

PARTY BUILDER

SWP Organizational Discussion Bulletin

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PROPOSALS FOR THE FALL CAMPAIGN IN CALIFORNIA

by the State Staff

(The following are proposals being discussed in California for the fall campaign activity, concentrating on tour schedules, finances and publicity.)

The fall offers innumerable opportunities to get the name and program of the SWP out. During this time the campaign can reap its biggest gains in speaking engagements, in Militant sales and subscriptions and in recruiting. The campaign will want to concentrate on reaching the thousands of young people who were radicalized during the events of May and are looking for political alternatives to the capitalist parties. Through the campaign's involvement in current struggles, the SWP will have more opportunities to win new people into the revolutionary socialist movement than ever before.

The key to fall campaign activity is careful planning out of a strategy for total activity. We want to finalize the tour schedules now, for example, so that speaking dates, honorariums, publicity and fund raising can be carefully mapped out. Then, during the tours we can concentrate on our intervention and recruitment.

In order to begin the fall in a big way, the campaign should begin now to gear up and build activities during July and August. These months should really be viewed as the first stage in the fall offensive.

Proposals for Fall Tour Schedules

The staff projects tours for each candidate and the Northern and Southern regional areas. It is important to consider these tours and make any necessary suggestions as soon as possible so that the local committees can begin to line up speaking engagements, honorariums, publicity and fund raising. The following considerations went into outlining these schedules:

1) During September and October there are approximately six and one-half weeks when most campuses are open. These schedules attempt to have each major candidate tour at least once in each major area during these weeks. All full-time candidates have been considered available on a state-wide basis, having each tour approximately one week in any area.

2) The Northern and Southern regions have been considered as separate touring areas in order to have the candidates speak on outlying campuses (like Santa Barbara and Sacramento). We assume the respective regional travelers will chart out these tours in consultation

with the campaign committees in their area. Fullerton and Riverside are considered part of the Southern region, Hayward as part of Oakland-Berkeley and San Joaquin as part of the Northern region.

3) The schedule for the part-time candidates is planned on the assumption they will spend most of their time in the Bay Area. Specific dates are projected for them to tour in Los Angeles and San Diego at least on Friday evening and on weekends. Patti is touring in Los Angeles twice because of the potential to raise money and set up speaking engagements because of her trip to Japan. When we know each candidates' definite work schedule, we will notify all committees of weekdays they may be available. The Bay Area committees are expected to use these candidates as much as possible when they are available during the week.

4) We assume any special events, like banquets, antiwar demonstrations, and women's liberation and third world conferences, will come up as the campaign proceeds. There will be special requests for specific candidates at these times. The staff will do everything possible to accommodate these requests, but it is much easier the more advance notice that is given. Special transportation arrangements should be handled by the local committees.

The fall banquets and educational conferences and the October 31 demonstrations are good examples of events which campaign committees should begin now to consider for requests for candidates. Often requests come in from out-of-state before those from the local areas. Remember that financial considerations play a part in deciding where a candidate will speak.

5) You will notice that the candidates tours are extended two and one-half weeks beyond Election Day. The main purpose for this is to catch up on last minute fund raising, especially honorariums not granted to "political candidates." Other special events may also come up during this time. The committees are encouraged to concentrate their planning on September and October, but they should use this aftermath period if an opportunity arises. It is important to try and stick to the schedule for the committee.

6) Each local committee should seriously consider having one person on the committee specifically in charge of organizing speaking engagements and obtaining honorariums. This person would also help with the speaking engagements

when the candidate is in the area to make sure that everything runs smoothly.

Honorariums and Speaking Engagements

If there are no major changes in the proposed tour schedules, the local committees should be able to begin organizing most of the major candidates tours by Wednesday, July 23.

It is crucial to begin to line up honorariums before the Oberlin conference, because most schools are now outlining their fall speakers programs. Samples of honorarium letters have been sent to all campaign directors. These should be sent out immediately as each candidate's schedule is confirmed. These letters are samples for each committee to amend and change as fits their needs.

Speakers bureaus affiliated with the student government are the most important first step because they can provide large honorariums and build good meetings. Carole Seidman's suggestions on obtaining honorariums have also been sent out, for it offers good suggestions on how to approach this problem. Keep in mind that the letters themselves are only introductory and that FOLLOW-UP PHONING IS ESSENTIAL to confirm honorariums. Included with each sample letter is a list of suggestions about where to send them.

It may be best to treat each candidate as a special campaign when talking to speakers bureaus (i.e. "I am from the Committee for Dianne Feeley for U.S. Senate on the SWP slate). The same approach would probably help in obtaining media coverage for each of our candidates, since most people look at campaigns in terms of individual candidates.

While trying to get honorariums, each committee will want to begin now to fill each day the candidate can speak on campus with an interview in their paper, talk to an organization and a high school class, appear on a talk show, give a forum or class and have a special party. Find out which opponent candidates will be in the area (they plan their tour ahead of time too), and try to get a campus newspaper, political organization or high school group to set up a debate. Try to obtain an AFT list for high school teachers and send out a letter asking to speak to their class.

As soon as a speaking engagement is lined up, the local media should be contacted for interviews. It may help to send in a lead article and photo to the campus press ahead of time to build the candidate's appearance and then arrange for a follow-up interview the day they speak.

Upcoming Big Events

There are many big events coming up where we should begin now to project an impressive campaign intervention. We want to have candidates speaking, attractive tables, massive literature distribution and good fund raising during these events. Also, they will offer excellent opportunities for gathering endorsers, subscriptions and contacts for supporter groups. Careful plans for systematic follow-up should be outlined when planning these interventions. These actions also often offer a good opportunity for media coverage and publicity.

1) Celebration of the Cuban Revolution: Most committees already have activities planned for the July 25-26 weekend. Other events during this weekend are the labor solidarity march led by Caesar Chavez for the printers in San Rafael and the Chicano Moratorium demonstration in Oakland.

2) Aztlan Tour: The candidates will be returning from their Aztlan tour near the end of August. Check your schedule for their arrival in your area and plan a big welcoming party. This is also an excellent opportunity to work on publicity, especially with any Spanish-speaking media. Be sure to send in a Militant article on this section of the tour.

3) Hiroshima-Nagasaki Day Actions August 6-9: Each committee should try to have a good literature intervention during these actions. If your committee would like a candidate to speak, ask ahead so that we can arrange it with plans for the Oberlin conference.

4) Far East Tour: Andrew Pulley returns at the end of August and will be available for special fund raising activities from August 24 to September 6. His tour offers an excellent opportunity to use the media, raise funds and break into new areas, for many people will be attracted to the international aspects of the tour.

We would like to use this period immediately after he returns to have special parties and intensive fund raising specifically to cover the costs of his tour. But it should be planned out well ahead of time to insure a successful project. Please let us know as soon as possible which of these dates your committee would prefer.

This may be a fruitful time to approach some of our supporters for special contributions or to help raise money. You can have Pulley talk to such supporters, possibly over dinner. Possibly one of them would be willing to

host a special social event. Breaking into the mass media will help raise money, so you may also want to arrange a press conference. After confirming the dates for your area, the staff will send you a fact sheet on his tour to use in publicity.

5) Opening of Schools: The campaign can make a big impact on the campuses by having well organized interventions for registration lines and the first few days of classes. Students can be approached for subscriptions, endorsements and contributions, especially from an attractive literature table. Thousands of pieces of literature can be passed out, including a special leaflet on current campaign activities. Every table should have a visible mailing list and literature should be handed out generously. It would be good to have a good article on the campaign in the campus newspapers during this first week also, dealing with the SWP program and announcing future campaign activity.

Each committee should check out now the opening schedules for campuses in the area and dates for registration. Then teams can be carefully organized to cover as many places as possible. Many schools may be closing for "peace" candidate campaigning in the early fall. After finding out what each campus has planned, a general strategy can be worked out for involving these students in campaigning for the SWP candidates.

