



# **Real Politics Campaign School August 31, 2008**

**Earle Brown Heritage Center  
Minneapolis, MN 55430**

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# Real Nature of Politics and Politicians

## Leadership

There are three levels of leadership

- Planning
- Preparing
- Action

The **planning** group are eggheads who analyze, for example professors

The **preparing** group gets stuff ready, for example: printers, copiers, websites. These people are bureaucrats

The **action** group does things that make a difference. These people are politicians.

Leadership is a combination of all three

- Plan what needs to be done
- Prepare by getting resources together
- In wisdom, lead people to act

*If you want to be a leader, you must **master** all three parts.*

Mike Rothfeld's belief in man

*I believe that men are a danger to themselves and others. I believe that men in combination are especially dangerous. I believe that free speaking and free acting must go together. I believe that private property and private enterprise are the foundation of wealth. I believe in government control and redistribution of wealth guarantees poverty in the state. I believe a baby in the womb is a precious life in the moment it s conceived. I believe the rule of law rather than the rule of passion of men must be fought for over and over and over and over and over again.*

# What is politics?

Politics is the adjudication of power: **Who rules whom?**

What politics is not

- Common good of man
- Making a better life for you, family, community, country
- Serving your lord

Today, in many places, politics is determined at the barrel of a gun. Winners shoot losers and rape their women. In the United States, through checks and balances and competition, we rule ourselves. The United States political system does work, but not the way we think.

## Paths to Power

There are two paths to power

- **Direct personal path** - Your hand is on the lever that makes things go (dictators, despots, politicians). This is the only path people understand. Be them, or serve them say the public.
- **Indirect path to power** - Controlling the environment in which those on the direct path exists. You control them.

*I don't want a seat at the table. I don't want to negotiate with those at the table. I want to take the table. I want to fill the table with my friends.*

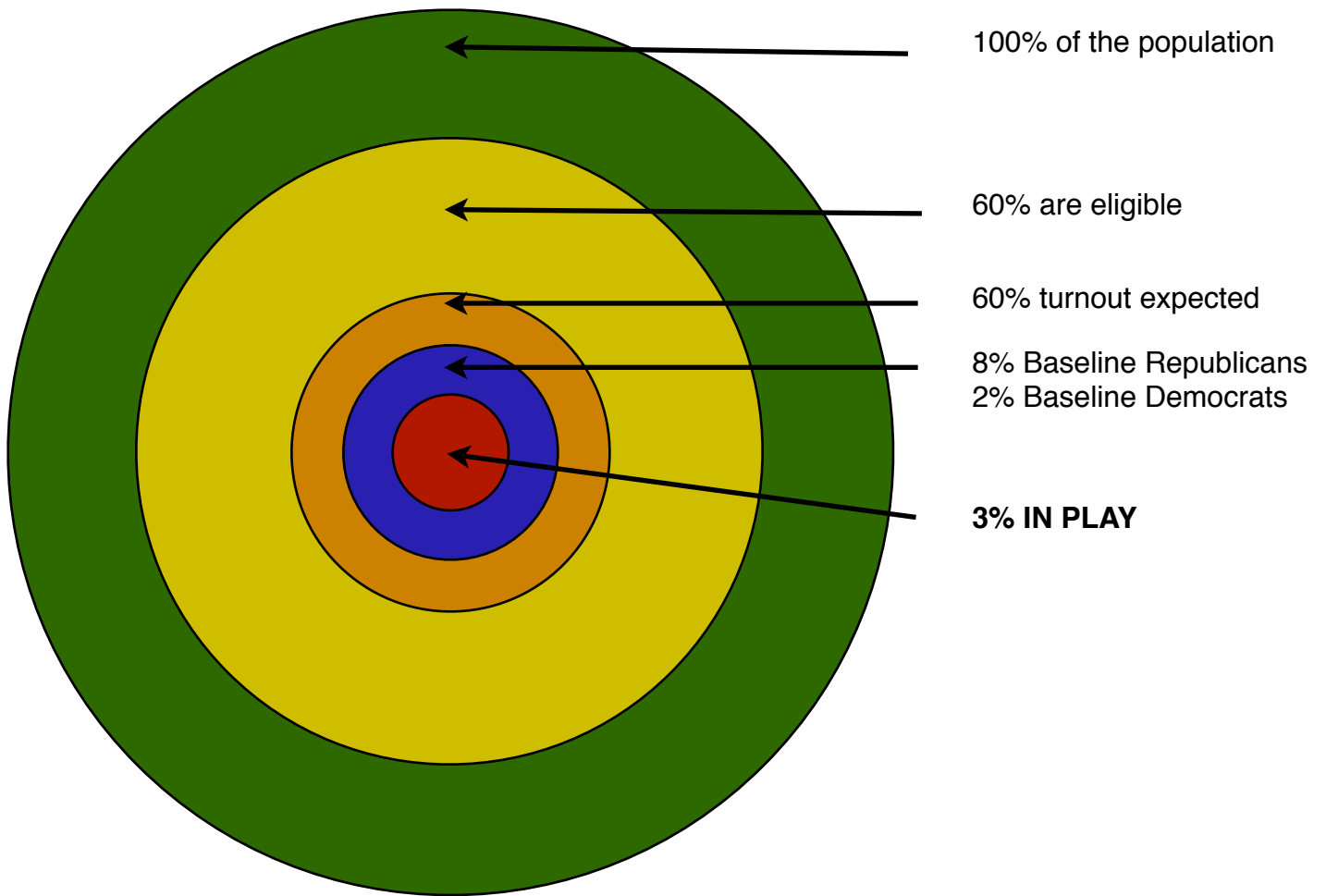
**Power** is to make people at the table do what you want, regardless of what they want.

