

Don't make any plans  
for November 3rd.  
You might actually  
want to vote!



Elect



Scott

REFORM PARTY

**Ritcher**  
MAYOR of LOUISVILLE

# Reversing the decline.

## Louisville at the crossroads

After over a decade of Jerry Abramson's blue-ribbon guidance, Louisville is now situated at a crucial point in its history. On November 3rd, we will vote to elect our first new Mayor in over thirteen years.

Along with crime, transportation, education, economic inequality, and all the problems that face every city in America, we're faced with one called population drain. Few new people are moving to Louisville, and in fact, many are moving away. As you may or may not know, Lexington has recently become a contender for the status of "biggest city in Kentucky."

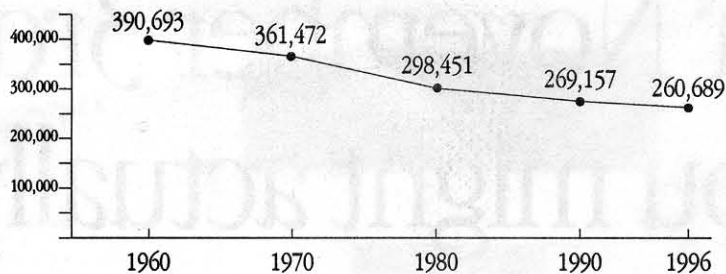
If you love Louisville as much as I do, it's hard to imagine why someone would move away. But people *are* leaving. Why do people find Louisville to be uninviting?

## A city that welcomes diversity

Sometimes it hurts to look at ourselves from the outside and see our city through the eyes of others. I believe that Louisville has shunned those who should be nurtured the most. The kids. The Louisville **youth curfew** seems to have done less to reduce crime than it has done to create an image of Louisville—in the eyes of the young—as a city which treats them as though they are not trusted or appreciated as equal citizens. I've spoken with some kids who can't wait to move away to college in another city. We have to reverse this cycle. We need to **entice Louisville's kids to grow into Louisville's adults**, and then concentrate on bringing in new people.

Aside from the bad impression it gives off, the curfew itself is completely hollow. If a police officer finds a kid out after curfew, the officer cannot give the child a ride home or even touch them, but only tell them to go home. The curfew is 1% backbone and 99% PR and it must go. My proposition is to **revoke the youth curfew and replace it**

Population of Louisville since 1960.



**with a noise curfew**, which would apply to everything from people shouting outside of bars, to excessively loud car stereos, or people "hot-rodding" down roadways.

Another group of Louisvillians who are being treated as less-than-equal citizens are those of differing sexual orientation. Right now in Louisville, it is perfectly legal to deny an apartment, a job, or a promotion to a qualified applicant because they are not heterosexual. This practice sends a signal to people inside and outside of Louisville that we are a city which tolerates discrimination.

The **Fairness Ordinance** is what America is all about. Even though you may not agree with what someone else believes, **everyone is entitled to their own beliefs just as much as you are entitled to yours.** And as Americans, we are all entitled to the same rights and privileges, regardless of our beliefs. The Fairness Ordinance must

be clear in that it guarantees equal rights to all citizens regardless of sexual orientation—not special privileges, just the same rights enjoyed by everyone else—and then it must be enacted into law.

## A community finished playing games

In 1982 and 1983 the voters of Louisville and Jefferson County chose not to merge our city and county governments. The **Merger** issue has come a long way since then. This fall, a majority of the candidates seeking city and county offices are in favor of some degree of merger of our governments and police departments.

Of course, there is a lot of initial cost involved in changing the way our local government works, and a lot of questions to be answered. But I see it as though **Louisville and Jefferson County are one community** and we ought to start acting like it. Merger is inevitable if we want to stay on top of our game. Consolidating our city and county governments and police departments is an investment in our collective futures.

