentially one of curtailing or rolling back government interference in community life, especially in business.

"We're baffled but pleased by the support we're getting," she said.

Her campaign has largely been a one-woman effort that sees her out after work and on weekends, delivering party pamphlets and hob-nobbing with the electorate.

"I've noticed that a lot of people I've talked to, and who have said they like our ideas, are people who said that they had been NDP supporters. It's really surprising," says McColm, who regards the **Freedom Party** as being the farthest removed from the NDP of any of the parties in the race.

Meanwhile, all three of the first-time candidates --- Rudd, Cassidy and McColm --- have been learning other surprising lessons on the hustings.

"It's very difficult to reach people, especially during the day," Rudd admits as he barges up William Street past the house where Peterson spent his childhood. Rudd takes no chances. He waves to people on roofs and does a quick streetside canvass of a public utilities commission crew.

One potential voter tells Cassidy that New Democrats are socialist and are therefore akin to the National Socialists --- better known as Hitler's Nazis. The charge leaves Cassidy ~~more than a little flabbergasted~~.

And McColm, introducing herself to a very cautious woman who holds her door open only a crack, is told that, yes, the woman knows all about **Freedom Party** candidates.

"They're those screwy people running around out there."

-reprinted: *London Free Press*





Ed Heal of The Free Press

London Centre Progressive Conservative candidate Bill Rudd shrugs in his reply to a question from Anne McKillop, right, concerning the lack of debate on the separate school funding issue. "There was no debate about the funding of separate schools because the other two parties wanted the Conservatives to do it," Rudd replied. The issue came up Thursday night during a London Centre all-candidates meeting. Joining Rudd at the candidates' desk are from left, NDP Peter Cassidy, Michelle McColm of the Freedom Party, and Barb Legate, representing Liberal David Peterson.

As a consequence of *Liberal* leader David Peterson's activities outside his own riding, London Centre proved to be a somewhat less advantageous forum for promoting the ideas of **Freedom Party** than might otherwise have been expected. Since Peterson, in his first election as *Liberal* party leader, was seldom available for local all-candidates debates, they were held at a minimum, usually with a stand-in representing Peterson himself.

When Peterson was around, however, he complimented FP candidate Michelle McColm as being an ideally marketable representative --- and the compliment was repeated on more than one occasion. At one all candidates debate, no less than five *Liberal* supporters went out of their way to greet and congratulate McColm on her excellent performance as a candidate, causing one of them to comment "I'm virtually in agreement with everything you say --- but isn't **Freedom Party** really a 'movement', rather than a political party?"

Evidently, even supporters of *other* political parties were able to discern the fundamental difference between **Freedom Party** and its political competition --- *A CONSISTENT PHILOSOPHY.*

## ction sign vandalism

be erected.  
men for the three other  
dates in the riding said they  
not noticed any significant in-  
crease in sign damage.

Geoff Smith, assistant campaign  
manager for his mother, Liberal  
Joan Smith, said: "We had problems  
right at the beginning, but maybe  
that's because we were the first to  
signs up, and people got it out of  
system."

ted that "every Saturday  
lose 10 four-by-fours," al-  
sign damage had "eased  
" in the last two weeks. If  
dence of earlier damage  
ted, Smith said, he might  
ence by oth-

er party workers, although "I'm sure  
they are not doing it, and we are  
certainly not doing it."

Maggie Dillon, campaign man-  
ager for Progressive Conservative  
candidate Gord Walker, said there  
had been a few problems, "but I  
don't consider it (sign damage) a big  
deal this time at all."

She added that a low percentage  
of signs had to be replaced, al-  
though a sign on her lawn was inten-  
tionally knocked down last Satur-  
day night.

Marc Emery, campaign manager  
for the three Freedom Party candi-  
dates in London, said most of their  
signs have been "annihilated."

He said the least damage has

been done in London South, where  
Rob Metz is waging battle for the  
Freedom Party, while the worst-hit  
area is in London Centre where Mi-  
chelle McColm is the organization's  
candidate.

Emery said about 20 per cent of  
his party's signs are being damaged  
in London South, while London  
Centre "is a terror" with repeat in-  
stances of vandalism pushing the  
damage rate to 100 per cent. "On  
average, some locations have been  
hit four and five times," Emery said,  
adding that destruction is also  
heavy in the university area of Lon-  
don North riding, where Rob  
Smeenk is running for the Freedom  
Party.