**Access** is knowing important people, having important people take your calls, listen to what you think, and read what you write. This is what 95% of activists who are good end up settling for.

## Two Theories of Indirect Path to Power

1. **Education Theory** - We must educate population x and we will get result z. The silliest form of this theory is that we must educate the politicians. The other form of this theory is that we must educate the people and the people will rise.
  - **Problem 1:** How will you do it? If you look at real life, politics doesn't exist in the ideas and thoughts. For example if you send a letter to every resident in Virginia on why the 2nd Amendment is not about hunting and rather is the ultimate protection against government tyranny, people will not listen. Most people are prone to the education theory
  - **Problem 2:** It is not very confrontational.
  - **Problem 3:** There is just too much of it
  - **Problem 4:** If this theory were true, certain laws would never pass.
2. **Mobilization and Confrontation Theory**

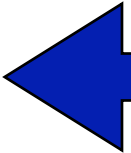
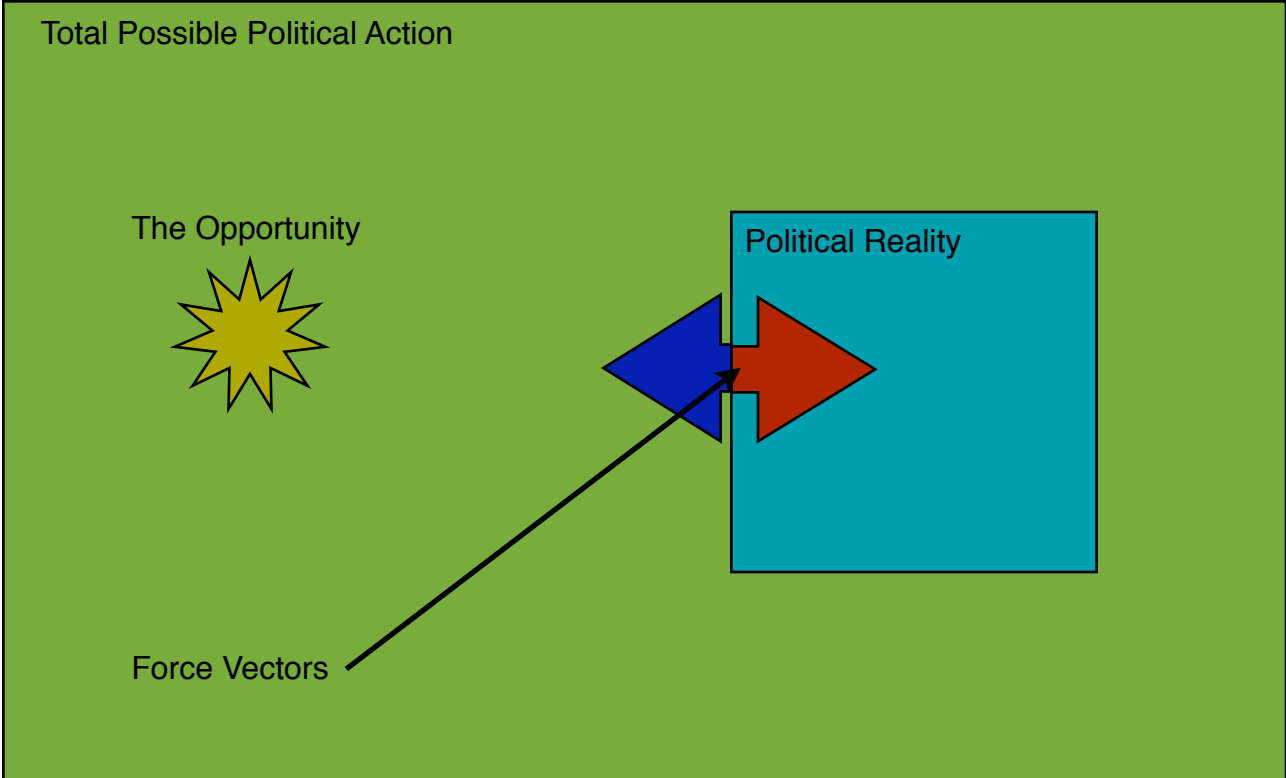
**What percentage of the population do you need to win: 3% + 1**