6) October 31: It is not too early to begin mapping out the campaign intervention for this date. It will be the last big campaign action before Election Day and we should do it in the biggest way possible with banners, mass distribution of leaflets and big button sales. We will pick up a lot of supporters and subscriptions and should plan some sort of follow-up activity to bring these people around the campaign as soon as possible.

All of the candidates are available to speak on October 31, but it is crucial to get your request in early since requests come in from all over the country. We hope to raise money from the candidates speaking on this day, which will be a consideration in scheduling them in various areas.

Since this date is very near the end of the campaign, please order materials well ahead of time so that we may have adequate stock on hand. It takes from two to four weeks to have things printed.

7) Fall Campaign Conferences and Banquets: Every committee should begin now to plan out these events which will be the high point of the fall campaign. These activities offer tremendous

opportunities for recruiting and fund raising and can be projected as big victory celebrations.

Each area should plan on having the dates of their conference and banquet set to announce at the Oberlin conference so that all fall campaign activity can be geared into building it. Publicity should be on the campuses from the first day they open in the fall, and the committees could even sell tickets weeks ahead of time. Leaflets can be passed out whenever a candidate speaks, and at all demonstrations and mass actions. Announcements should go into all of the press. Be sure to ask for candidates early.

8) Third World, Women's Liberation and Antiwar Weekends: A committee may want to plan a special weekend centered around one major area of the campaign. A good format may be a Friday night forum and classes or panels all day Saturday with a dinner-party afterward. Movies and tapes may lend variety.

For a Third World weekend, for example, we have Black and Chicano candidates and a Japanese-American candidate who teaches a class on Third World women. For an antiwar weekend, we could emphasize the antiwar university and the attitude of opponent tendencies and "peace" candidates to the antiwar movement, possibly with a debate. This educational could draw campaign supporters into building the Student Mobilization Committee, the October 31 actions and the San Francisco referendum.

The women's liberation educational weekend could include sections on Third World women, women in history, the revolutionary dynamics of women's liberation, current struggles and issues, etc. It may be possible to have some repertory group present one of the many women's liberation plays that are now out.

9) Please send in suggestions for campaign interventions at other big events so that all committees can take advantage of them.

Suggestion on Candidates

When a candidate is on tour in a given area, every attempt should be made to involve him or her in planning campaign activities. Each committee should brief the candidate on the local situation and their tour schedule as soon as they arrive. Any special opportunities or problems can be carefully discussed then to insure the best possible campaign intervention. The candidates should be specifically geared into money raising and media possibilities as well as organizational gains that can come out of their tour.

It is good to have a team accompany the candidate when they speak. The team can sell Militants, pass out literature, man the table and make sure that endorsers and a mailing list are procured. If possible, an informal meeting or party should be set up for those more interested in the campaign to meet and talk with the candidates. The team will play a key role in following up on these contacts after the candidate is gone.

Since they will be constantly on the go, it is important that the candidates are provided with a comfortable place to stay with information on transportation arrangements. The committee should set up dinner engagements each evening the candidate is in the area, possibly with prominent supporters. Even when a candidate goes to be interviewed for a paper or radio-TV station, at least one person should accompany him or her.

Before the candidates leave, it would be fruitful for the committee to discuss with them their opinion of the tour and any suggestions for improving the next one. Often a candidate will see possibilities for the campaign previously overlooked.

Proposals for Publicity

A. Media

The campaign wants to make a big push for publicity, especially in the mass media and newspapers. This is one area where we have not really tested all of the possibilities, while widespread publicity could really build the image of the campaign.

1) We are sending a sample letter asking for equal time to all campaign directors. The best procedure seems to be to send this letter out to all media stating the SWP is a legitimate party running in the state elections and that we expect equal time with the other candidates. It should also be pointed out that the candidates themselves are newsworthy and interesting.

Then another letter or a phone call should be made requesting specific time for a candidate or campaign representative who is touring in the area. This should emphasize the newsworthy aspects but also mention the equal time regulations. If there is no response, then a letter should be sent demanding equal time and stating that a copy is going to the FCC and that you may be forced to take legal action if necessary. The fair ballot fight cannot be overemphasized in demanding our right to equal time.

2) Whenever there is a big news event, the campaign should try to figure out an angle to intervene and get coverage.

A candidate should be present in order to try to get on-the-spot interviews. If an opponent candidate is speaking, have our candidate speak during the question or discussion period. There is a good chance the press will pick up. For any of these, it helps to have a prepared statement to pass out also.

3) One area of publicity that may be easier to get into is rebuttals to editorials, especially on the live media. These can either be in answer to the network's endorsement of a candidate or a position they have taken on some issue. Any campaign supporter can do this. Try also to have the SWP campaign activities included in the political roundup columns that appear in the commercial papers.

4) The Third World, campus and underground press and radio are more accessible for the campaign. But we must continue to push them in an aggressive manner in order to get coverage. Besides having our candidates interviewed or participating in panels or debates, we can also try to get articles by the candidates into the papers. Submit a lead story before a candidate appears on campus, then arrange for a follow-up interview.

5) An important aspect of any type of publicity is to line it up way ahead of time so that it will fit in with the candidate's busy schedule. The more aggressive and persistent the approach, the better chances for success. It is important also to brief the candidate ahead of time on any special issues that may be of concern in your area or any big event that is coming up. Of course, they should try to work in announcements of their own activities and make a pitch for money, giving the address and phone number of the committee.

6) Press conferences for candidates have evoked a mixed response, but generally they have not been well attended. Use the equal/fair time angle this fall to push for better coverage, taking a very aggressive approach if necessary.

The press release should be geared toward the media you want to attract; if they want to cover news-making events, Rebuttals to opponent candidates and comments on news events should be built up as a real news break. Holding the conference with other organizations or well-known figures will help build it.

Another important point is to plan the conference well ahead of time to give the press notice. A last minute phone call will not do as well as a carefully written press announcement with a follow-up phone call.

7) The local committees should seriously consider having one person on the committee work only on campaign publicity. This would involve setting it up ahead of time and acting as the candidates press agent when they are on tour. A big campaign should be launched to involve all supporters in watching the media and filling out equal/fair time forms on a regular basis.

B. The Militant

The Militant is the campaign newspaper and we want to make a big push to sell it in order to get news out on the campaign. It is also necessary to feed articles into The Militant on a regular weekly basis. The July 17 issue is a good example of the way we can use The Militant. In it there are articles about the Aztlan and Far East tours along with articles by Dianne and Antonio. Unfortunately that issue's Campaign Column has nothing on California. It would be good if each committee had one person who made sure that campaign articles go into The Militant regularly.

It should be a maxim that every endorser should be a Militant subscriber and vice versa. The campaign should begin now to gear into a big subscription push in preparation for the fall subscription drive. This next subscription drive will be a major campaign project.

C. Materials

All of the above projected activities indicate that each committee will want plenty of literature for mass distribution. The price of the high school and Chicano self-determination posters has been lowered, for example, so that the committees can poster them freely. The Afro-American button proved it will be a best seller at the antiwar conference in Cleveland. Most of the materials are very popular and the clip coupons on leaflets and brochures come in fairly regularly if they are mass distributed. During the fall, schools and candidates meetings should be covered with literature.

In preparation for the fall, the staff projects printing many new materials and reprinting others. It would help us gauge what to reprint if each committee would take an inventory of their stock and send in an order for anything they need before August 5.

1. Materials currently out and available:

a. Buttons: Red Fist, Women's Liberation, Antiwar, Afro-American, Ecology, Froben Lozada, Antonio Camejo, Herman Fagg, Ecology (New York).

b. Posters: Native-American, Chicano Self-determination, Black Control, High

School, Antiwar, Women's Liberation.

c. Stickers: Women's Liberation, Antiwar.

d. Leaflets: "Do You Have That Sinking Sensation" (Art Hoppe article), 24-hour child care, "Capitalism Fouls Things Up," "Should Blacks Run in a Multi-National Party," statement on abortion, women's liberation position paper, newsprints for Herman, Antonio and Dianne (3), articles on Black Student Union endorsements, Aztlan and Far East tour schedules. (Most of these are available on electro-stencils).

e. Brochures: 1970 candidates, "Campaign for a Revolutionary Change," status of women, environmental fact sheet by Bob Chester.

f. Miscellaneous: endorser cards, letterhead stationery, equal/fair time forms, Young Socialist mailing lists, current materials available price list.