# London ridings key election battlegrounds

By Pat Currie, Chris Dennett  
and Tony Hodgkinson  
of The Free Press

The battleground in the May 2 Ontario election campaign is technically the entire province, but London's three ridings are shaping up as a major skirmish on their own.

At stake locally is the balance of power currently tilted 2-1 in favor of the Liberals. On a personal level are the futures of two of the province's leading politicians — Tory cabinet minister Gordon Walker and Liberal leader David Peterson.

Peterson is clearly seen as the candidate with the most to lose. He could be a loser even if he's a winner.

Not that he is seen as being in any special danger in his own bailiwick — his workers are confident he'll easily hold the seat he first won 10 years ago and retained with a 4,000-vote victory in 1981.

Peterson's biggest challenge in his third year as party leader will be levering the Liberals out of the also-ran category. They have been stuck at a level of about 34 seats for the last 10 years. Those years covered three provincial elections and enabled the Tories to extend their unbroken reign to 42 years. That's one year longer than Peterson has been alive.

At dissolution, Peterson's band was down to 28 MPPs because six key members decided to test the federal election waters in the Grits' national debacle last September.

In a campaign that has taken on overtones of an all-or-nothing gamble, Peterson has been vigorously staking out the middle ground, trying to portray Conservative leader Frank Miller as a political dinosaur, a kind of Neanderthal right-winger, and the New Democrats as leftists in bed with big unions.

In London Centre in 1981, Peterson collected 12,315 votes while Conservative Russ Monteith

trailed with 8,329 votes and New Democrat Diane Risler was out of sight with 3,189.

This time around, Peterson is being challenged by Conservative Bill Rudd, who makes much ado about his London Centre roots. New Democrat Peter Cassidy and Freedom Party candidate Michelle McColm.

As his campaign zig-zags across the province, Peterson has dropped a promise or a commitment at every hop. He has pushed for beer and wine sales in grocery stores, pledged a tough affirmative-action program to force employers to put more women in executive offices and pay all women workers on an "equal pay for work of equal value" basis, promised extensive health-care improvements ... and the list goes on.

Rudd chooses to ignore all that ("It's the premier's job to look after the leader of the opposition") to zero in on the most elementary of issues — who lives where.

"I've lived in London Centre since I was two," says Rudd. "I think that's important. My opponent seems to have moved out of the riding, for some reason."

Rudd downplays Peterson's role as leader of both the Liberal party and the official opposition.

"This is strictly a constituency fight. I think Peterson can be beaten."

As an operator of a small business, Rudd says his priorities are the creation of jobs and a "better break" in taxation and government programs for owners of small businesses.

Cassidy is a criminal and administrative lawyer who has lived in London only two years but has gained considerable exposure as the liaison lawyer for the citizens' group that pressed for, and eventually won, a cleanup of PCB-contaminated Pottersburg Creek.

Cassidy also has been active with the London Union of Unemployed Workers, the Coalition on Welfare and Social Benefits and Plough-



shares London, a disarmament group.

His activities underline his basic interest in environmental and social issues. He also believes unemployment is a paramount election issue.

McColm, 26, is a secretary and fitness instructor. The Freedom Party is an offshoot of an offshoot of the Libertarian Party, and opposes censorship, promotes freedom of choice in any government-related activity, and generally regards the three old-line parties as socialist.

It is in London South where Gordon Walker, the minister of consumer and commercial relations, has found himself in a smorgas-borg of a contest, with a 57-year-old grandmother seeking election at the same time as the leader of a new political party that has emerged in counterpoint to the New Democrats.

Joan Smith is no ordinary grandma. Wife of wealthy contractor Don Smith, president of the Ontario Liberal Party, she is stacking

decades of involvement in community work and almost nine years' experience on city council against the track record of Walker, first elected to the legislature from London North in 1971.

To all intents and purposes, the London South contest is between Smith and Walker. Robert Metz, president of the London-based Freedom Party of Ontario, appears to be using this election as a launching pad for a long-term plan to establish a minority beachhead at Queen's Park in 10 years.