On a government level, **merger would allow us to compete more effectively** to bring jobs and new growth to the area, and would allow for expansion of programs such as curbside recycling. It would also

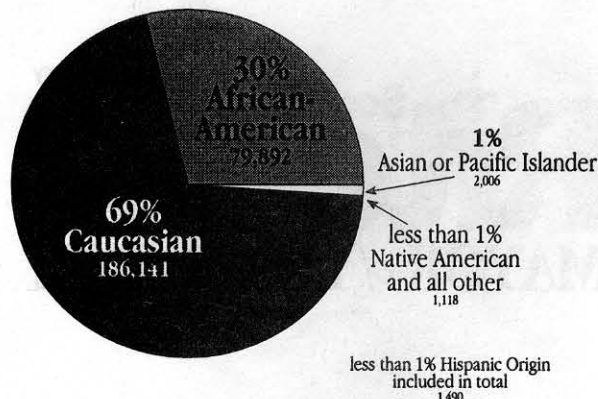
## increase the numerical population of the city and its taxbase.

This would also make us the 15th largest city in America, ahead of Nashville, Jacksonville, Cincinnati, and Cleveland, and put us in a class of cities with Atlanta, Seattle, and Baltimore. (You may not realize that Louisville is already the world's 8th largest cargo port.)

On a police department level, merger could provide a fresh approach to preventing crime. It would alleviate public confusion, and give our entire community a unified effort for safety.

In merging, however, we must be extremely careful. African-

Louisville by the numbers.



Americans make up a much larger percentage of the city's population than the county's. Representation of African-American-sensitive issues must not suffer within a reorganized city-county government. In the same respect, many people do not realize there are 93 other cities in Jefferson County other than Louisville. Each of these cities should be given the opportunity to become a part of the "new Louisville," and if they choose not to, our larger government should never be a threat to the autonomy of the many smaller cities that Louisville would (in some cases) completely surround.

### Representation by referendum

Too often, our elected officials get too comfortable in their positions and are able to get away with feeding their own interests, lining their own pockets, and neglecting to **represent the true opinions of the people**.

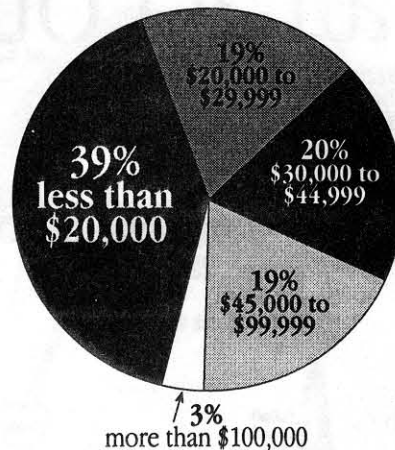
How many jobs have you had in which you could give yourself a pay raise? Has your boss ever allowed you to increase your own health care benefits or fatten your own retirement plan? Has it ever been okay for you to accept free gifts, trips, and dinners from people who want you to run your business a certain way? Is it acceptable to use all the connections you make to influence other decisions for your own benefit, even if they are against the best interest of the company? ...No way. None of these things happen in real life, unless, of course, you are a government official in the United States!

We need to do our best to combat corruption on a local level and return the **highest ethical standards and accountability** to our city government. In fact, I want to take more power out of the hands of government officials and give it back to the citizens they represent.

I suggest that *any time* changes or adaptations are proposed to local laws, taxes, programs, or spending, the public will be educated in a televised debate-style broadcast which would illustrate the pros and cons of any propositions. Then, after the program has aired several times over a week-long period, **Louisville's voters would decide** electronically, via telephone, over a 72-hour period, whether or not these adaptations would take place.

With this system, Louisville could become known as a **city which leads by example**. This would be one of the truest examples of democracy, and accountability would be returned directly to the people. And it could be exercised as often as necessary. Who better to choose the course our city takes than its people?