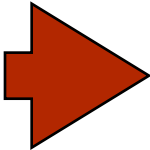
### Assumptions

- Kids can't vote
- Felons can't vote
- Aliens can't vote
- People aren't registered
- Voter Turnout will be low
- Some people are bound to their party (AKA baseline vote)
- Two people running

# Force Vectors



People on the outside trying to expand the realm of possible political action. Expand **your** realm.



People on the direct path to power

## Segmenting Voters

Homosexuals statistically are single minded voters, non felons, above 18, and will vote. While evangelical christians usually stick to party lines as republicans regardless.

## 2003 battle over stem cell research

Karl Rove knew scientists at schools are historically Democrats and did not worry about changing their minds. He also knew the evangelical right was on the Republican side so did not worry about changing their minds. What he did was focus on changing the minds of the elderly through advertisements stating that stem cell research is necessary to prevent diseases, especially Alzheimer's.

Until and unless you are **feared** politically, you will not be **respected** politically

When someone in politics tells you how politics works and how you should behave, ask yourself, "how do the politicians benefit if i believe this?" You will find the **truth**.

## Politicians

- Politicians are Pavlovian Dogs that respond to 2 types of stimuli: **Pain** and **Pleasure**
- Politicians are ruled by their ambition and will put their personal ambition above humanity. This reduces this behavior to the mechanical.

## Politics

- Politics is **understandable** because politicians are **understandable**.
- Politics are **predictable** because politicians are **predictable**
- Politics are **manipulatable** by you because politicians are **manipulatable** by you.

*Strip away the smoke and mirrors of politics, media, blogs, internet, the people, the interest groups, the staff, the legislators, the mess, frankly underneath it, are predictable formulas*

Understand this, you can move them and get the policy you want, remove them, and makes them fear you.

## Why people can't handle politics

People can't handle concrete action in real time and don't want to think in concrete terms. People can handle that you need money and you need information. Some people can't handle losing. Get ready to lose in front of your friends and family.

*Winning an election is life. Losing and election is death*

## Pain vs Pleasure

**Pleasure** for a politician is

- Money
- Volunteers
- Good press
- Public praise
- Endorsements
- Public awards
- Spending other people's money
- Having others attack their opponents
- being able to manipulate the rules
- No competition

**Pain** for a politician is

- No money
- Bad press
- No volunteers
- No press
- No one at the rally
- Public humiliation
- Being held accountable
- Not getting to spend other's money
- Loss of party support
- Being challenged in the primaries

## Status Quo and Inertia

What is a politicians stance on pain? Avoid it. On almost any issue you care about, if a politician does anything, someone gets mad, thats why they do nothing. Status Quo, inertia. They aim to not do anything on controversial issues.

## Overcoming the Status Quo

This cannot be done through the existing political reality. One will overcome this by increasing the size of the reality box. You will overcome the size of the reality box by organizing people and confronting the system. The more you mobilize and confront them on controversial issues, the more they have to deal with you.