Metz's platform of less government, more individual freedom of choice and a greater emphasis on the private sector to get things done, contrasts with the social doctrine of the New Democratic Party, being represented in London South by lawyer David Winninger, making his first appearance as a political candidate.

In the 1981 election, Walker had 19,714 votes, or 54.6 per cent of the popular vote. Liberal Frank Green got 11,116 votes, or 30.3 per cent,

and NDPer Dale Green drew 5,187 votes, or 14.9 per cent. Of the 69,517 eligible voters in 1981, only 52 per cent turned out on polling day. The number of eligible voters this time around is expected to be about 76,000.

Smith supporters are confident they can overcome the sizable deficit with a hard-slugging campaign which their candidate began by knocking on doors immediately after Thanksgiving, long before the election writ was issued in late March.

"The people who six months ago were saying Gordon could never be beaten now say he could be taken if we keep going on as we have been," says Smith's assistant campaign manager, lawyer son Geoff, 29.

However, Walker, who moved to London South for the 1977 election after his 1975 defeat in London North, is running an equally upbeat campaign, having established 13 community centres throughout the riding, in addition to his headquarters on Wharncliffe Road South.

His campaign manager, Maggie Dillon, acknowledges the Smith challenge: "Joan is a woman of substantial means and substantial political background in the city ... her candidacy cannot be taken lightly."

If there are changes afoot in this election, it is the 60,000-plus voters of sprawling London North who will show the effect on May 2. All four candidates, including incumbent Liberal Ron Van Horne, are running flat out and each reports an eerie feeling of reticence and caution among voters in the early going.

Van Horne, the Mr. Nice Guy of London politics, is hoping for a third successive victory for his Liberal team. In the 1981 contest, he won with a reduced but still handy majority of 3,600 over his Tory opponent. The NDP ran a distant third.

The former high school principal says he is hearing "more talk than I anticipated" about the 42 long

years the Conservatives have spent in office. Van Horne concedes the Liberals have some proving to do too, in this election. "We are one of the last viable groups of Liberals left in the country I guess."

The Conservatives would like to win back the riding the legendary John P. Robarts held for so many years and they are fielding the highly credible former city alderman George Avola as their candidate. "If it ain't broke, don't fix it," is Avola's reply to those who insist the Tories have spent too long in office.

Avola wants to talk about jobs and London's need to win more of them. London, he says, should be doing more to attract industry and investment to the community.

The New Democrats are fielding one of their most credible candidates in years in Marion Boyd, president of London Status of Women Group and spokesman for the London Coalition on Welfare and Social Benefits. Boyd's central aim for the party is to break out of its poor third image and build some bridges into the middle class areas of north and west London.

Rich old north London, she reminds her audiences, does have poor people and it does have people who have lost their jobs in plant closures. "Those people are hurting and they deserve a better hearing."

The fourth man on the ballot is Freedom Party representative Rob Smeenk, operator of two city amusement arcades, who believes the old line parties all preach the same message — spending your money to straighten out your problems. The London-based Freedom Party believes in less government and less spending and in handing a greater degree of responsibility for issues and problems back to the people.

A persuasive talker, Smeenk insists his party is no flash in the pan and that London is just the beginning of a provincial party with real strength. "We have to start somewhere."



Admittedly, as **Freedom Party's** only female candidate, an onus was placed on McCollm to highlight why the party could be seen as a viable political alternative to those concerned with "women's issues": "All that the atrocious policies of the major three parties do for women is to make them more dependent on government and subsidies. Until we see more competition, more economic freedom, women are going to see fewer choices in the job market. **Freedom Party** is the only party advocating these alternatives."

## LONDON NORTH

**Robert Smeenk**

As an established member of the small business community, London North candidate **Robert Smeenk** could speak from experience when advocating his "freedom of choice" alternative to the electorate: "Just for being a businessman --- a productive, creative, efficient and competent member of the community --- I've been exploited, denounced, and abused, in ways that most people may never even expect. Rules and regulations as long as my arm, dreamed up by someone whom I thought certainly must not have a shred of common sense, finally got me so upset that I threw up my arms and said 'I'm mad as hell and I'm not going to take it anymore!' --- that's when I got involved with **Freedom Party**."