## Total annual family income for Louisvillians.

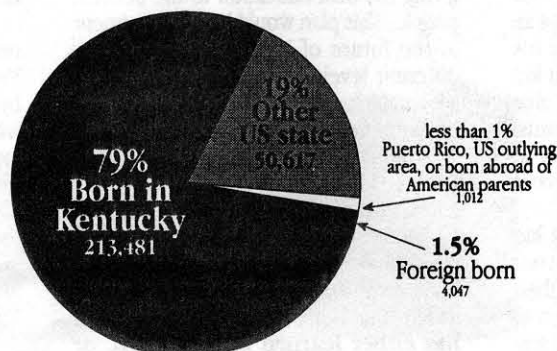


### A shared sacrifice for the benefit of the whole

I believe a lot of people have a misconceived idea of government as that of a provider. "What can the government do to fix that? How can I get my piece of the government?" Personally, I think of government as less of a provider and more of an organizer. I would see my role as Mayor as one of suggesting ideas to the people of Louisville, but ultimately **pursuing the path the majority of the people prefer**.

I think if we as a community are going to *expect* great things, we must *do* great things. And when I say "we"—I mean every single one of us must do our part. The city government cannot come up with all the answers, and it certainly can't provide all the solutions. **No one can ask for anything more than he is willing to provide for himself**. There are a few ways in which I think Louisville could truly excel. These ideas would involve each one of us volunteering a little bit of ourselves to make it happen.

## Origin of Louisvillians.



First, I propose establishing a **1% local sales tax** in addition to the 6% state sales tax. This 1% charge on every sale made in Louisville would be used to increase budget and training support for Louisville's **schools, libraries, police, and emergency services**. For just 1% more every time we buy something, we would know that our kids have a better chance for getting an education that's a step above the education offered in other cities. And we'd know that if we're in need, our police and emergency services are going to be a little more able to respond faster. Plus, we'd all benefit from that 1% we'd get from Louisville's visitors for the Derby, golf tournaments, conventions, or just some guy who stops for a soda on his way from Nashville to Indianapolis.

Additionally, I don't think one or two hours of community service each year is going to hurt anybody. I suggest that every able-bodied resident of Louisville between the ages of 18 and 55 be required to complete at least one hour of **community service** in every calendar year. The benefit to the entire community would be an influx of about 200,000 hours of productive work every year. That's over 500 folks each day doing something for the betterment of everyone. It could be any type of work from separating recyclables, to trimming the grass around sign posts, to cleaning graffiti off of walls, to greeting people at a visitors' center, to standing on a street corner and waving at passing motorists, to singing songs at a nursing home, to picking up garbage off the streets, to working in a soup kitchen. The possibilities are endless. All activities would in some way benefit the city, either in appearance, efficiency, or morale. Who knows, you might even enjoy it and decide to go into a new field of work.

Another small step we could take to advance the quality of life in Louisville is to **replace all public garbage cans with divided recycling receptacles**. Additionally, there is no reason that any home or business in this day and time should still be throwing away recyclable garbage. I propose requiring **separation of recyclables at all residences and businesses**, and fining those who don't participate. These ideas should have been in place decades ago. Recyclable garbage should be treated with the same respect as our other natural resources.

I also want to develop a plan to make all new street lights and illuminated signs operate on solar power. Street lights and signs sit outside all day long under the biggest power source anywhere—the sun. Why not utilize that power in the city the same way it is utilized for flashing arrow signs on our

# We are all accountable.

interstate highways? Like every other investment, it costs more in the beginning, but the payoff is ultimately worth the sacrifice. Solar power is the cleanest, most renewable, and in the long term, least expensive form of energy available. Louisville should take the lead in implementing widespread use of solar energy systems.

## The connection between crime and economic inequality

The first step in solving any problem is determining what causes it. I think it's common sense that **the vast majority of all crimes are committed as a result of need.** Generally, people who are self-sufficient and can provide for themselves and their family do not commit acts of theft or violence against their fellow citizens. For this reason, I think economic inequality is the single most crucial problem in Louisville. It's all about money. Basically, I believe if we can eliminate the need, the effect it will have on crime will be exponential.