*Political success is determined by the number and effectiveness by the activists on either side.*

Mobilize in your state to stop things like **REAL ID**

## How they will try to stop you

- They will threaten you, break your windows, bring you to court
- They will explain it to you (“I’m with you, but you don’t understand the political reality...”, “if we did what you want, we’d get something worse”, “but we’ll lose”)
- They’ll buy you off - put you on committees, advisory panels, etc..

These messages will be pushed by staff, media, people you know, people you like, people you trust.

*Giving in = going away = a win for them.*

*If you give in during the process, instead of being the grassroots telling the politician what they **must do**, you will become the politician's representative to the grassroots telling them what they must **settle** for.*

# Choosing When, Where, How to Fight: Types of Battles

## Lobbying

There exist two types of lobbying

- **Confrontation Mobilization model** - *discussed earlier*
- **Access based lobbying** - Closed room discussions that only work for non controversial issues

Bill Richardson wrote a book called Confrontational Politics which in many aspects is correct. Quote from page 33:

*“For conservatives, the cause is all important, however the organizational advantages for recruitment education and long range political planning rarely cross their minds. They react battle and disband, taking each battle as an entity within itself. Not the left, they build with every engagement knowing this is 1 engagement in a protracted conflict which will take decades to win completely.”*

If you really want to make a difference, be prepared to fight for the long term. In trying to win in the short term, **always** focus on the long term.

## Red Fox 4 approach to picking a fight

*Named for an adult beverage establishment.*

The Red Fox 4 approach is a series of 4 questions you answer on a +10 to -10 scale. The higher, the more valuable.

- Win or Lose, just by getting involved in the fight, do you add people and or money to your organization?
- Win or Lose, just by making the fight, do you help your friends and allies?
- Win or Lose, just by making the fight, do you hurt your enemies and their allies?
- Win and Lose, what's the value of the fight? (how much is it worth that you win, how much is it worth that you lose?)

Most of the time in a fight, if you lose, you're pretty much back where you started. You only lose bad in a fight if you fight for bad policy.

## Battle Categories

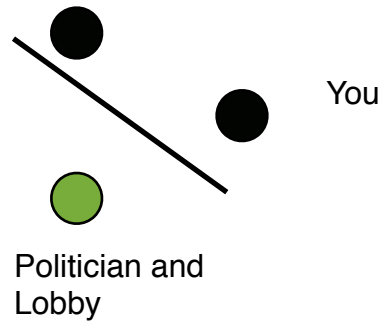
- **Survival Battles** - Battles where you or your organization cease to exist if you lose. (i.e. Ted Kennedy put in a bill that would have forced the Boston Herald to go bankrupt) Please note that survival battle literally means you or your organization will cease to exist. Movements tend to inflate all battles into survival battles erroneously.
- **Obligatory Battles** - opportunity battles you shouldn't do, but you have to do it anyways
- **Opportunity Battles** - Battles you choose to get in to.

## Access Based Lobbying

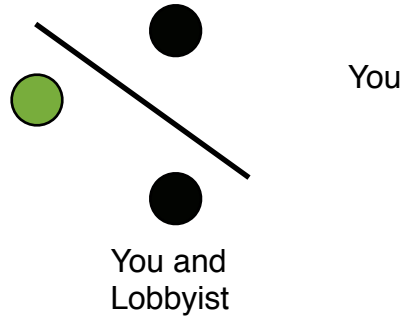
In 1996, Ron Paul was running for Congress against Greg Roth\*. During the primary, groups in coalition with Newt Gingrich, fought against Ron Paul. The Christian Coalition and NRA fought against Paul. Why? because it gave them Access to the Republicans and Gingrich's circle of friends.

## Differences in the application of Access vs. Confrontation

**Access Based Lobbyist** - Lobbyist and Politicians aligned against you



**Grassroots Mobilization/Confrontation** - Lobbyist and Grassroots aligns against politicians.



### What are Access Based lobbyists doing?

They want to be able to sell their access to politicians and make a good living. They will use the access to counter you. You need to mobilize grassroots to restore your liberties.

In Virginia in 1995 after the election, gun owners wanted to take advantage of the situation. to change conceal and carry laws in an election year. They wanted to have a recorded vote of how the politician voted in order to use the recorded vote as ammunition. They organized and mobilized for a recorded vote, and while the lost, the vote was recorded and used to their advantage. Mobilization changed the political reality and forced politicians to do something they absolutely did not want to do, a recorded vote.