A long-time supporter of **Freedom Party**, Smeenk (who by the way, can be credited with naming our party newsletter the *Freedom Flyer*) earned the respect of both the press and the public through what was termed by the press as his "persuasive" advocacy of less government intervention and more individual freedom and responsibility.

Unlike the other two London ridings, London North did not have the attraction of political heavyweights like **Gordon Walker** or **David Peterson** to add to the spice of the debates. But in another riding where the three traditional candidates agreed on virtually every issue, **FP** candidate Robert Smeenk had no difficulty in illustrating **Freedom Party's** points of difference from the others.

The *Conservatives*, *Liberals*, and *New Democrats* all believed in government "job creation", though they had minor differences on just *how* the government might go about doing that. All three candidates fully supported the extension of provincial funding to Roman Catholic schools, in contrast to **Freedom Party's** advocacy that the taxpayer be allowed to direct his education taxes to the school of his choice. And, as Smeenk himself put it, "All three parties agree that they can fix almost anything by spending your money," --- an observation that always managed to generate a positive audience response.

## LONDON SOUTH

**Robert Metz**

Representing **Freedom Party** in London South was, of course, **Freedom Party's** only full-time representative and president, **Robert Metz**. With his past experience as a regional accounting and administrative supervisor for a large trust company, Metz's organizational skills have proven to be an asset to the party.

Highlighting **Freedom Party's** past record of community activity, Metz's primary campaign strategy was to illustrate that political effectiveness is not necessarily dependent upon getting "elected," but upon consistency of *action* within the community.

The candidate with the greatest status in London South was, of course, *Consumer and Commercial Relations Minister Gordon Walker*, who, like all *Conservative* candidates, was placed in the untenable position of having to defend his government's past record. But the only defence offered by Walker was his reiteration

## LONDON NORTH

-reprinted: *London Free Press*

with respectful care around their socialist opponent.

**Freedom party** representative Rob Smeenk, owner of two city amusement arcades, confesses to some anxiety too as he and fellow party candidates try to plant the seeds in London of a new right-wing, free enterprise party that one day will field candidates across the province. A miserable response in North London would be a major setback for these believers in the freedom of the individual and the need for less government and less taxation.

All four candidates concede that the very nature of this riding, which fits over the top of London like a giant set of headphones, is difficult. While the one ear encompasses the predominantly blue-collar wards of east London, east of Highbury Avenue to Crumlin Sideroad, the other is patiently attuned to the middle-class interests of Sherwood Forest, Masonville and Oakridge in west London.

It is an odd combination, with neither side feeling it has anything in common with the other. Voter \_\_\_\_\_ the east end, in fact can

and \_\_\_\_\_, Ave. \_\_\_\_\_ a complete diagnostic check the creek to find out "where the pollution is coming from." The four candidates have all adopted such similar positions on the creek, in fact, that at a recent all-candidate meeting on the subject they all won applause.

**Freedom party** candidate Smeenk can get a rise out of his audiences by insisting the three "traditional" parties not only agree on most things, they also agree that they can fix almost anything "by spending your money."

Avola, the only candidate with a real chance of knocking off \_\_\_\_\_, admits \_\_\_\_\_ candidate \_\_\_\_\_ don't

\_\_\_\_\_ what Winning \_\_\_\_\_ a 42-year-old dilapidated government."

Robert Metz, running as president of the London-based **Freedom Party of Ontario**, said he wanted "to offer a different perspective," which included less government and more individual freedom of choice.

He said he had "no unrealistic expectations at the polls," and in an interview later said he anticipates getting between 100 and 200 votes. He told the meeting his strategy is long-term and aimed at encouraging involvement in community affairs.

"You will be hearing from us," said Metz, who drew applause after other candidates addressed Ontario's spending when he said: "The only way to save dollars is by quitting spending." He added "the government is a monopoly of legal force" which "cuts off alternatives for individuals."





METZ



McCOLM



SMEENK

## Freedom party has slate of candidates in election

Michelle McColm, 26, a secretary and fitness instructor, of 361 Piccadilly St., will represent the London-based Freedom party in London Centre for the May 2 provincial election, a party spokesman said Friday.

Marc Emery, the party campaign director, said Robert Metz, 33, of 1317 Jalna Blvd., the party's full-time president since it was founded 16 months ago, will carry the party colors in London South.

Emery said Robert Smeen, 35, of 1004 Waterloo St., a self-employed businessman, will represent the party in London North.