When someone asks me, "What would you do about crime?" My simple answer is, "Pay the teachers more." That answer traces crime back to one of its earliest points of development.

If a kid gets a good education, can read and write, can determine the difference between right and wrong, has respect for the people and places around him, has an awareness of the world outside of his neighborhood; then chances are, that kid will have a pretty good shot at being able to develop his own life the way he wants. He can pursue a higher education, or at least get a job in which he can earn a respectable wage.

On the other hand, if that same kid doesn't get a good education, he might not have the same respect for others and their property. It may be much easier for him to get discouraged and try to take an easy way

## Louisville per capita income by race.

(nothing to be proud of here)

One whole block equals \$1,000



out, by stealing from people, destroying things, or getting mixed up with drugs.

Just like crime and violence, drug dealing and personal drug use often grow out of desperation and need. The vast majority of all intelligent, well-educated people who live comfortable, satisfying, self-sufficient lives will never have the desire to sell or use drugs.

## Education is the key to everything

Building on the premise of the previous paragraphs, I propose not only an **across-the-board pay raise for all public school teachers**, but I also think it's imperative that we begin fueling **the most education money per capita into schools in neighborhoods with the lowest income per capita.** This way, we'd effectively be giving the best education to the poorest people. This plan would be an investment in the future of Louisville on so many different levels. It would be a priceless advantage for the students, and a groundbreaking step in crime prevention.

I'm also in favor of a **12-month school year**, and introducing young children to a learning environment at an earlier age.

Studies have shown that the neurons which make the connections in a child's brain do so within the first three years of his life. That is, **by age 3, a child's brain has either learned how to learn, or**

**failed to learn how to learn.** A child living in a dynamic, stimulating environment during its earliest years has a future learning advantage over a child who has lived in a non-stimulating environment—even if both children are offered the same education for the rest of their lives. **A child's capacity for learning ultimately determines what he or she will be capable of as an adult.**

I want Louisville to be a city that takes its children and nurtures them into intelligent people

who are able to take care of themselves and each other. I want the people of neighboring cities to look at Louisville in awe of the daring strides we are willing to take for the future of our city. I want teachers from across America to aspire to being a teacher in Louisville, and I want Louisville to have its pick of the country's best teachers. I want people who grow up in Louisville to also grow old in Louisville. I want new families and businesses to move to Louisville so their children can grow up in our school system. I want the people of Louisville, thirty years from now, to look back and thank us for what we did for them.

## Your vote sends a message

You and your friends and family can truly make a difference. **Your vote is an indication of your approval or disapproval of the way things are.**

The recent history of our city is spelled out with the statistics seen in these charts. Your vote can make Election Night history by showing that you're one more Louisvillian who is unwilling to just sit there and allow local career politicians fatten their retirement funds, while these trends continue.

If you believe in the goals discussed in these pages, and you are willing to help make them happen, I would sincerely appreciate your vote on November 3rd. Thank you for your time. ■

# Ritcher Monorail Plan.

## Louisville's rapid transit dilemma

By now, we've all agreed that Louisville needs to invest in a long-term solution to its growing transportation problems. So many people drive cars everywhere they go that we all carry the burden with clogged roadways and air pollution. **73% of Louisvillians drive to work alone in a car.** Only 8.5% of us take TARC.