In New Hampshire, a bill was put in for lifetime carry, and lost in 1995 23-1. After mobilization and changing the political reality, change was made in the legislature. In 1996, the bill was put in by another senator, passed 14-10. Politicians don't really know the reality.

*Mobilization is the key to victory. The political reality is that politicians don t know the reality. The only thing we know is that their self interest lies in getting elected, if you can mobilize for something you want, you don t know what they ll do.*

### **Force them to vote on the record.**

When you're working as a grassroots lobbyist work as a WHIP operation by forcing your local position to have a recorded vote.

### **The Importance of Procedure**

Find good fights, pick fights, mobilize, learn to mobilize, learn procedure, learn how things work. Learn the Robert's Rules of Order. Procedure gives the leadership great power.

*You write substance, I ll write procedure, and i ll screw you every time.*

Ron wanted to repeal the DC gun ban and the NRA didn't want to have a House vote to repeal it. John (could get the last name) was a member of the NRA board at the time and didn't want his majority to be put on the record. Paul got the vote sent to the floor for a recorded vote and the NRA was angry at Paul because they are on a Access Based lobbyist relationship.

Recognize that the key to victory is mobilization, learn how they will get you to back down, find who their agents are, continue to mobilize and encourage people not to fall for their tricks.

## **Keys to Victory**

### **Communication**

Communicating in a way that gets politicians to

- Do something they are not currently slated to do
- Do things they are uncomfortable doing
- Confronting a politician
- Giving you money
- Signing a petition.

*Keep in mind most important at the beginning of your communication is not you, it s the person you re communicating with.*

You need to talk to them, not over them. Reach inside where they are. Most are not where you are.

## **Example**

In dealing with gun control, most are not interested in hearing that guns are the last check and balance against government tyranny. Most care about their right to carry and not being in databases.

## **Features and values**

Features have no positives or negatives. Most end up talking about features. We must pass the features and head to the benefits. How will the people benefit?

## **Your Connection**

What is your status to speak to these people. Most people do not have status. Build status or expertise, through your history, suffering, things you've endured, things you've had to take. If you don't have good status, find someone who does.

## **Read Rules for Radicals**

### **Three ways of communicating**

- Verbal
- Written
- Images

### **Verbal**

When you can speak in front of people use

- facial expressions
- tone of voice
- emphasis
- hand gestures.

These are advantages.

## Written

Most of your speaking will be written. You won't have the verbal advantages. Writing well is a gift.

- Pay attention to the most important part of the written speech, the verb. Verbs convey action and power and emotion. Don't say people applauded, say they burst into applaud. Don't say they fell down the stairs, say they tumbled. Use nice concrete nouns, then adverbs, and very least, adjectives. The verbs have to carry the work in written copy. The words matter.
- The way it looks matters. Every written communication matters since you're battling for their attention. They don't want to see a whole lot of words. Good copy is broken up into short, 1 sentence paragraphs.
- That's how the mind works and speaks
- It creates whitespace which tells the reader it's not that long
- Always indent, it makes it easier to scan
- Always Justify the left side
- The 1st sentence is called the Lead, it must be good
- PS is used because people most likely skip to the last line, summarize the issues there.
- Understand how people read.
- PS - benefits/value and the action are there.
- Repetition works. Keep saying the benefits, values, and actions.
- Underline to aid people scanning, underline benefits/values/actions.
- Don't change font size or type.
- Don't change colors
- Use a good font size (12)
- Use Serifed type
- Pictures can't show an action, pictures sometime show value, but need support from copy
- Used to attract attention
- Re-enforce what the words are saying
- Naming and Framing - Your Bill:Name it - Their Bill:Rename it
  - "hate crime prevention bill" to "Thought Crime Bill"
  - "Real ID" to "Dangerous ID"

## The Campaign Grid

	You	Opponent
Positives +	Political/Personal  Best things about you	Political/Personal  Best things about opponent
Negatives +	Political/Personal  Worst things about you	Political/Personal  Worst things about your opponent

### Play both sides of the board

- Focus on your positives and their negatives
- Acknowledge your weaknesses and their strengths

What's the basis of what you're going to communicate. Mass based? targeted?