The Freedom party, which has official status, rose from the ashes of Toronto's Unparty, itself an offshoot of the Libertarians. The Freedoms campaign against censorship, promote freedom of choice in any government-related activity and label all three main political parties as various forms of socialism.

that everything in Ontario is just great, and that we can thank the *Conservatives* for everything we have. As an embarrassment to *Conservative* "philosophy", Walker was the only candidate in support of London's hosting the 1991 Pan-Am Games --- an issue that, thanks largely to **Freedom Party**, the public was decidedly opposed to.

For **Freedom Party's** candidate in London South, Robert Metz, the issue was a simple one: freedom of choice. In fact, stressed Metz, "if someone's freedom of choice is not at stake in a particular issue, then that issue is simply not a political one."

The "freedom of choice" issue that surfaced most frequently in London South was clearly the issue of funding for separate schools, where Metz's advocacy of "individual full funding" was given a great deal of attention, allowing him to dominate many of the debates. On one occasion, Metz received a pleasant round of applause when candidates were asked how the government could possibly save money. His blunt response --- "quit spending" --- was so clear, succinct, and distinguishable from the meaningless meanderings of the other three respondents, that the applause was generated even from supporters of the other parties.

That **Freedom Party** was able to find such excellently qualified people to advocate its cause was an accomplishment in itself. Apart from their personal marketability, **Freedom Party** candidates had to be able to defend positions that were not always politically popular --- and, as Campaign Director Marc Emery warned --- they had to

be prepared to carry the "legacy of a trouncing at the polls."

Coming in last and retaining one's political and personal credibility is certainly a tall order, and all three candidates came through with flying colours.



# CANDIDATES SPEAK OUT!

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The four candidates for the riding of London South, the third largest riding in the province, met at South Secondary School on April 19th, for the first, but not the last All Candidates meeting at London High Schools this election. Adam Crerar and David Gambrill were the Moderator and Timer respectively for this "memorable" event.

The parties were represented by Robert Metz (for the Freedom Party), Joan Smith (for the Liberal Party), Gord Walker (for the Progressive Conservative Party), and finally Dave Winninger (for the New Democrats). The auditorium was divided into three parts: an opening remark by each of the candidates, questions posed to the candidates by a student panel, and finally questions posed by members of the audience.



Lots were drawn by the candidates for speaking order, and Mr. Metz drew first position. He stressed the fact that the issues that were being covered at this meeting were the same ones that were discussed last election and the election before that, and so

on, and so on, and so on, and that next year the same issues would be discussed again. He stated that, "Simply too many of us that think that somehow we have a right to make choices for other people." His main focus was that freedom of choice was the issue in this election and is the issue in every single political debate. It seemed that he was saying that freedom of choice is taken away when the government steps in and makes the decisions that should be made by the people. Although he was very self-confident, a good speaker and seemed to know what he was talking about, his views were almost anarchistic in nature, an idea that does not really belong in an election for governmental positions.



## In defence of freedom

To: The (News) Editor of the Oracle.

Regarding Deanna Wolf's article, "Candidates Speak Out" in the May 20/85 edition of the Oracle, I would like to make clear my position on the London South Election of 1985.

First of all, I think the meeting of the candidates at South Secondary was a useful and educating experience. What I object to is the school's response to Robert Metz and the Freedom Party. I think a label such as "anarchistic" is a harsh way of putting things when it comes to talking about the Freedom Party. While Robert Metz certainly is a "self-confident, good-speaking individual who knows what he's talking about," the part about anarchy could not be further from the truth. "Anarchy" has bad connotations. One thinks not only of an absence of government, but also of a state of political unrest, and a society of rebels.

Too many people regard the Freedom Party as a joke--they compare it to the Rhinoceros Party. What they don't realize is that the Freedom Party is a serious group of people fighting for what they believe in, not a bunch of dreamers who make up fancy slogans (as was brought up in the auditorium to the applause of many). In fact it is the political leaders of the other three parties

that waste time and money making up such eye-catching euphemisms like PETROCAN.

