

REPORT ON THE DAILY WORLD 1976 CIRCULATION AND FUND DRIVE

February 5, 1976

1. The Daily World recently launched its annual circulation and fund drive. The goal this year is to raise \$225,000 by May 1 and to gain 13,000 new readers by the end of the year. As in the past, the fund drive is projected as the more important of the two campaigns. They explain in an appeal to their readers that, "Without it we won't even be able to provide papers to our present readers, never mind an additional 13,000...We lose money on every copy printed." However, the approach to the circulation drive this year appears to be more serious and better organized than those of the recent past. (The 1974 drive ended disastrously with the final scoreboard showing minus figures for many areas who, rather than gaining new bundles, had had some bundles cancelled for non-payment. The results for the 1975 drive were not even published as far as we could tell.)

2. The circulation goal of 13,000 includes:

- * 3,000 new subscriptions of six-months or more in length.
- * An increase in paid bundle circulation to or by 10,000-- they say both at different times so it is unclear which they mean. "Paid" of course refers to the branches paying for the bundles.
- * An increase in the renewal rate of regular subscriptions to 85 percent.

3. They have projected a three-fold focus for distribution and sales of subscriptions:

- * Plant-gate distributions with a heavy emphasis on steel.
- * Street corner sales of introductory subscriptions.
- * Door-to-door routes in the "community" for renewal work.

Of these three, shop-gate distribution is given the most

attention.

4. Special CP regional conferences ^(to discuss building the DW) were held in New York and Chicago. "The DW must be read by workers," was the theme of these gatherings. "We must find them in churches, civic and fraternal organizations, and through their children in the schools," Winston explained. Hall called for a "shift" in press building. Each press builder must ask, "How can the DW be used in my shop, in my neighborhood."

5. The New York conference voted:

- * To assign press directors in every district.
- * To build Friends of the DW or Readers Clubs.
- * To work for full involvement of all DW readers in forums, mass activities, etc.

- * To pay special attention to goals for the monthly steel bundles for distribution at steel shops.

- * And, each member of the "central committee of the CPUSA, the national committee, and District leaders," voted to accept the task to "set examples for the entire party in building the press and obtaining new subs."

6. At the Chicago conference:

- * Local activists reported on shop-gate distribution in Illinois, Michigan, Ohio, Minnesota, Wisconsin, Indiana, and Missouri to steel, auto, electrical, coal, and longshore workers.

- * Hall praised this work but urged a "still bolder method to reach more and more industrial workers."

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* Hall suggested a nationwide committed circulation staff of at least 100 people. "Already, many retired workers were volunteering," he reported.

* Goals were accepted to distribute 5,000 copies weekly to steel workers and 4,000 copies weekly in other basic industries.

* It was reported that the goal to distribute 16,000 copies of the special steel issue in January was exceeded with 16,200 copies distributed in 20 some cities.

7. A calendar of events for 1976 has been printed. The major events scheduled include:

* Regular DW forums nationally.

* A national day of shop-gate distribution.

* Three official Red Sundays.

* A subscription renewal campaign that will include visiting subscribers.

* One week of DW sales and campaigning in coordination with the election campaign in September.

* Extensive use of the DW in October around the elections.

8. They had^{ve} promised regular "how-to" columns to pass on ideas. Already they have had columns on how-to organize newsstand sales and how-to organize a fund dinner.

9. Improved content and style has been promised including a Spanish language edition eventually, with a four-page Spanish insert in the week-end edition to start.

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10. Local areas have been reporting on their distribution activity:

* Baltimore claims to distribute 1,000 copies monthly to steel workers, and they mail 50 copies of the special steel issue to trade union leaders. They also distribute 150 copies weekly in the community.

* Regular steel distribution is conducted in Buffalo, Pittsburgh, Alabama, Chicago, and Gary.

* Distribution on Brooklyn docks is "better than ever."

* Regular distribution is conducted at the American Motors plant in Milwaukee.

* In Detroit, 600 copies are distributed weekly to Ford, GM,&Chrysler workers.

11. However, there has not been a scoreboard showing how each city is actually doing in relation to their goals--in fact, they have not even printed what the goals are area by area.

12. Fund drive goals have been printed. We can assume that that the circulation goals are similarly proportioned. It is interesting to note the relative strength of the CP in different states as indicated by the size of the goals:

<u>GOAL</u>	<u>STATES(S)</u>
\$115,000	New York
\$10,000 or more	Illinois, 16,000 Florida, 16,000 Michigan, 10,500 Eastern Penna., 10,000
\$5,000 to \$9,999	Minnesota, New Jersey, New England, Ohio
\$1,000 to \$4,999	Connecticut, Md/DC, Missouri, Western Penna., Wisconsin
\$500 to \$999	Indiana, Texas
\$100 to \$499	Alabama, Colorado, North Carolina Tenn/KY, West Virginia