**Locality based communications:** Things that matter for 1 city 1 town.

**Group Based:** Ideological things that cut across race/ethnicity/religion.  
(Consider these)

*We are not normal, have humility that what motivates you will not motivate others, humility to think outside and about their world and their heart. If you can't, find someone who can. Similar if you are not a good writer, find one. If you are, it means that you can be better. Study how to communicate to become effective.*

# What it takes to Raise Money

The single biggest problem the grassroots has is the disrespect for the need to raise money. Raising the money is your job and if you don't care enough to raise money, you don't care about the issue, you just want to have fun.

## Basic Points

- Fundraising is sales in yourself
- Fundraising is NOT about you

Have an attitude and know that what you're doing is important enough that you can deal with raising money which is unpleasant

## The first steps in raising money

- Make a complete list of **everyone** you know
- Write down next to each name, how much money they would give if highly motivated or the legal maximum
- Call them on the phone and you will do 2 things
  - Ask them for twice as much money as you wrote down
  - Shut up

At this point they will say yes or no

- If they say yes: That's fantastic, I will send you a self addressed stamped envelope tomorrow.
- If they say no: I know, this is very important, could I count on you for (%50 of what you originally asked)?
- If they say no again: I know that's a lot, but you know this is extremely important to me. How much could I count on you for?

## Want to raise money?

- You have to ask
- Ask people you believe will give
- Try to force a yes/no answer
- Follow up promptly just like you said

**SWSWSWN:** Some will, Some wont, So what, Next

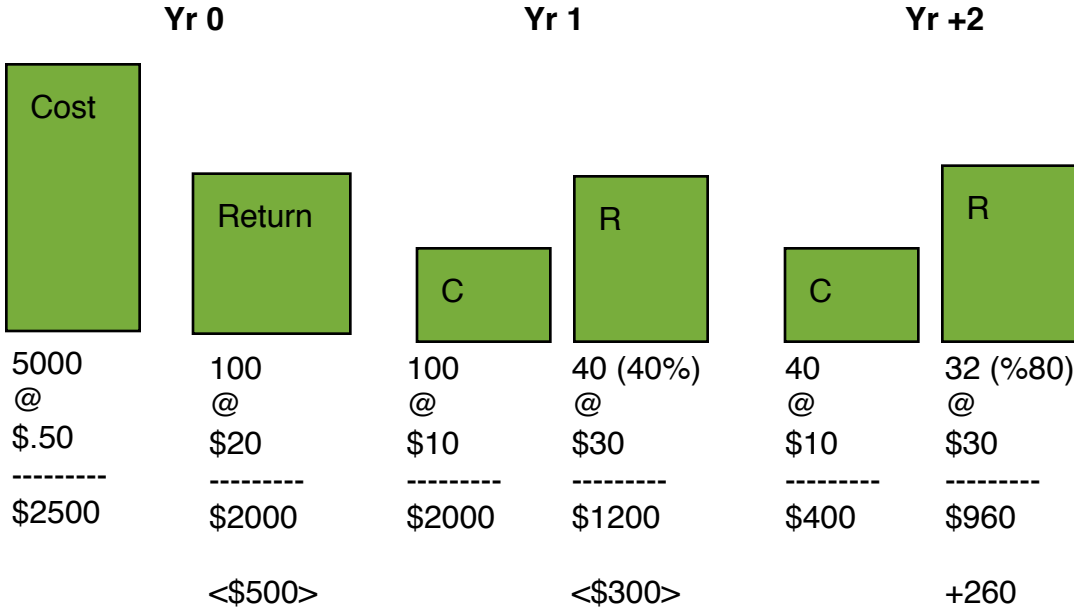
If the people closest to you are not worth asking, then you don't believe what your asking for at all.

### **Three Components to Fundraising**

- The List of people you are going to ask for money
- The package or presentation (the call, the letter, etc..)
- The offer (what are you selling and what does it cost)
  - What are you selling: hopes and dreams
  - What's the cost: as much as possible

Start looking at the mail you receive and see what works. If you look at it once, it was a test. If you look at it twice, it's a successful advertisement. Steal what works.