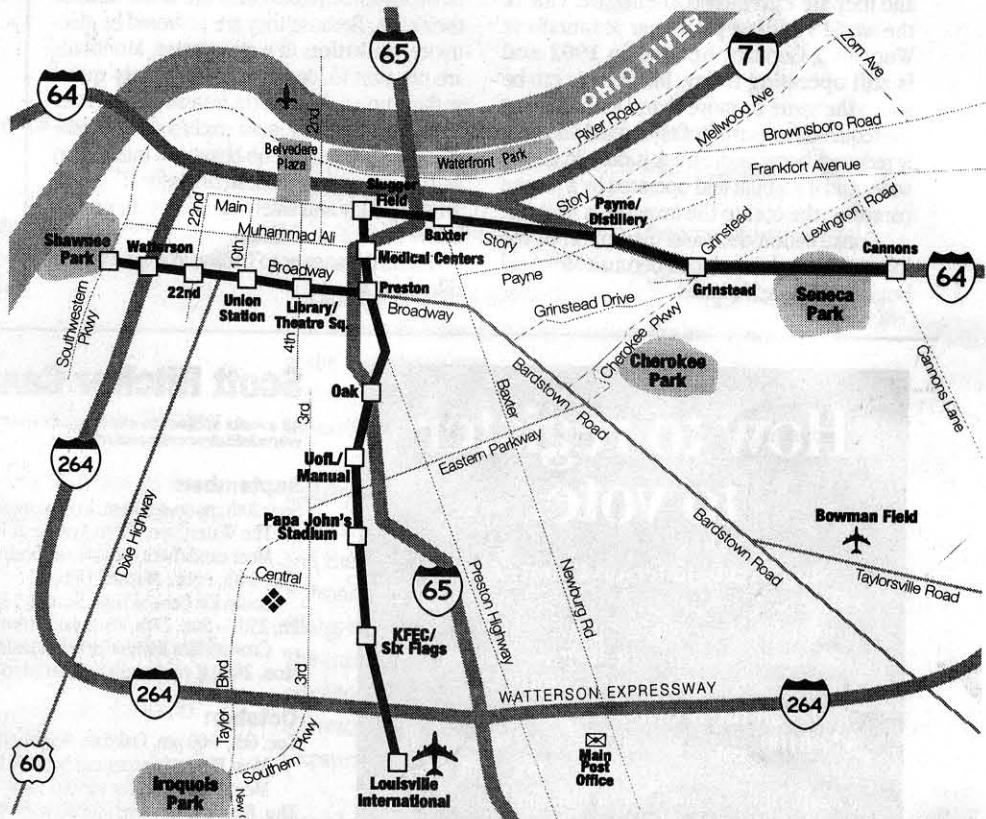
We've heard a lot of talk about investing in a Light Rail system. But I don't think that's the solution. People in other cities with Light Rail systems have many of the same complaints about it that we have about our buses. It's too slow. It makes a lot of noise. Its web of suspended electrical lines are dangerous and ugly. It's dated.

## The problem with Light Rail

Light Rail is called that because it's smaller than a full-scale train or an underground subway. Louisville's water table is too high for anything to be built underground, and we don't have a passenger train station, so if we want to expand public transportation beyond our bus system, we have to build something new. Obviously, we would want something better than buses.

Light Rail has been introduced as a solution because it seems like the logical next step. It has all the look and feel of something you'd see in a big city, and it's historically a part of Louisville that has vanished.

There are two ways Light Rail can be implemented. In the first, the tracks are built into existing streets and the train is powered by suspended electrical wires. This doesn't



solve any transportation problems because it introduces a new vehicle (the train) into the already cluttered flow of automobile traffic. If you think Bardstown Road or Broadway are congested now, think what it would be like with a train running down the middle of the road! In addition to the logistics of construction, a web of electricity must also be suspended above the road. Ultimately, surface-based Light Rail is subject to the same limitations as a bus. It's basically just a louder, more expensive bus



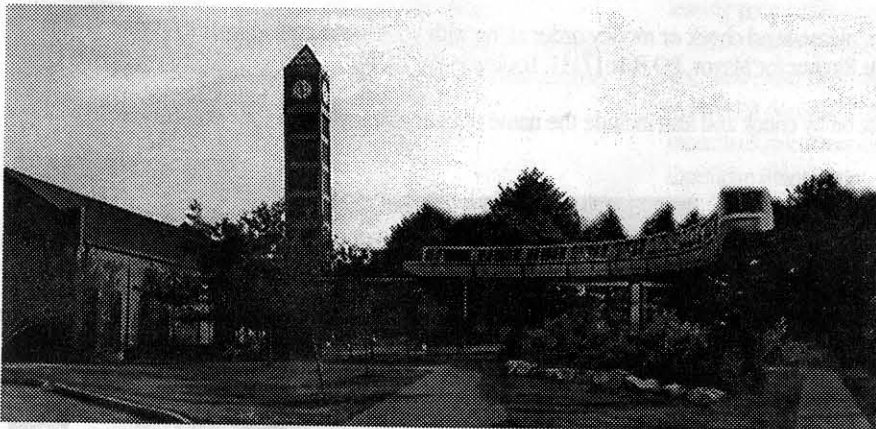
How the Louisville Monorail would look carrying passengers swiftly toward downtown from the Cannons Lane station.