What struck me most, though, was the speaking abilities of each of the candidates. Joan Smith, Dave Winninger, and Gord Walker all spoke as true politicians would--as if we (the audience) didn't exist. One could easily picture each of them practising their speeches in front of a mirror at home--and seeing only themselves. Any good ideas they might have had were lost in a maze of political jargon. Robert Metz, on the other hand, talked to us openly as a person and was more of an M.C. who literally had to translate what the other parties were saying.

It is obvious from this, that most politicians don't care about who they're talking to--they just want your vote.

Andrew Vandenberg





## LIBERTARIANS DISAPPOINTED with FREEDOM PARTY SHOWING

Although our election results were more than rewarding and satisfying to us, the *Libertarian Party of Ontario* considered our 1.45% average showing of the vote in three London ridings to be disappointing, "after a 1982 municipal campaign and several years of excellent local publicity."

What we're still trying to figure out is this: Since **Freedom Party** was officially-registered as such on January 1, 1984, how could we possibly have run a "1982 municipal campaign" or enjoyed "several years of excellent local publicity"?

Evidently, someone at the *Libertarian Party* has confused the past political efforts and campaigns of certain individual **Freedom Party** supporters with the activities of **Freedom Party** itself. The *Libertarian* perspective is particularly revealing; not only does it exhibit a total misunderstanding of the marketing techniques necessary to promote a political party (by assuming that **Freedom Party's** identity could possibly

have been built upon activities before its inception), but it shows that the *Libertarians* are still placing too much emphasis on the significance of the 'vote', and not enough on results achieved in the community where the party is supposedly 'active'.

Considering that Election '85 was **Freedom Party's** first election, that we did not even directly promote our candidates (whose names appeared on the ballot without party affiliation), and that **Freedom Party** had been in the community only 14 months prior to the election, "disappointing" is hardly an appropriate term to describe our results.

As to the progress made by the *Libertarian Party* over the past eleven years in Ontario, we will offer no comment. But if it intends to continue judging itself on the same basis it judged **Freedom Party**, another eleven years added to its reputation will make little or no difference to the province of Ontario.

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THE LONDON FREE PRESS, Saturday, July 13, 1985

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# Sarnia, Woodstock eyed as political rally locales

TORONTO — Sarnia and Woodstock are in the running for the annual convention of one of Ontario's official political parties this fall.

No, Frank Miller hasn't been pushed aside. You won't see Larry Grossman, Dennis Timbrell, Alan Pope or Andy Brandt splitting the seats in the Perry Street Arena in Woodstock for their delegates, or renting opulent hospitality suites in the Oxford Hotel.

The Ontario Libertarian Party, one of the eight officially registered parties in Ontario, is looking for sites and dates for its fall convention.

Sarnia and Woodstock, the only ridings in Southwestern Ontario where the Libertarians ran candidates May 2, are challenging Toronto to be picked as the site of the annual convention. Sarnia candidate Margaret Coe is considering a run at the leadership.

The Libertarians ran 17 candidates, who totalled a shade less than 13,000 votes among them. The top candidate was party leader Scott Bell in York Mills, who managed 2,339 votes or 6.22 per cent in the riding held by Tory MPP Bette Stephenson. In touting Bell's success, the party newsletter misspelled Stephenson's name as Stevenson, but they'll have hordes of civil servants to get the spelling right on their news releases when they form the government.

On the other hand, the Libertarians devoutly believe in less government, so they may still be writing their own news releases when they're in power.

Only five candidates bettered Coe's 2.58 per cent share of the vote, while Oxford candidate Kaye Sargent was right behind her with 2.2 per

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## Opinion



**NICK MARTIN**  
Queen's Park

cent. The party newsletter claims Sargent would have doubled her vote had the Rhinos not run a candidate in Oxford, a strange claim for a supposedly serious political movement to make.

The Libertarians are crowing that only the Liberals enjoyed the Libertarians' kind of success May 2. The Tories lost 20 seats and the NDP gain of four seats constitutes outright rejection by voters, the Libertarians reasoned. The Green Party, say the Libertarians, did poorly because of organizational squabbling, the Communists "got their usual low numbers per candidate," and the London-based Freedom Party of Ontario had 1.45 per cent of the vote in three London ridings, which the Libertarians considered disappointing "after a 1982 municipal campaign and several years of excellent local publicity."

Hmmm ... well, we usually spelled Marc Emery's name right.

The other official party, the Northern Ontario Heritage Party, has never run a candidate.