2. Projected new materials:

a. Buttons: Chicano, high school.

b. Posters: ecology, new antiwar and Chicano.

c. Stickers: high school, Afro-American, Chicano.

d. Brochures: platform, Chicano, women's liberation.

e. Leaflets: statements on Arab revolution and October 31 actions, reprint of Far East press clippings, reprint of Militant article on equal rights, "peace" candidates.

3. Other material available:

a. The Pulley campaign committee has brochures, posters and a general leaflet. They project a new button soon.

b. The California Fair Ballot Committee has endorser cards, a fact sheet, copies of the brief, statement of aims and reprints of news articles. They project to have soon a letterhead and a brochure.

Finance Proposals

The key to fund raising is planning it well ahead of time as an integral part of campaign activity. Fund raising must be done systematically and regularly, as a normal part of organizing the campaign. Specific proposals will not be outlined here because they are adequately covered in the sections on tours, publicity and materials. But, all committees should watch out for special large donations that may come along.

The staff would like to propose the following financial procedures:

1) As was discussed in June, the Far East tour was financed through contributions and loans (all of which are negotiable or underwritten). It would be preferable to try and earmark the money from Andrew's California touring to pay back the loans. This would mean that each committee should try to raise at least \$670.00 when they have special Far East fund raising August 24-September 6 and when Andrew is later on tour in their area. This money would go directly to the state office as a special assessment, although anything raised above that amount can go into the regular local budgets. There should be no problem raising this amount given the appeal of the trip itself and Andrew's antiwar credentials.

2) The staff proposes that each committee consider a quota of \$800.00 per month to the state office during the last three months of the campaign (or \$2,400.00 total). This figure is based on 1) the income the campaign must raise after meeting the Far East assessment and allowing for \$6,000.00 which the state office itself will raise and 2) the high level of activity which is projected for the fall. The quota figure does not include payment for materials or the monthly \$1.00 pledges.

3) The best way the local committees can determine whether or not they can meet this proposed quota is to map out a local budget based on bills owed, the state quota and expenses for local functioning. Then, fund raising activities should be mapped out along the lines of the candidates tours and special fund raising projects. Approximations can be made as to whether or not these plans will meet the expenses. If it looks as if more money can be raised, the committee should raise its quota. If it looks as if not enough money can be raised, the committee should consider additional fund raising activities or establish a lower quota with the assumption they will try to go above it.

4) An important aspect of planning out the local budget will be to project weekly amounts of money that will go into the state office. It would be immensely preferable for the quota to be payed on a regular weekly basis, since the state office must operate on a weekly income. Materials bills should be payed on delivery or as soon as possible, so that new materials may be produced.

In the period between now and August 17, it would be very good if the local committees would try to pay their debts to the state office as they gear into summer campaign activities.

PROJECTED FALL CAMPAIGN BUDGET

August 17-November 29

<u>Expected Expenses</u>		<u>Expected Income</u>	
1. Accounts payable	\$2,500.00	1. State campaign office:	
2. Travel	2,500.00	a. \$1/month pledges	\$ 780.00
3. Candidates expenses	4,125.00	b. materials	1,675.00
4. Bank charge	15.00	c. buttons	2,000.00
5. Office supplies	200.00	d. miscellaneous	<u>1,500.00</u>
6. Postage	200.00	Total	\$5,955.00
7. Phone	450.00	2. Special Far East fund raising	2,000.00
8. Rent	210.00	3. Local campaign committees:	
9. Miscellaneous	75.00	a. Honorariums	\$2,360.00
10. Buttons	1,000.00	b. Donations	2,500.00
11. Printing	660.00	c. Materials and buttons	1,500.00
12. Loans payable (2/3 of this is negotiable or underwritten)	<u>3,380.00</u>	d. Fund raising events	<u>1,000.00</u>
Total Expected Expenses	\$15,315.00	Total	\$7,360.00
		Total Expected Income	\$15,315.00

(The following charts are printed as samples of the California State Campaign Committee's projected tours.)

PROPOSED FALL TOUR SCHEDULE FOR LOS ANGELES CAMPAIGN COMMITTEE

August 20-29

Antonio Camejo tour

August 29

National Chicano Moratorium

August 30-September 5

Herman Fagg tour

September 6-12

Antonio Camejo tour

September 13-19

David Frankel tour

September 20-26

Terry Hardy tour

September 27-29

Patricia Iiyama tour

September 27-October 2

Dianne Feeley tour

October 4-10

Andrew Pulley tour

October 12-17

Herman Fagg tour

October 16-18

Antonio Camejo tour

October 19-24

David Frankel tour

October 23-25

Proben Lozada tour

October 25-November 3

Herman Fagg tour

October 30-November 1

Patricia Iiyama tour

NOVEMBER 3

ELECTION DAY

November 8-14

Andrew Pulley-David Frankel with the Southern region

November 15-21

Herman Fagg with the Southern region

November 19-25

Dianne Feeley-Terry Hardy with the Southern region

Southern region

PROPOSED FALL TOUR SCHEDULE FOR HERMAN FAGG

August 23-28

San Diego tour

August 29

Chicano Moratorium-Los Angeles

August 30-September 5

Los Angeles tour

September 13-14

travel-rest

September 15-19

Washington state tour

September 20-26

Oakland-Berkeley tour

September 27-October 3

Northern regional tour

October 4-9

San Francisco tour

October 10

rest

October 11

travel

October 12-17

Los Angeles tour

October 18-24

San Diego tour

October 25-November 3

Los Angeles tour

October 31

available

November 4-7

rest

November 8-14

Bay Area-Northern region

November 15-21

Los Angeles-Southern region

November 22-25

San Diego

HOW THE CALIFORNIA CAMPAIGN GETS SPEAKERS FEES

Sample Honorarium Letter for Dianne Feeley

1. Suggestions:

a. Send with reprints from San Francisco Chronicle and San Francisco Examiner, position paper on women's liberation and/or candidates' brochure.

b. Send letters to speakers bureaus, women's liberation groups on and off campus, faculty and community women's groups, history and anthropology departments, nurses' associations, etc. Most groups are interested in women's liberation.

c. The ecology angle is not emphasized in the letter, but you may want to push Dianne's speeches on overpopulation or ecology for specific groups or actions.

d. When talking to people on the phone, you can go into more detail on specifics. For example, she has prepared separate speeches on each of Women in Revolution in Russia, China, Cuba, Algeria, and Vietnam, along with "Revolutionary Dynamics of Women's Liberation" which takes up the French and American Revolutions and the Civil War. She also has prepared speeches on "Women in Prison," ecology, the antiwar university, defending the movement, a two-part series of "Women in Prehistory" and "Women in Revolution" and a general "How to Make a Revolution in the U.S."

2. Proposed Text:

"Given the new developments in the women's liberation movement, it will be very important to have a women's liberation speaker included in your speakers program for the fall. Dianne Feeley is eminently qualified as such a spokeswoman. She is active in the movement and has been touring the state speaking on the "History of the Women's Struggle" and "Revolutionary Dynamics of Women's Liberation." Currently the Socialist Workers Party candidate for U.S. Senate, she is the only senatorial candidate to run on a women's liberation platform. The enclosed newspaper reprints give an indication of the impact of her campaign.

"Dianne Feeley has contributed many articles on women's liberation to The Militant, a weekly socialist newspaper, and will have an article on "Women in China" in Women: A Journal of Liberation. She is working with others on a book dealing with the current women's liberation struggle. In 1969 she built and participated in teach-ins on women's liberation at San Francisco State College and at the University of California in Berkeley.