# Economics of Direct Mail



At the beginning of your project, you mail out 5000 letters at 50 cents a piece. In receiving 100 replies with an average donation of \$20, the project is in \$500 debt at the end of the first year. In the second year, by spending 10\$ per person who donated, you should expect to retain 40% of the list with an average donation of 30\$. The year ends with a \$300 deficit. In the third year, you spend 10\$ per person who donated in the previous year and should expect to retain 80% with an average donation of 30\$. The project is now profitable at \$260.

## Attitude

*You think you can? You re right!*

### Negative attitudes

- Too expensive
- Too uncomfortable
- Too boring

### Some will succeed and quit anyways because

- You won't plan ahead

- Fundraising needs further fundraising
- You won't keep up with the work
- You won't be patient

## **Positive attitudes**

### **Be professional**

- Pay attention to detail
- Keep lists
- Love numbers
- Look for ideas to copy and steal and learn from

*Unless you're sure it's right, it's wrong, and if you're sure it's right, it's wrong  
50% of the time*

### **Be Diligent**

- Have a long term view
- Be willing to make mistakes and learn
- Be prepared to stay around for the long term

*People want something to believe in*

### **Think for the Donors point of view**

- it's about other persons
- Be excited and proud
- A contribution is a sacred trust

*If you raise it, treat it as sacred. Every dollar is someone's commitment to you.*

# Choosing When, Where, How to Fight: Legislative Season, Principles and Tactics

## There are two seasons

- Election season
- Legislative season

Politicians want to convince you there is no connection between the two. Your job is to prove to the politicians that there is an unbreakable connection between the two. In order to get you to separate the two, politicians have put out the biggest lie.

*What you do to us during legislative, we do to you during election season*

## Legislative season

Details matter. Learn how policy gets made

## One flaw in the Indirect path to power

No matter how powerful you are, you do not get to make a motion in front of the legislature. So make sure you have them. They are **Inside Leaders**.

**Inside operations:** Inside the legislature

**Outside operations:** What you do to influence the inside

## What are the attributes of an inside leader?

- Absolutely committed on your issue
- Tough as nails

*They'll work your guy by threatening him politically. For example, if you force a vote, we'll kill all your bills, we'll recruit someone to run against you, I'll campaign for your challenger in your district!*

## Who you don't want

- you don't want a person with a lot of ambition or a member of leadership.
- you don't want a flake.

## How to find an inside leader?

- Get them elected
- Find a genuinely solid person and put them to the test
- -look for the best people you can find and ask them to be a leader, and something low risk to do. See if they do it the way you want it. If they pass the test, do things to make them feel good about you

*Most are looking to sell out and go along to get along*

## Dealing with legislators that have staff

If you find a good person with good staff, that is political gold. Staff is usually in your way and act as Access based lobbyist. First time a new person gets elected they find an insider to be staff that is a sellout. The first test is to hire staff equal to their political view.

Leadership is anti controversy. Lobbyist are looking to stop people like us. They are motivated by ambition, opposed to controversy of ideology. Access based interest groups are not interested in you stirring up issues.

*Personnel is policy*

## The Executive

The executive works in an antiseptic environment, and think of themselves as extremely privileged. When dealing with the executive, are they going to **help**, **hurt**, or be **indifferent** to you and are they going to react **publicly** or **privately**.

*As important as their statements are what they are whispering to everyone.*

## **Committee structure**

Committees are the graveyard where controversial issues die and are buried.

## **Public Hearings**

Dog and pony shows designed to waste your time. It's better to go door to door in that person's district.

*Win the debate with the sound off!*

When dealing with legislators, speak to them and write to them in the way their office deserves. The office of elected officials is not dishonorable.

- It's right and appropriate
- They will talk about how rude and inappropriate you are
- It is possible that you will convince the politician
- When you touch their ambition they begin to consider to move in your direction

## **Working with good people**

Make sure they're good people. If you have a good person, help them with

- tactics and parliamentary procedure
- Speeches
- Enemies
- Help their other friends
- Make them the prophet/godfather
- Share intelligence
- Share lists
- Raise money
- Mail for them
- Mail against enemies
- provide money and volunteers

## **DON'T**

- Waste your time on incomplete projects
- Don't leave him hanging
- Don't let them cross home base
- Don't hate them because they won't cross their base

*if you have a minimum # of supporters you can always force a vote*

In an inside battle, always get a recorded vote. Offense is the best way to battle.