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-reprinted: *London Free Press*



# FEMINISTS AVOID FREEDOM PARTY

Particularly worth mentioning are those groups and individuals who went out of their way to make certain that **Freedom Party** candidates would not attend their all-candidates debates.

The most inexcusable example occurred at an all-ridings, all-candidates debate sponsored by the *London Status of Women Action Group* (LSWAG) at London's Central Library on April 30.

When **Freedom Party** candidates arrived on the scene, much to their amazement, no seating had been prepared for them under the assumption, apparently, that they would not show up. When LSWAG organizers were asked why this was so, we were told that they were "unaware" that **Freedom Party** was running in the election.

Of course, nothing could have been further from the truth.

As the last all-candidates debate of Election '85, LSWAG organizers *had* to be aware that our candidates were present at every previous debate. Not only was press coverage of our attendance at these debates very fair and adequate, but Marion Boyd, the NDP candidate for London North, was immediate-past president of LSWAG --- and was an organizer of the debate!

In fact, LSWAG's "awareness" of **Freedom Party** in the community has a history, in which **Freedom Party** representatives have engaged in direct debates and political conflicts with LSWAG representatives. **Freedom Party** president and London South candidate Robert Metz debated LSWAG past-president Gail Hutchinson, both within the pages of the *London MetroBulletin* and on a two-hour open line talk show. **Freedom Party** Action Director Marc Emery was scheduled to debate LSWAG representative Heidi Strasser on another two-hour radio debate, scheduled for May 3, the day following the election. All debates were initiated by ourselves.

Add to all this the fact that our repeated calls to LSWAG's telephone answering machine were not responded to --- well, *not "aware" that **Freedom Party** had candidates running in the election?*

We must suspect that LSWAG has placed some form of "boycott" on **Freedom Party**, much in the same way its members are urged to avoid shopping at Emery's *City Lights Bookshop* in downtown London. In a zealous display of its inability to deal with our ideas on an open and free forum, LSWAG has been forced to advocate its position through evasion, avoidance, and through a political advocacy of *censorship* of any ideas with which it does not agree.

But LSWAG's tactics of evasion and avoidance extended far beyond the manner in which it treated the

**Freedom Party** candidates, as attested to by the following day's coverage in the *London Free Press*:

*While the meeting, organized by the London Status of Women Action Group, was billed to discuss women's issues, the audience used much of the two and a half hours to bad-mouth the Tory record, scorn the Freedom Party candidates, ignore or disagree with the Liberals and applaud the NDP candidates.*

*The format did not allow debate and directed a different set of questions to candidates in each riding.*

*Organizers called an end to the meeting 30 minutes earlier than scheduled, saying they felt all the ground had been covered.*

Press coverage was actually quite kind.

Of all the special-interest group audiences encountered by **Freedom Party** candidates during Election '85, none was as rude, intolerant, or as inconsiderate as the NDP-stacked audience at LSWAG's debate. But **Freedom Party** candidates held their ground and never once accepted the false premises on which most of LSWAG's questions were based. We greeted their uncivilized behaviour with civility, their questions with philosophical challenges, and their evasions with direct confrontation.

At one point during the "debate", things got so bad that **Freedom Party** candidate Robert Smeenk was prompted to bring attention to the audience's lack of consideration for any and all non-NDP candidates with whom it did not agree. "Thank God you guys are here," commented lone Tory candidate Bill Rudd, helpless against the onslaught of left-wing vindictiveness and name-calling.

LSWAG's attempt to dominate and control its all candidates debate clearly backfired --- and justifiably so. In addition to the negative press coverage quoted above, local radio stations chose only to air the comments of London South candidate Robert Metz, who bluntly accused the forum of being nothing but an NDP front.

So much for "women's issues."

But the real surprise of the LSWAG debate did not become known to us until several days later when our campaign office received phone calls from several women who attended the spectacle and who let us know how impressed they were with the **Freedom Party** candidates --- and that the alternatives we offered were the only ones that made any sense at all. Evidently, our message found its mark.