on that runs on rails.

The second way to implement Light Rail is by running the train on an elevated track, as it is in Chicago. Aside from the fact that you have a huge iron structure that casts an even bigger shadow, can you even begin to imagine the cost of putting a train up in the air? Trains weren't meant for the sky.

## Why is Monorail the solution?

Monorail systems offer something that Light Rail, buses, and subways can never touch: Profit. Seattle's Monorail opened in 1962 and is operated by a private company which actually *pays* the city \$75,000 a year in return for the concession to operate it. And the people of Seattle voted last year to expand it to a city-wide 40-mile route. Tokyo's Haneda Monorail



University of Louisville's campus could be connected to rapid transit without the extra noise a light rail system would bring.



is a privately-owned 8-mile dual-beam system which opened in 1964 and **turns a profit every year**. Aren't experimental vehicles expensive? Monorails are hardly experimental, and they are extremely cost-effective. One of the world's earliest passenger Monorails at Wuppertal, Germany **opened in 1902 and is still operating today**. Initial costs can be about the same or more than Light Rail, but the required purchasing of right-of-way is greatly reduced, because the track is only 26 inches wide. And if it's built and operated by a private company, the cost to the taxpayer is *nothing*.

Construction time and disruption of the local area are also reduced because Monorail beams can be prefabricated off-site and installed

off of trucks. The 1.2-mile **Las Vegas Monorail was constructed in only seven months**.

Perhaps the biggest advantages Monorails boast are in environmental and safety concerns. Environmentally, Monorails are at the head of their class. Because they are powered by electricity, **pollution is a non-issue**. Monorails are pleasant to look at and **extremely quiet** as they run on rubber tires instead of steel rails. Monorails operate in an exclusive and completely safe area with no chance of interaction with automobile or pedestrian traffic. They can arrive quickly and safely on time, with no risk of derailment or collision.

This is the answer to Louisville's rapid transit dilemma. ■

Elect **Scott** REFORM PARTY

# Ritcher

MAYOR of LOUISVILLE

**CAMPAIGN WEB PAGE:**

[www.initialrecords.com/ritcher](http://www.initialrecords.com/ritcher)

## How to register to vote:

Stop by any Jefferson County Clerk's office (where you renew your car registration), any driver's license bureau, any military recruitment office, or the Board of Elections, 810 Barret Avenue near Broadway.

Or call the Board of Elections at 574-6100. They will mail you a voter registration card, which can also be returned by mail. They can also tell you whether or not you're already registered, and if so, where to vote.

You must be registered by October 5th to vote on November 3rd.

Sources for numerical statistics: United States Census Bureau, Kentucky Data Center, U of L, the Monorail Society. Photograph of candidate by Chris Higdon. Other photos and graphs by Scott Ritcher.

## Scott Ritcher Campaign Events:

All events subject to change, and many more to be added. For the latest information see [www.initialrecords.com/ritcher](http://www.initialrecords.com/ritcher)

### September:

Sun. 20th, noon-4:00 pm, Community Leadership Alliance Picnic  
The Watertower, Zorn Avenue at River Road

Meet candidates for various local, state and federal offices.

Thu. 24th, noon, Mayoral Debate

Louisville Central High School, 1140 West Chestnut Street

Fri. 25th – Sun. 27th, National Reform Party Convention

Crown Plaza Ravinia Hotel, Atlanta, Georgia

Mon. 28th, If you're not registered to vote yet, this week is your last chance.