"Dianne Feeley takes a stand against

present-day anthropologists who insist that women have occupied an inherent inferior position in all of human society. On the contrary, she points out the primary role that women played in primitive society, as well as projecting a program for women to gain again control over their own destinies.

"Dianne Feeley has a long history of struggle against oppression. She has been active in the antiwar movement since 1961, and has spoken at many mass demonstrations representing the struggle of women's liberationists against the war. She helped organize the Women's Task Force Against the War for the November 15 mass march in San Francisco.

"Dianne Feeley is a teacher trained in the Montessori methods, and taught as a volunteer teacher during the freedom struggle in Mississippi and at the Freedom School in San Francisco in the mid-1960's. Prior to that time, she had been an associate editor of the Catholic Worker and a contributing editor of the Peacemaker. During the Third World liberation strike at San Francisco State in 1968-69, Dianne Feeley was a leading activist in the Student Strike Support Committee, and was one of the victims of the mass arrests there.

"We hope that you will want to have Dianne speak on your campus. She will be on tour in _____ from _____ to _____, and her schedule will be quite busy. We urge you to contact _____ at _____ as soon as possible to arrange a speaking date and her fee, which is usually \$250.00."

* * *

Sample Honorarium Letter for Herman Fagg

1. Suggestions:

a. Mail with a candidates brochure and the newspaper reprint from the Hayward Daily.

b. Send letters to speakers bureaus, BSUs, off-campus Black organizations, Third World departments, and American history departments with Black history courses. You might try high schools emphasizing a talk on Malcolm X.

c. He can speak on any aspect of the Black struggle and the fight against the war. He is also available to speak on "Malcolm X," "Socialism and Black Nationalism," and on "The Coming American Socialist Revolution."

2. Proposed Text:

"Herman Fagg, Socialist Workers Party candidate for governor of California, will be touring in _____ from _____ to _____. He will be available to speak at your school.

"Herman Fagg is not the typical political candidate who addresses the acute problems of California with promises and clichés. He is an activist involved in the struggles to solve these problems and an authority on the struggle of Afro-Americans for self-determination. He participated in the San Francisco Civil Rights Sit-ins in 1964, worked with CORE and SNCC, and has participated in several Black student organizations. He recently attended the Black Youth Conference at Stanford University and the National Black Student Conference in Detroit.

"Herman Fagg's campaign presents a relevant program of action for Afro-Americans and others whose interests challenge the present system. For example, he advocates the formation of a Black political party independent of the Democrats and Republicans to fight for the interests of Afro-Americans.

"Herman Fagg served as chairman of the Third World Task Force during the Fall 1969 antiwar offensive and mass march in San Francisco. During the massive upsurge in May against the invasion of Cambodia, he played a key role in helping organize Black students against the war. He has come out unequivocally for the right of the Black community to defend itself. On May 19, Malcolm X's birthday, he helped organize a demonstration protesting the murders in Augusta and Jackson. Out of this demonstration he helped form the Black Community Defense Committee.

"The appearance of Herman Fagg at your school will inspire a great deal of discussion and debate. Enclosed is a brochure containing a brief biography of him and the other candidates on the Socialist Workers 1970 slate.

"There will be more requests to have Herman Fagg speak than time will permit. Please contact _____ as soon as possible at _____ about the day, time, and honorarium arrangements. His usual fee is \$250.00."

ON CAMPAIGN PRESS COVERAGE

by Bernie Senter

With November closing in, and as interest heightens around the elections, the SWP Campaign will have a tremendous opportunity to expand its press coverage of the candidates, more than in any previous period of the campaign. If press coverage is approached systematically and professionally it will be all the more fruitful.

When contacting the different media, we want to do so from the standpoint that we are a legitimate party running elections in thirteen states. It's important to mention that we have every prospect of being on the ballot in November. And with each interview and response we get, a file should be collected of which media are interested and which reporters have given us good coverage. This will make the setting up of interviews for the next candidate that much easier and productive.

A week or two before a candidate is scheduled to tour in an area, a press release should be sent out to all the newspapers, radio and television stations that you plan on contacting. The press release should mention when the candidate will be coming, facts about her or his background, and her or his specialty in a particular area of struggle. A brief introduction on the importance of that area of struggle in American politics and the SWP platform on that issue can be used as a means of introduction to the whole campaign and that candidate. Usually the reporters will obtain their questions for the interview directly from the press release. If the press release gives concise and thorough reasons for our particular line then the questions asked will be on a much higher political level.

Also, in many states candidates have toured in different areas of the country and the world. This provides us with a powerful tool for further maximizing press coverage. The highlights of the tour can also be used in a press release.

After the media has received the press release, follow-up work should be done by telephone, or better yet, by going down to the office. In talking to the reporter, again give the background of the candidate and her or his specialty. In San Diego, we found that more often than not we got an interview precisely because the candidate was an expert and an activist in a current topical issue like women's liberation or the Chicano movement.

And to further impress the reporter, tell her or him of all the other interviews that the candidate has had. In

San Francisco, one comrade was able to get an interview in both major newspapers by playing one against the other. He set up an interview with the Chronicle, and then called the Examiner and offered to give them an interview the day before the Chronicle as a kind of "SMASH!! EXTRA!!" opportunity.

Whenever possible, personal interviews as opposed to one press conference should be scheduled. This allows the candidate to give a more in-depth view of our politics, and usually that article will be longer, clearer and more objective.

Of major importance in dealing with radio and television is using the fair time, equal time laws. If records are kept of all coverage given to the Democratic and Republican Party candidates, we can use it in most cases to get equal time. And even though this law doesn't apply to newspapers, mentioning all the articles they have on the Democrats and Republicans and that we should receive similar coverage as a legitimate party, can only help in securing that interview.

Many times the interviewer will want to have a "local twist" to the article. The candidate should be briefed on activities and developments in the area so she or he can tie in the campaign to local problems and issues.

When the interview has been arranged, a campaign supporter should go with the candidate as a representative of the local supporter group and give the details on how to get more information about the campaign. He should also tell about the public forums and speaking engagements where the candidate will be appearing. This can draw the people who are interested in finding out more about the campaign to attend further activities.

In San Diego, we also found that there are many sympathetic reporters who are interested in finding out more about the campaign or the YSA. We've started sending these people a "care package" including "How to Make a Revolution in the U.S." by Peter Camejo, more information on the campaign and the YSA, and a thank you note on the article they wrote. This establishes a good rapport with these people, and opens doors for further articles. (It's also good contact work.)

I hope other comrades will contribute more articles on their experiences in building election campaigns in this and other areas.

THE MICHIGAN SWP ELECTION CAMPAIGN

by John Hawkins

Offices Contested

The campaign is fielding candidates, at the federal level, for a senatorial seat and two congressional ones. We are opposing Senate liberal Phillip Hart, House Minority leader, hawk Gerald Ford, and Black liberal Congressman John Conyers. At the state level we have a slate for Governor, Lt. Governor, Secretary of State, and Attorney General. We may also have candidates for Board of Governors at Wayne State University.

Statistics

Thus far we have received 225 endorsers. We have raised \$1,100.00 outside the movement, including about \$300.00 through an appeal letter to radical lawyers asking them to support our Attorney General candidacy.

Media Coverage

Our candidates have appeared on three television talk shows. We have had two well-attended press conferences, one to launch the campaign, and one when congressional candidate Jacqueline Rice returned from her trip to Cuba as a member of the Venceremos Brigade. Two candidates have been covered by extensive newspaper articles.

Confronting Bourgeois Candidates

Incumbent Senator Phillip Hart, posturing as a dove, is the victim of our most successful piece of campaign literature to date -- a leaflet called The Truth About Hart. It is an exposé of his voting record compiled from the Congressional Quarterly and has been passed out all over the state by campaign supporters, comrades, and campus radicals on their own initiative to audiences attending Hart's speeches. At one college, Hart was obliged to devote the entire question and answer period to defending himself against his own record.

