

ORGANIZING MASS MEETINGS

By A. JAKIRA

WE are holding many mass meetings throughout the country with prominent local and national speakers. The local committee in charge of the meeting must, naturally, use its own initiative in making the arrangements. The suggestions given here may be of some help.

As a rule "a one man affair" is what, we call, a flop. The arrangements should be in the hands of a live, enthusiastic committee capable of getting the entire organization to help in the arrangements.

Proper advertising is essential to the success of the meeting. The methods of advertising should be worked out by the committee in charge in accordance with the local conditions. Leaflets, posters, selling of admission tickets in advance, house to house canvassing, notices in the local newspapers, are some of the methods to be used. But the most effective method, which our organizations unfortunately have not yet learned to use, is reaching the workers in the shops, factories, mines and mills. Trade unions and other workers' organizations should be canvassed and their membership urged to attend. Special efforts should be made to reach the Negro masses, as this is being much neglected in many cases.

The hall should be properly decorated with suitable placards, banners or posters. Labor Defenders, and working class literature should be ordered in advance and sold at the meeting.

A good chairman is one who himself speaks little, so that the speakers would have more time. Arrangements should be made for one of the speakers or for the chairman to make an appeal for membership and for subscriptions to the Labor Defender—these appeals to be made one at a time. Committees, previously organized, should pass around application cards and subscription blanks immediately after the speaker has finished his appeal.

As a rule, a strong appeal for a collection should be made not only to help cover the expenses of the meeting, but to help build the organization and to carry on the defense work generally. The chairman, with the assistance of a good floor committee, should take care that the appeals and announcements do not break up the meeting. Where the main speaker is to make the collection appeal he should do it in the middle of his speech, and not leave it to the very end when the audience begins to leave the hall.

After the meeting a report should be sent to the National office for its information and for use in the press, and a statement issued for the local press.