## WE GIVE PRAISES AND THANKS

**Freedom Party's** Election '85 campaign would never have been able to proceed so smoothly without the financial contributions, pamphlet deliveries, and cooperation of the following people:

Our thanks and appreciation are extended to *Andrea Hanington, Steve Sharpe, Bill Harris, Doug Forder, Lisa Miles, Tom [Vree] Callan, Jennifer Frankel, Mike Gillespie, Murray Hopper, Barry Malcolm, Gordon Mood, Tom Ofner, Mark Pettigrew, Robert Rozanski, Paul Safr, Ruth Truant, Susan Truant, Brendalynn Metz, Jim Reid, Mike Revell, Hazel Hogg, Nathan and Josh Chrysler, Andrew Boyle, Chuck Altman, Robert Metz, Robert Smeenck, Michelle McCollm, Lawrence Mood, Lois Mood, and Dean Hodgins*, for being our main army of pamphlet delivery volunteers, with special mention to *Lili Cummins, Sandra Chrysler, David Hogg, and John Cossar*, who delivered particularly large quantities of election literature by working virtually every day during the campaign to make sure everything was on schedule.

Thank you to *Chris Baker, Michael Brandt, Simon Cloughton, Kathleen Crawford, Frances Metz, Wayne Gerber, David Kohlsmith, Michael McDonald, Tom Ofner, Barry Malcolm, Jay Miller, Larry and Lois Mood, Harry Nelson, R. Rickart New, Greg Utas, Andy Siks, Allegra Sloman, David Hogg, Ted Smeenck [Sr.], Peter Vandenberg, D.J. Pengelly, and Frederick Dreyer* for contributing money beyond what was asked or expected, and believe me, freedom gained new converts because of you.

Special thanks to *David Hogg* for erecting a good many of our election signs.

Thanks to Party photographer *John Oliver* for being available when we needed him.

Thanks to *Silvie Desrosiers* and *Robert Smeenck* for being host to a fine and exciting election "victory" party at their home on election night.

Thank you to *Dean Hodgins* for volunteering to be our campaign Chief Financial Officer.

Thanks to *Bob Clark* of *BC Signs*, who contributed some fine **Freedom Party** banners for our use during fairs, exhibitions, and rallies.

My personal appreciation must be extended to *Campaign Coordinator Gordon Mood*, and **FP President Robert Metz** for being so easy to work with and for getting everything done that they were asked to get done.

And of course, we can all be grateful and extend our thanks to **Freedom Party's** first three candidates, *Michelle McCollm, Robert Smeenck, and Robert Metz* for their great speeches, excellent appearances, great manners, and 100% professionalism.

Thanks to all our *London members* who gave money cheerfully after being asked, and to all those members and supporters who put election signs on their lawns. I really enjoyed working with all of you, and I hope that many of you will look forward to working with us in the next (bigger and better) **Freedom Party** election campaign (possibly in 1986 or 1987), and perhaps in my own municipal election campaign coming up this fall and due to begin on September 3.

See you then!

**Editor's Note:** Let's not forget the person who masterminded the success of Election '85 --- *Marc Emery* himself. Marc's conviction, consistency, determination, and his considerable financial support have been the central driving forces behind **Freedom Party's** success. His political experience, whether consisting of past mistakes or past successes, has enabled us to avoid most of the former and to enjoy the benefits of the latter. Marc deserves the support of **Freedom Party** supporters in the upcoming fall municipal elections --- and he'll get it.

## Interested in becoming a **Freedom Party** Candidate next election? Contact us now!

Our next election campaign, which could be running as early as 1986 or 1987, will be a continuation of our current strategy. Included among our objectives will be: (a) the fielding of additional candidates, particularly in the ridings immediately surrounding London, (b) an increase in members, supporters, and activists, (c) having *all* literature, signs, promotional items completed prior to election call, (d) a maintenance or increase of our vote totals in London, and (e) being left with an upbeat, enthusiastic feeling

after the campaign is over, as was the case in Election '85.

For all you future **Freedom Party** candidates and organizers out there, you can see that the next election is not really that far away. Provincial headquarters will always be glad to help you run an organization and campaign. We can provide you with funding, literature, campaign strategy, and frequent visits from our campaign office during elections.

How about it? **NOW** is the time to give it your consideration.

Call us at (519) 433-8612 or write **Freedom Party of Ontario** P.O. Box 2214, Stn. 'A', LONDON, Ontario N6A 4E3

## The next election is always closer than you think Prepare today!