### October:

Tue. 6th, 7:00 pm, Oakdale Neighborhood Association Meeting

Most Blessed Sacrament School, 1128 Berry Boulevard

Meet candidates for various local, state and federal offices

Thu. 8th, 5:30 pm, live interview on WAVE-TV 3 evening newscast

Fri. 9th, early morning before *Today* show, on WAVE-TV 3 *Sunrise Show* (tentative)

Tue. 20th, 4:00-6:00 pm, Debate for Candidates for Congress, County Judge and Mayor

Spalding University, Egan Center, 851 South Fourth Street

Sponsored by Business & Professional Women River City

### November:

Tue. 3rd, **Vote!**

Tue. 3rd, beginning at 6:00 pm, Election Night Party  
ear X-tacy Records, 1140 Bardstown Road

## The Scott Ritcher campaign is in desperate need of funding.

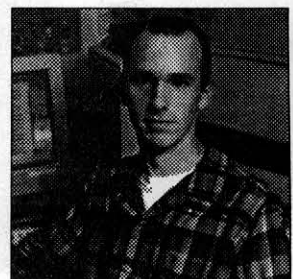
No more than \$1,000 will be spent during the entire campaign, however, nearly everything so far has been out of my own pocket.

To make a contribution, please send check or money order along with your name and address to:  
Scott Ritcher for Mayor, PO Box 17131, Louisville KY 40217.

Contributions over \$200 must be by check and also include the name of your employer and your occupation.



Ask for a free t-shirt with your donation of \$12 or more.  
Specify size M or L.



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about the

# reform party



## Highest ethical standards for all levels of government

- No more gifts, trips, meals, or junkets paid for by special interests. Pass laws with significant penalties – not rules.
- Give Congress and the White House the same retirement and health care plans as the average citizen.

## Balance the budget

- Develop a detailed blueprint to balance the budget.
- Eliminate the practice of keeping some programs off-budget. Pass the Balanced Budget Amendment.
- Create an annual financial report in plain language so the American people will know whether or not we are following the plan to balance the budget.

## Campaign reform

- Reduce the cost of campaigns by shortening the election cycle to no more than four months. Hold elections on Saturdays and Sundays – not Tuesdays – so working people can get to the polls.
- Replace the Electoral College process for electing the President with a direct vote from the citizens – so that every vote counts.
- Prohibit announcements of exit polls until all voting has been completed in Hawaii.
- Require Members of Congress to raise all campaign funds from the voters in their district. Require members of the Senate to raise all campaign funds from the voters in their state.

## Term limits

- Limit Members of Congress to three terms in the House of Representatives.
- Limit Senators to two terms in the Senate.

## Create a new tax system

- The new tax system must be fair and paperless.
- Must raise the money required to pay the bills.
- Require that any future tax increases under the new system be approved by the people in the next federal election, in order to impose discipline on spending.

## Medicare, Medicaid, Social Security

- Carefully put together plans to deal with Medicare, Medicaid and Social Security.
- Explain these plans in detail to the American people and get a consensus.
- Pilot test each of these programs before implementing them nationwide to make sure they produce the anticipated results at the anticipated cost.
- Keep these programs dynamic, so they can be changed based on experience. Don't freeze them with restrictive legislation.

## Lobbying restrictions

- Elected officials, appointees and all employees of the Legislative and Executive Branches come to serve – not “cash in.”
- Prohibit former elected and appointed officials from ever taking money from foreign governments or foreign interests. The current practice sends a terrible signal to current and future officeholders. It causes them to build relationships with foreign interests and foreign governments at the expenses of the U.S. taxpayer.

## Foreign lobbying reform

- Prohibit any former federal employees – including elected officials – from ever working as a foreign lobbyist.
- Foreign countries can provide information to our government through the State and Commerce Department and the Executive Branch, but cannot give contributions or gifts of any kind.
- Foreign representatives can visit with Members of Congress, but under no circumstances can they give them anything now or later.