Conference

We held a Socialist Campaign Conference whose central event was a debate between Peter Camejo and dove gubernatorial candidate, ex-head of the Michigan Democratic Party, Zolton Ferency. Over 150 people attended the debate; at

its conclusion the event's success was indicated by the fact that Ferency's young son endorsed our campaign. During the conference we were successful in involving supporters in our ongoing work. We distributed packets of literature and asked endorsers to sign up for specific activities; a demonstration against Agnew, the Cleveland antiwar conference, a women's liberation teach-in, and a truth about Conyers squad.

Malcolm Leaflet

Afro-Americans for the Socialist Workers Party Campaign, a newly-formed group under our initiative has just issued a leaflet which will prove very successful. It contains quotes by Malcolm X on the Democratic Party. It will be used particularly in the Rice campaign against the well-known Black liberal, John Conyers.

Women's Liberation Class

The campaign has started a class in women's liberation which has been quite successful in attracting women who are coming into motion around that question. Many of these women are becoming active campaign supporters. In addition women at the class from Wayne State meet afterwards and are in the process of initiating a women's liberation group at Wayne.

Wayne State University Course

Wayne State University, prompted by the Princeton Movement for a New Congress, is sponsoring a laboratory course where students will be credited for working on a political campaign. We have gotten the school to include working for the Socialist Workers Party campaign in the course and students working for us in the fall will earn college credit.

May Events

At Wayne State University during the May upsurge, our candidates played an active role as spokesmen at the school. At Central Michigan University one candidate was able to win the campus radicals to the concept of the antiwar university. However, during May we did not carry out as much campaign work as we might have, considering the potential gains to be had.

OHIO CAMPAIGN REPORT

by Marcia Sweetenham

The Ohio campaign is running six candidates for office, including Governor, Lt. Governor, Attorney General, Treasurer, U.S. Senate and U.S. Congress 22nd District. We are conducting a legal challenge to the election laws in Ohio with the support of the American Civil Liberties Union and hope to be in a better position to run candidates in the 1972 elections. Our legal case challenges the signature, distribution and loyalty oath requirements and the filing dates for independent candidates. The Socialist Labor Party is also filing a challenge on the requirements for a political party.

This fall we plan to integrate our campaign into regional work. In addition to a regional traveler we plan to seek out speaking engagements for our candidates on high school and college campuses throughout Ohio.

Printed Materials

The campaign has produced 10,000 program brochures, statements on pollution, women's liberation, an endorser card, an equal time card for the press and 2,500 buttons. We have also used the women's liberation and pollution buttons put out in other areas. Our equal time card is a business reply card on which the candidates are listed and invited to speak on radio or TV stations. The press just has to check which candidates they want and when they want them. We have gotten several returns as a result of this card. This fall we plan to silk screen our own posters and use stickers put out by other campaigns.

Press

We have put out ten press releases including statements on the events in Kent, the postal workers and Cleveland Transit System strikes, on the May 30 antiwar demonstrations, on James Harris' visit to Cuba, and on the progress of our legal case. Many of our statements were not picked up by the local press, although several campus and underground newspapers have carried articles on the candidates. However, we were able to secure time on a local TV station for an editorial

reply on the transit workers and other public employee strikes. We have been able to get a number of radio interviews scheduled, especially in the Cleveland area and plan to step up our efforts in this area in the fall.

Legal

The injunction against the Ohio election laws was argued before the Ohio Court on July 16 and we expect to hear the results soon. We will be filing our petitions in Columbus and Cleveland where we will hold press conferences.

Public Speaking

Our candidates have spoken at the pollution hearings, campus meetings on pollution, at the Ohio Regional Young Socialist Conference in Columbus, at several antiwar rallies on April 15, at campus strike meetings during the May upsurge and at high school and college campuses in Cleveland and to a more limited extent around the state. James Harris was on tour for several weeks after his return from Cuba, although the events in May tended to cut into interest in his scheduled topic. Between seven to eight thousand people have heard one or another of our candidates in person.

Finances

So far the campaign has had a limited financial base, although it has paid for itself. Expenses and income have been about \$700.00. We have raised money through a theater party, a fund raising speech at a banquet, and personal solicitation from campaign supporters.

Opponents

There are no political campaigns being run by other radical tendencies in Ohio so far. In several of the campaigns, for U.S. Senate, Congress and Governor, there are capitalist "peace" candidates running for office.

We are in the process of planning campaign activities for the fall and expect to step up the pace of our campaign.

WASHINGTON STATE ELECTION CAMPAIGN REPORT

by Rick Congress

In the early stages of the 1970 campaign we registered gains in terms of regional growth of our movement and wide-spread dissemination of our literature and ideas. The campaign was launched after the November 15 antiwar actions with Bill Massey for Senator, Russell Block for Congress, Rick Congress for Congress, Sue Shinn for State House of Representatives and Harriet Ashton for State Senate. Stephanie Coontz was added to the ticket as a Congressional candidate after the April 18 actions.

Between November 15 and the first of the year two state tours were made. Bill Massey and Bill Perdue for the YSA were on the road for over a month. The speaking engagements and follow-up contact work in Eastern Washington brought recruitment in Pullman, where a YSA local was set up, and in Spokane and Cheney where an at-large area was built into a YSA local. Contacts and a few recruits were made in Idaho and Montana. A few months later Harriet Ashton toured campuses in Eastern Washington speaking on women's liberation. A speaking engagement in Tacoma, Washington by Russell Block netted a recruit at Tacoma Community College who has since recruited several others to the YSA. A whole series of campaign speaking tours to campuses in Washington from December to April 1970 was mapped out with several candidates speaking. These were mainly in the Western Washington area. Honorariums were arranged through the Student Governments and these have been the key factor in financing the campaign.

As the campaign progressed it became more of a tool for making interventions into established areas of political work, of probing new areas and taking on capitalist candidates. A brief rundown of the interventions we have made with our campaign is as follows:

Women's Liberation

The campaign of Sue and Harriet has helped give our movement a presence in this area of work when we were beginning to make a turn to active intervention in the women's liberation movement. We organized a demonstration against a local rock radio station's "Bridal Fair" which netted our candidates TV and extensive radio time. Harriet's intervention in a demonstration at the state capitol (while the legislature was in session) for repeal of the anti-abortion law got TV coverage. We have distributed thousands of our brochures on women's liberation and put out a flyer giving critical support to

the abortion referendum on the ballot for November. Our candidates have also testified at hearings on abortion.

Third World

Russell Block's press release condemning the attack on the Panthers at the time of the Los Angeles raid and the murder of Fred Hampton was aired on the major rock station. We have intervened in hearings with speakers and literature on the building of a freeway through the black community. During a big campus struggle led by the Black Student Union against University of Washington ties with Brigham Young University, our candidates on campus spoke to rallies of 2000 plus. We also intervened with the campaign with literature and speakers in the furor over the police murder of a black Vietnam veteran and in the defense case of a black GI at Ft. Lewis, who was being courtmartialed for his antiwar activities. Bill Massey got an interview with the leader of the local American Indians of All Tribes for The Militant when they were occupying Ft. Loughton. The Chicanos here have expressed great interest in running a Raza Unida ticket and have been consulting with us on electoral questions.

Unemployment

Seattle has one of the worst unemployment situations in the country exacerbated by the massive Boeing layoffs. We have gone through thousands of campaign leaflets on Boeing and unemployment raising transitional demands on employment. They have gotten a good response. We have regularized campaign distribution at the unemployment center. Our campaign intervention is becoming increasingly important in this areas as the objective conditions worsen, and as all our opponents are orienting toward work with the unemployed.

Campus

We have had a regular program of campus forums with candidates speaking. They generally have been well attended. The combination of a candidate with a current campus struggle has of course been the best in terms of reception. After a big battle with the ultralefts over the character of the TDA (the day after Chicago Conspiracy conviction) demonstration in February, we had Russell give a forum on "How to Fight in the Streets and Win" comparing the ultraleft fiasco of the day before to our conception, drawing on the July 1968 Berkeley example. It was packed and went over well.