**Preemptive Accusation:** Accuse an executive of something that you know he will do, so then he won't be able to do it.

# Choosing when, where, how to fight: Election Season, being respected, and feared, Guts

Legislative Season is an **outside operation**. If you are trying to win, you don't have enough time, talent, or money to do it. How are you going to target your resources for maximum utility?

	<b>++ Those who will vote for your issue Commi tted &amp; Tough as nails</b>	<b>+ The place to start</b>	<b>0</b>	<b>-</b>	<b>--</b>
<b>Voters</b>	2	5	20	11	3

**++ Those who will vote for your issue & Committed**

**+ Those who will vote for your issue**

**0 On the fence**

**- Those who won't vote for your issue**

**-- Those who won't vote for your issue and committed**

## **Strategy**

Start with single pluses because they are easiest to get on your side. Then you work on 0's and maybe single -'s

## **Election Season**

### **How do you know how to score people?**

Look for similar votes on the most controversial part of the process. Most controversial votes on amendments. Read 3rd party ratings or questionnaires. Investigate their campaigns and what they've said. They'll always legislate to the left of where they campaigned.

*When in doubt, degrade them.*

### **When to fight..What's your goal?**

**Fighting or defeating a bill:** You gotta put in all you got or all that's necessary

**Lose and put in a recorded vote:** Do enough for the recorded vote

### **It's a number's game**

Fight for significant change in situations where whether you win or lose you gain political advantage.

**The Sarah Brady Bill:** Sarah campaigned for a 3 day waiting list, lost, but instead got them to put everyone on a list who registered. Then she fought for assault weapons controls, and over the years eventually won the policy.

*Settle for nothing less.*

## **Politics in the art of confrontation**

When you refuse to back down, you won't get battled in the future. If you compromise, your grass roots will ask you why you sold out. Ask for what you want, settle for less, see what more you can ask for.

*Politicians lie*

*Politicians lie to other*

*Politicians lie to themselves*

## **5 level proof of sincerity**

- Vote on the most controversial part of a legislation
- Co-sponsorship of your legislation
- Written promise (survey/questionnaire)
- Public verbal promise
- Private verbal promise (meaningless)

## **Demonstrating Force Vectors**

It remains true today that the most effective way remains preprinted post cards. Cheap and easy to mail. Because they are written they cry out for written response.

Phone calls are good when you're out of time. The challenge is the best time to call a politician is during the day, when people work. Flooding calls to politicians results in busy signals and people hanging up and not waiting.

## **E-mail is fabulous political tool**

- Free
- Easy to use
- Fast
- No one knows where they come from

**Technique** - Have people that are sending emails to mail a response back

Email is a growing powerful tool. It can be used to email enemies' donors and tell them how bad they are. In the US, the donors list are public. Pressure their home, their district, their friends and families. Leaflet the politicians street, the top donors, the reporters, the campaign chairman, the mother's street.

*Rallies are ignored unless it s a big part of the electorate*

## **Preemptive attack technique**

Press is useless in a legislative attack

## **What a politician thinks about when being protested**

- What's making them mad?
- Are they mad enough to vote against me?
- How many of them are there?
- What's it take to make them go away?

**How many of them are there:** The most important question as politics is a numbers game

## **Election Season**

*Don t shoot blanks. politicians can get used to it.*

*The election season is the bullet. The bang is the legislative season.*

*If they get nicked, they ll fear the bang.*

**The greatest lie in politics:** You are obligated to support the lesser of two evils

- Lesser of two evils is still evil.
- You are rewarding bad behavior
- It demoralizes good people
- When our guy is passing bad policy, we can't mobilize cause he's our guy

*When it s their guy, you can mobilized to change things*

### **Pain in the election season**

- Make them Spend money
- Make their donors mad
- Show up with protesters
- Hit them when they're down
- Weaken them just by picking a fight
- Build lists, find out who cares to go to the fight
- Force them to spend their resources to fight an attack
- Helping good guys
- Attack in the primaries
- Destroy your opponent
- Surveys
- Voter guides
- Churches
- Gun clubs
- Press
- Contributors

*There are politicians walking around that are literally cadavers.*

### **When you set out to make a difference in confrontational politics**

- You're serious person doing serious business
- You're backed up by numbers
- You will inflict pain in the election season
- You will be back next year

## **Guts**

*What do you do when you lose  
When you re smeared  
The outcome is in the hand of the lord*