## Domestic lobbying reform

- Prohibit any former federal employees – including elected officials – from working as a domestic lobbyist for five years after leaving government service.
- Limit domestic lobbying to presenting client's ideas to the Legislative and Executive Branches.
- Prohibit domestic lobbyists from giving money, trips or other incentives to current or former members of the Legislative and Executive Branches.

The Reform Party accepts no financial support from Political Action Committees or lobbyists. It is an entirely volunteer organization, with the goal of ensuring that elected, appointed, and career officials come to serve the people and not cash in.

Elect

REFORM PARTY

# Scott Ritcher

## MAYOR of LOUISVILLE

### **"K" Scott Ritcher** Native of Louisville, age 29.

**Occupation:** computer graphic designer and co-owner/operator of Initial Records DSC, a wholesale compact disc distributor (featured in *Business First*, the *Courier-Journal*, *LEO*, *Louisville Music News*, *Louisville Magazine*, and WHAS-TV).

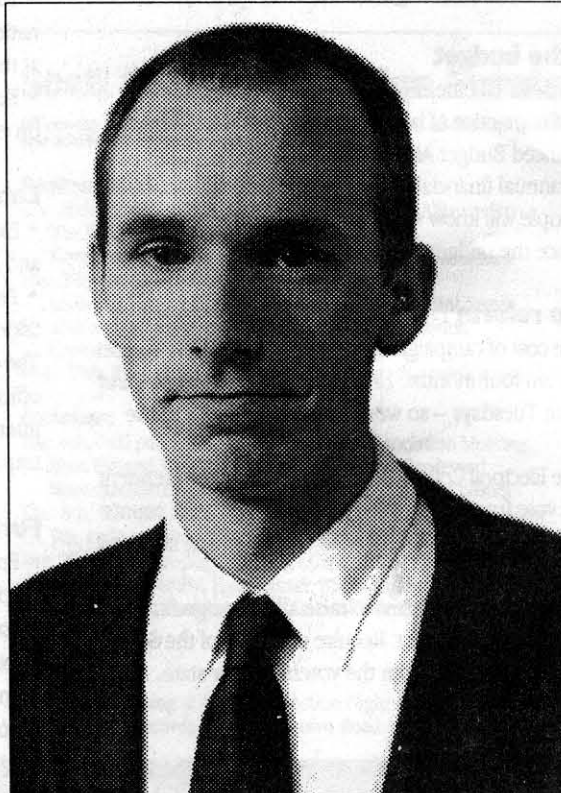
**Political experience:** President of 8th grade class.

**Education:** Middletown Methodist preschool, St. Margaret Mary, Trinity High School, UofL.

**Interests:** Efforts as a publisher and author have been featured in *Rolling Stone*, *Harper's*, *Sassy*, *Alternative Press*, *Chicago Tribune*, the *Courier-Journal*, and on NPR and Public Radio International. Plays guitar and sings for Metroschifter who has released four full-length albums and toured the US and Europe.

Worked in publicizing Jerry Abramson's Youth Outreach program in 1990 (for which the Mayor commended, "Your image as an involved, enthusiastic youth will provide an example for young people all over the City of Louisville. It is exciting to see spirited young citizens like you wanting to take a part in the action of our city.")

Currently a member of the Louisville Music Industry Alliance, a division of Louisville-Jefferson County Office for Economic Development.



## It's not rocket science. It's common sense.

[www.reformparty.org](http://www.reformparty.org)  
National Reform Party Website

Reform Party of Kentucky  
PO Box 7215, Louisville KY 40257  
(502) 893-2897

[www.initialrecords.com/ritcher](http://www.initialrecords.com/ritcher)  
Scott Ritcher Campaign Page

For a free Ritcher For Mayor bumper sticker write: Scott Ritcher, PO Box 17131, Louisville KY 40217 or call (502) 634-4488

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