I can't overemphasize the importance of taking maximum advantage of our legitimacy and attractiveness to get speakers fees from the largess of university student activities funds -- we tried every angle we could.

During the Kent-Cambodia upsurge the major leaders of the mass movement were two of our candidates -- Russell and Stephanie. Stephanie was identified in the press as a strike leader and a SWP candidate. She gave a forum near the end of the quarter on the lessons of the strike and draw a large crowd -- 100 plus, which was significant since this was in the downturn period when a giant lethargy gripped the campus. Out of this meeting we got a group of campaign supporters together. A previous attempt to just set up a supporters group was not too successful. The linking of the campaign to role in the strike -- and Stephanie, whose reputation is very big, was more fruitful in getting a supporters group. All of our candidates got air time during the strike on the student radio station, Radio Free Seattle. Also the strike speakers bureau drew on our candidates and sent them to community groups, high schools and community colleges. We distributed campaign statements at the mass meetings and marches during the strike.

We used the campaign to combat the Hatfield-McGovern amendment through a leaflet and speaking.

Ecology

Our intervention in a city-wide Earth Day meeting at Seattle Center stole the show from the liberal politicians. Harriet and Bill spoke on the same platform as the Mayor and got a very good ovation.

Antiwar

In the antiwar field we of course have an excellent reputation. Stephanie's announcement after the April 18 action got extensive coverage. Her being a revolutionary socialist was news to many who had known her as the antiwar figure in the Northwest. Bill Massey spoke at the April 18 rally and was covered on TV and got an interview in the Seattle Post Intelligencer.

Coontz Congressional Campaign

Stephanie's reputation has the potential to open many doors for the campaign as a whole. A few days ago she got good TV and some press (we consistently have had coverage from the newspapers) in a press conference demanding the new acting police chief be removed (former Oakland police chief). There are numbers of "movement" people outside our ranks who support her campaign. We are using

these contacts especially to raise money. We are working on having her debate the Democratic and Republican congressional candidates. The Democrat has already accepted. The head of the Retail Clerks Union in Seattle gave \$50.00 to her campaign. In a poll held by a conservative magazine called Argus on the First Congressional District candidates, Stephanie got 1.5%, the Democrat got 2.0% with the Republican getting most of the votes. Speaking tours and interviews promise to be very good in regard to her campaign.

Liberal Opponents

The big steamroller is the campaign of Carl Maxie, a black Spokane attorney running in the Democratic primary against Jackson. The CP is backing him and the ultralefts are capitulating to him, either tacitly or openly (some members of the Seattle Liberation Front openly support him). He won the endorsement of the King County Democratic organization (Seattle area) and took the state convention with an ultraliberal platform. He is a very advanced dove -- for immediate withdrawal and caters to the students. He also is one of the Seattle Eight's attorneys. We are preparing a "truth about" type fact sheet on him. Bill Massey got to speak at a campus rally for Maxie (about 1,000 plus attended) and made a good impression; he got some applause in a very pro-Maxie crowd.

The best intervention was Stephanie in a panel with four dove Democrat congressmen held in the last week of school at the University of Washington. Six hundred attended. We leafleted it. The liberal congressmen came to tell the students how to change things within the system. Stephanie got a tremendous ovation as she flayed them for their records.

We need to step up our attacks on the Maxie campaign as it is very attractive to young people. There have been rumblings about some sort of independent ticket by opponents. Some Stalinist-minded foreign students and ultralefts were leaning on the Chicanos not to run as La Raza but to go into a popular front Third World ticket. They seem to be moving toward a Chicano party though. There is talk in liberal CP circles of running Maxie as an independent if he loses in the primary, but election laws and the new steam in his primary challenge of Jackson would seem to cut across this right now. There is a person, Edward Fisk, who is running for senator as an independent and who is an "ecology candidate," but this is a one-man show.

Convention

To get on the ballot we have to have a convention with 100 registered

voters who have not voted in the primary on September 15. We are lining up people for the convention. Our sponsor cards serve a dual purpose to get endorsers and commitments to come to the convention. We started late on this but are doing well. We have 35 sponsors who will come to the convention; this plus comrades is a substantial majority of what we need for the convention.

The ACLU finally found us a cooperating attorney -- after months of meeting with them -- to take our suit against the filing fees. It would cost us approximately \$2,000.00 to run our slate. The attorney is also going to file a brief against the fee for the voters guide. All candidates can get space in this manual which goes to all residents of the state. The argument is that it is 80% state subsidized but the cost (\$200.00 per page) is prohibitive for minority parties. After the brief is filed we will have a press conference and launch publicity on the fight. The Chicanos are of course interested in this. We want to be sure that it is a "class action," not just for the SWP.

Literature

We have put out approximately 65 to 70,000 pieces of literature. We have 25,000 general printed brochures, 1,000 "Stephanie Coontz for Congress -- Vote SWP" buttons, and we use the California buttons which sell well. We have sold 300 to 400 campaign buttons. The best received brochures have been the unemployment and inflation and the Boeing leaflet.

Finances

Honorariums from schools have accounted for the bulk of our income. Dinners at the headquarters have been very successful and net \$100.00-\$150.00.

We have raised \$1,400.00 so far. We are in very tight financial straits, however, since we need money to build the convention and for filing fees, if we lose the filing fee case. Cash on hand is \$670.00. Given the potential of the campaign we are very under financed. Fund raising around Stephanie promises to be lucrative, drawing many independents into helping on fund raising work. We have an event planned which is sponsored by "Friends of the Campaign."

Media

Press and TV coverage has been spotty. We have had some success with phoning in statements on current topics to the major radio stations. TV coverage of Stephanie's announcements to run for office was very good. The May Day Regional Conference built around our candidates, Froben Lozada and the Belgian comrade on tour got good TV and press coverage. The setting up of a special press conference for high school newspaper editors was very successful. As the campaign heats up our press releases get picked up a little more. TV and radio are the best. We have yet to get on talk shows other than University of Washington TV and radio. We need to go after this. A statewide underground newspaper has offered the SWP a page in its expanded format. We have taken advantage of it to push the campaign and nominating convention. We have lined up an interview with Stephanie for a major Seattle community newspaper.

This is a very major campaign for us, and very taxing in terms of personnel and resources, but the gains made are substantial in terms of regional growth, publicity and recruits. Not having the size and resources to have full time candidates is our biggest limiting factor. All our candidates also have big responsibilities in the movement as a whole.

TECHNOLOGY IN THE SERVICE OF THE REVOLUTION

by Rod Holt

The capitalist class possesses an enormous and technically admirable propaganda machine and the electronics industry has provided it with some of its most potent weapons: radio, TV, records and pre-recorded tapes (not to mention the intervention of electronics into the printing trades). Our party has developed a respected expertise in our press work. By training speakers, conducting election campaigns, and providing excellent spokesmen for our views, we have been increasingly able to utilize radio and TV time.

This is fine and we can go much further. But I have been astonished by the almost universal ignorance of the electronic techniques of communication. From simple public address systems, communications during demonstrations, to ordinary tape recording we lack professionalism or anything close to it.

The list of examples is endless: P.A. systems at outdoor demonstrations inadequate and unreliable, communications from one end of a march to the other absent, the bull horns poor or missing altogether, no one available to fix or replace failed equipment, antique tape recorders, horrible recording techniques, valuable tapes lost or accidentally destroyed, and important speeches simply not recorded at all.

As we are becoming the largest and most influential radical movement in the country, we are the ones who must become responsible for insuring that the audience gets the message, that they can hear and understand at public meetings both indoors and out. When meetings or demonstrations meet disrupters, we must be sure that the leadership can be quickly informed, and they in turn can effectively broadcast instructions to large groups. Really effective communications here can stave off panic, give the marshals more confidence and quite likely minimize arrests and bloodshed. The police themselves are very well equipped both with walkie-talkies and a centralized communication network. They can very easily broadcast conflicting orders in different areas and deliberately sow the type of confusion to enable them to move in and finish off the job of disruption. Our movement will be obliged to meet these needs. We need to understand the technical problems, buy, beg or borrow the equipment, and then deploy it with the same respected professional thoroughness with which we handle marshals.

Left liberals, social democrats and ultralefts all despair of countering the

sophisticated capitalist propaganda machine. We certainly do not. In contrast, we can utilize that machine and its methods. Any educator is aware of the value of audio and visual aids to teaching. Propaganda work is in part teaching work, and good techniques will greatly enhance our ability to propagate (i.e., to multiply ourselves in numbers and in kind).

As a teaching aid, the National Tape Service offers tape recordings of outstanding value. Lest there be any misunderstanding here, tapes can rarely replace printed material and live speakers. They are a supplement. Tapes can be reproduced and mailed out where skilled teachers cannot. Often, material can be sent to the field on tape well in advance of the printed equivalent. In some cases, the personality and style of the speaker justify a tape even if the material has been printed. Comrades have barely started to use tapes by skilled speakers to help themselves in their own preparation. The style, illustrations, and oratorical skills can be examined and absorbed via tape. Having the correct line is necessary but not sufficient if organized and delivered like corn meal mush.

Our professional staff must be extended in every part of the country to include the electronic technologies. We've learned how to become photographers. And becoming an audio technician is no more difficult. Today, a good tape recorder costs half of what it did five years ago. Tomorrow, video cameras and recorders will be in our price range -- even in color! In each area, we have to set aside some time for an interested comrade to learn the business. There are countless books and magazines addressed to the layman with full information on these topics. Media people themselves will offer advice. What we need is the determination to do this part of our job well.

As we raise our technical skill level, we will also find new applications. Every college and university has a radio station for their dormitories and some broadcast to the general public. Skillfully prepared material can be played to an enormous audience. Documentaries can be prepared for any broadcast station. Commentary, eye-witness accounts, debates, etc. can all be "aired" if well done. This "canned" material of educational value is an easy thing for a station to play. If we do half the work, the station will do the other half. Wouldn't a documentary of the Kent or Augusta events with interviews, sound effects, and our

commentary be a real seller? How about a campus-wide broadcast of our position on ultraleftism? A little professionalism together with optimism could go a long way.

* * *

From the very extensive Chicago Tape Library, the National Tape Service was organized in April of 1969 for the purpose of supplying educational materials to branches, locals, at-large areas, and to individual comrades and sympathizers. The tapes selected for distribution are intended to fill specific needs, particularly for isolated locals and at-large areas. There are 17 complete series now available with several more on the way. Tapes from the Socialist Activists and Educational Conference will further enlarge the list.

To our surprise, few tapes have been sold to at-large areas, new YSA locals or sympathizers. Most have gone to well-established branches where, it appears, experienced teachers recognize their value. The Young Socialist Organizer has begun to print reviews of tapes and it is hoped that this will overcome the evident inertia. For regional trailblazing, one comrade was sent out complete with a tape recorder and a set of tapes. The report was favorable and further use of tapes as an aid in regional work is expected.

There are several problems affecting tape distribution and use. First, the announcements and catalogues mailed from the national office did not circulate widely. Many comrades just don't know what is available. Secondly, a local should have a custodian of the tapes and a suitable tape recorder available at the office, hall or meeting place. Tapes can then be conveniently played by anyone with a little spare time or by those doing chores such as mailings, etc. The custodian can make sure that the tape is rewound properly and boxed. Finally, once a branch or local has a tape recorder and begins to use it, some system should be used to avoid mixing up tapes, boxes, etc. We advocate the use of adhesive labels on both box and reel, and a locked closet or cabinet for tapes and equipment. Too many awful things have happened whenever things have gotten sloppy.

This document cannot be a "how to do it" manual, but I'll make some comments.

Since the introduction of 4-track stereo systems in the early 1960's, almost all quality tape recorders are 4-track, either stereo or monaural. The most common exception is the small five-inch reel type. These are usually toys and are not recommended. Today, the overwhelming majority of machines costing over \$75.00 are 4-track. For this reason, all tapes

from the National Tape Service are suitable for replay on any 4-track machine. Our standard tape speed is 3 3/4 IPS. We are stocking 4-track tapes but not 2-track. Thus delivery of 2-track orders will usually be delayed. All tapes purchased for use on a 2-track machine will play on a 4-track machine, but not vice versa.

Many recorders now function well at the slower tape speed of 1 7/8 IPS. This speed allows two hours of recording time per track with a standard 1,200 foot reel. With four tracks, you can record eight one-hour educationals or branch discussions. Then, if properly labeled, the tape can be "archived" for future use. We currently record conferences and conventions at this slow speed.

Use good tape. Sony PR-150 (1,800 feet at about \$3.00) is good. Allied Electronics No. 260, No. 15-8743 (1,800 feet at about \$1.50) is fair. Really cheap tape will cause all kinds of grief.

Use a good recorder. Toys and antiques are not worth anything. We recommend the Sony 355 deck or the Sony 105. These machines have proven themselves to be reliable.

Use a good microphone. The Sony 105 comes with a pretty fair microphone. Read up on this if you can and make use of "lavalier" types if possible. Allied Electronics sells the E-V No. 647A for \$52.00, the Shure No. 545L for \$42.00, and the cheapest is the Lafayette No. 99T4592 at \$8.00.

Do not mount or rest the microphone upon the speaker's table, lectern or anything else liable to be struck, bumped or tripped over. Microphone cables and power cords should be secured carefully.

A note about using other people's equipment. Schools, churches, etc. have considerable money in their equipment and it is usual for them to assign a technician for set-up and supervision. We should make a special point to treat this person with respect and tact. The person we assign to help should do just that, help, not be the wise guy with all the answers. Friendliness, once established, is invaluable when troubles pop up -- as they always do.

A final note to our speakers: when a tape is being made, the discussion period can be valuable if and only if the speaker repeats the essence of the question before answering. Questions from the floor are otherwise lost and the answer "hangs."

For those who have not seen our mailings, we will list our present tape

stock.

Building the Revolutionary Party --
Farrell Dobbs, 2- or 4-track, \$4.50

The Minneapolis Strikes -- Farrell Dobbs,
4-track, \$5.00; 2-track, \$9.00

Recent Trends in the Labor Movement --
Farrell Dobbs, 4-track, \$4.00; 2-track,
\$7.00

The Leninist Party -- Les Evans and Frank
Lovell, 4-track, \$4.25; 2-track, \$8.50

An Informal History of the Antiwar
Movement -- Fred Halstead, 4-track, \$7.50;
2-track, \$11.00

Organizational Procedures of the SWP --
Bea Hansen, 2- or 4-track, \$3.50

The Role of the Intellectual -- Joseph
Hansen, 2- or 4-track, \$3.50

The Theory of the Permanent Revolution --
Joseph Hansen, 2- or 4-track, \$3.50

History of the Fourth International to
1945 -- Tom Kerry, 4-track, \$5.00; 2-
track, \$8.00

Trotskyism and Labor in America -- Tom
Kerry, 4-track, \$5.00; 2-track, \$8.00

Labor's Giant Step -- Tom Kerry, 4-track,
\$5.00; 2-track, \$8.00

The New Left -- Tom Kerry, 2- or 4-track,
\$3.50

Malcolm X on Tape -- 4-track, \$6.50; 2-
track, \$14.00

Socialism, Utopian and Scientific --
George Novack, 4-track, \$4.00; 2-track,
\$7.00

A History of the SWP -- Harry Ring,
4-track, \$9.00; 2-track, \$16.00

Comments on the Evolution of the SWP
Position on Black Nationalism -- Robert
Vernon, 4-track, \$4.00; 2-track, \$7.00

Seminars on Women's Liberation -- 9
talks, 4-track, \$9.50; 2-track, \$13.50

The Chinese Revolution and Maoism --
Theodore Edwards, 4-track, \$4.50; 2-
track, \$9.00

Problems in the Antiwar Movement
(6/14/70) and Educational at Columbia
University (12/7/69) -- Peter Camejo,
4-track, \$4.00; 2-track, \$9.00

PATHFINDER PRESS SALES TO COLLEGE CAMPUSES -- AN
IMPORTANT NATIONAL OPENING FOR PARTY PROPAGANDA WORK

by Jim Kendrick

For over a decade the American Trotskyist movement has intervened in the struggles of and propagandized student youth and the campus community. Out of this process hundreds of new cadres have been developed and the influence of revolutionary Marxism and the Trotskyist movement has spread to relatively broad layers in this community. One of the significant indicators of the present breadth and depth of our influence in this social layer is the growing tendency of college professors to use Pathfinder Press books and pamphlets for classroom instruction -- requiring their students to buy and read this material in order to complete a given course.

Pathfinder, have a better capitalized operation to back them up.

The important task for our movement in relation to boosting this type of sales is for the branch and local executive committees to take a new look at Pathfinder promotion and sales in their local areas and attempt to integrate into the branches' regular practical and political work some big campaigns to introduce professors to our literature.

This type of work can be spearheaded by already existing campus fractions, assigning one comrade in the fraction to coordinate the work. It can be integrated into the ISA and election campaign trailblazes. Teams of comrades can be organized for a drive on the campuses two weeks each semester. Names of radical, Third World, and liberal professors should be collected in all the areas around the country and sent in to Pathfinder in New York for their academic mailing list.

It is fair to say that comrades can expect from this work startling successes, not at all unlike the results of our antiwar and election campaign work, with far reaching ramifications for Trotskyism in the United States.

Statistical Abstract

47 Schools in United States
1 School in Virgin Islands
1 School in Canada

49 Schools

16 States
1 Foreign Country
1 Territory

33 different titles

9 books
24 pamphlets

Subject breakdown:

Afro-American	9 titles
Socialist	14 titles
Cuba	7 titles
Women	1 title
Arab	1 title
Vietnam	1 title

While Pathfinder (then Merit) has had orders for college classroom use for three or four years, this area of sales has begun to grow larger and larger, despite the fact that it has not until recent months been the focus of an intensive promotional campaign. These sales and their growth are by-and-large a by-product of our general propaganda work over the last period and reflect basically the results of our extensive pamphleteering -- our most significant publishing area. Most of the items adopted (the decision by a college professor to use a given book in his class) by college professors for classroom use in the spring of 1970 were pamphlets.

The chart which follows this article illustrates the titles, quantities, and the number of schools where Pathfinder materials were adopted for the spring of 1970. From them it is difficult to draw but one conclusion: if growing numbers of college professors are finding our books and pamphlets useful in classroom instruction -- with little help or promotion on our part -- then a widespread promotional trailblaze by our comrades, introducing Pathfinder books and pamphlets to professors should significantly increase Pathfinder sales in this area.

While it is obvious to most the political gains we stand to make from the widespread use of our books in classrooms -- students reading our line on the Afro-American struggle, the Arab-Israeli question, Cuba, women's liberation, the Chicano struggle as well as our theoretical appreciation of Marxism since 1917 -- it is not so obvious that this very big and important opening for our propaganda, if neglected, will fall to the advantage and domination of our main political opponent, the Communist Party and the publishing house which promotes their views, International Publishers. They too seek college adoptions and they, unlike

Largest quantity ordered by one school of one title: 200
 Smallest quantity ordered by one school of one title: 5

Black Ghetto 215 (1 school)
Marxism & Negro Struggle 200 (1 school)
Burning Issue Mid East 180 (1 school)
Communist Manifesto 175 (4 schools)
Second Declaration of Havana 129 (4 schools)

Total national sales by titles: (leaders)

Introduction to Marxist Economics 447 14 schools
Malcolm X on Afro-History 315 10 schools
Socialism and Man 220 4 schools

Undisputed leaders:

Introduction to Marxist Economics
Malcolm X on Afro-History

HOW TO CHAIR A MEETING
(Atlanta Branch Circular)

1. The meeting is opened by the temporary presiding officer by requesting nominations for chairman:

- a) "The meeting will come to order."
- b) "Nominations for chairman are now open."
- c) (After nominations have been made.) "If there are no objections, nominations will be closed."

(Alternative form) "If there are no further nominations the chair will entertain a motion to close nominations."

(Motion made to close nominations) "It has been moved to close nominations. All those in favor signify by saying aye! Those opposed, no! The ayes have it and so ordered. We will now have acceptances and declinations." (Accept or decline as your name is called. Declinations are taken in the reverse order from that in which the nominations were made.)

(If more than one person accepts the nomination the question is put thus: "All in favor of Grundoon, raise your right hand. (And so forth until the list of nominees has been put to a vote.)

(Having received a majority, Grundoon is elected chairman of the meeting.)

2. When elected, the chairman first proceeds to read the agenda of the meeting:

Chairman: "You have heard the agenda, are there any additions? Hearing none, and if there are no objections, the agenda will stand approved as read."

(In the event there is a request for an addition to the agenda)

Chairman: "You have heard the request to add 'literature' to the agenda -- are there any objections? Hearing none, 'Literature' will be added as a point on the agenda."

(If there is an objection to adding a point to the agenda, a vote of the body has to be taken with the decision resting with the majority. Before the vote is taken it is proper for the person making the request and the person raising the objection to state their reasons briefly so that the body can make an intelligent decision.)

(After the agenda has been approved, the meeting proceeds according to the order of points as listed on the agenda. The first point is usually a reading of the minutes of the previous meeting.)

Chairman: "We will now have a reading of the minutes of the previous meeting. The

secretary will please read the minutes."

Minutes read by secretary.

Chairman: "You have heard the reading of the minutes of the previous meeting -- are there any additions or corrections? Hearing none, the minutes will stand approved as read."

(In the event additions or corrections are offered)

Chairman: "You have heard the addition (or correction) to the minutes of the last meeting. If there are no objections the minutes will stand approved with the addition (or correction) noted."

Chairman: "The next point on the agenda is the report of the financial committee. Schroeder will make the report."

(After the report has been made)

Chairman: "You have heard the report of the financial committee -- what is your pleasure?"

(Motion made to approve the report.)

(Alternative form): "You have heard the report of the financial committee -- the chair will entertain a motion to accept."

(Motion to accept.)

Chairman: "It has been moved that the report of the financial committee be accepted. Is there any discussion? (Or): "The floor is now open for discussion."

(If there is no discussion pro and con, the chairman will use the rule of general consent as follows:)

Chairman: "Hearing no discussion and if there are no objections, the motion to accept the report of the financial committee is carried."

(If there is discussion pro and con the use of the rule of general consent is not applicable, for example:)

Chairman: "It has been moved that the report of the financial committee be accepted. Is there any discussion?"

(Those with hands raised are called on by the chairman. If after a period of discussion there is no further response, the chairman takes the vote on accepting the report.)

"All those in favor of the motion, say aye! All those opposed, no! The ayes have it."

(If the chair is unable to determine the outcome by voice vote, the suggested procedure is as follows:)

Chairman: "The chair is in doubt. Will all those in favor of the motion signify by raising their hands. Down. Those opposed. Down. The ayes have it."

(Note: It is not always necessary to call for a hand division when the chair is in doubt. Sometimes there is just a scattering of aye and no votes with the majority not expressing itself. It is usually sufficient to put the question to voice vote a second time to prompt those not voting the previous time to express their view.)
(When the chair feels that discussion on

a motion has proceeded for a reasonable length of time the suggestion can be made to close discussion, as follows:)

Chairman: "We have had considerable discussion pro and con and still have a number of points on the agenda -- the chair will therefore entertain a motion to close discussion and proceed to vote on the motion."

(Meeting continues with each point on the agenda.)

Chairman: "There are no further points on the agenda. Is there a motion to adjourn? All those in favor say aye! All those opposed, no!"