

POLITICAL COMMITTEE MINUTES, Number 1, February 28, 1969

Present: Barnes, Breitman, Dobbs, Hansen, Novack, Ring, Shaw, Bolduc

Visitor: Horowitz

Chairman: Shaw

- AGENDA:
1. Easter Weekend Antiwar Mobilization
 2. National Committee Assignment
 3. World Movement
 4. Post Plenum Internal Information Reports
 5. Cleveland Mayoralty Campaign
 6. Atlanta, Texas and Portland Report
 7. Special Tour
 8. Administrative Committee

1. EASTER WEEKEND ANTIWAR MOBILIZATION

Horowitz reported. (Report attached.)

Motion: To accept the report.

Carried.

2. NATIONAL COMMITTEE ASSIGNMENT

Barnes reported.

Motion: To assign Lew Jones to the Oakland-Berkeley branch.

Carried.

3. WORLD MOVEMENT

Hansen reported.

4. POST PLENUM INTERNAL INFORMATION REPORTS

Barnes reported.

- Motion: To publish the following post plenum material:
1. An edited version of the antiwar report in the paper.
 2. As an internal bulletin: the report by Dobbs for the Political Committee on the Political Committee; an edited version of the report on publications plans given by Breitman to the New York branch; Barnes' report for the Political Committee on Political Trends and Party Organizational Perspectives; an updated version of the statistical material put out for the plenum and the membership census we are taking.
 3. Refer to the youth the question of publishing the youth report.

Carried.

5. CLEVELAND MAYORALTY CAMPAIGN

Dobbs reported.

Motion: To approve the running of a party candidate against Stokes in the Cleveland mayoralty campaign.

Carried.

6. ATLANTA, TEXAS AND PORTLAND REPORT

Barnes reported on National Office discussions with National Committee members from these areas.

If anything the openings look greater than we had anticipated. We will move right ahead on the plenum's decision to release a layer of young activists to go to these areas as soon as possible. We should also begin to think out the next moves for expansion we want to take.

7. SPECIAL TOUR

Bolduc reported.

The YSA has been informed by DRUM of the possibility of a national speaking tour for one of their leading people. The YSA has agreed to collaborate in aiding such a tour trying to get the broadest possible sponsorship in various areas.

8. ADMINISTRATIVE COMMITTEE

Barnes reported.

Motion: To elect an Administrative Committee of Dobbs, Kerry, Shaw and Barnes and to assign them to bring to the Political Committee proposals for the expansion of the Administrative Committee as approved by the plenum.

Carried.

Meeting adjourned.

THE MILITANT

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February 28, 1969

To All Branch Organizers, Militant Sales and Sub Directors

Dear Comrades:

You will find enclosed the statistics on the circulation of The Militant and ISR which were compiled for the SWP plenum last weekend. We hope that all organizers, Militant sales and sub directors will study this material to understand the overall picture on our circulation, and to compare your branch's performance with that of other areas on a per capita basis.

Two decisions were made at the plenum regarding the circulation of The Militant. On the size of branch bundles we recognized that the bundles have dropped in size during the last couple of months, due to bad weather, but we decided that as soon as possible we want to push these bundle sizes up again to the norm we set following the French campaign sales. This norm is most graphically shown on the bar chart entitled Average Weekly Militant Sales per Branch Member, August, 1968 through Feb. 21, 1969. Particularly the branches that were lower than the national average during that period should work toward building up their bundle size even higher than this previous average. Minneapolis, for example, has already done so, and their bundle for the last month has been 150 copies a week, whereas they had only taken an average weekly bundle of 133 copies since August. We hope that other branches will follow suit.

The second decision of the plenum was that rather than scheduling a large subscription drive this spring, each branch should accept a quota of selling one subscription per branch member per month. In six months such a goal would net us the same number of new subscriptions as if we were to conduct a sub drive for 3,000 new subs.

The one-sub-per-member-per-month quota sounds very low, but it's more subs than we're currently receiving from the branches. The membership figures as of the plenum were:

Berkeley	43	New York	116
Boston	35	Philadelphia	26
Chicago	26	San Diego	8
Cleveland	30	San Francisco	49
Detroit	29	Seattle	12
Los Angeles	64	Twin Cities	37

On the enclosed report of the new subs in February, you'll notice that Philadelphia is the only branch that is approaching the one sub per member quota.

One of the reasons we have decided to try this new approach to sub work is that repeatedly after a subscription drive in the past, the number of new subscriptions sold by comrades drops drastically to a small number. This happened following the recent election campaign sub drive, when we got 3500 subscriptions in three months. In January we sold 328 new subs, and in February this figure dropped to 226 subs, 42% of which came in on their own from new readers who had clipped the coupon out of the paper.

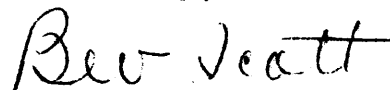
We want comrades to get into the habit of selling subscriptions all the time (not just during sub drives), selling them on campus, at forums, at work...wherever they talk to people about politics. We know that now people are responding more to the paper than in recent years. One indication of this is that four times as many people are sending in subs on their own as did one year ago--we're currently averaging 24 such new subs each week.

In setting the quota of one subscription per member per month, we don't intend that the branches should approach this quota formally, and require that each member sell one subscription or be ostracized from the branch. Some comrades who are on campus will have the opportunity to sell many more subscriptions than one sub, and should do so, while other comrades will have less opportunities. The branch should approach their quota as a total branch quota, and toward the end of the month, if they haven't met the quota by individual comrades selling a sufficient number, they can plan a joint activity to make up the difference by selling subs in a given dorm, or campus lounge, or wherever else the comrades decide it's politically important to gain some new readers.

A plan which the New York branch has tried with success is to assign each fraction a quota on both subscriptions and bundles...both campus fractions and work fractions, such as the teachers and welfare workers.

We hope you will discuss these proposals in your executive committee immediately, and send us reports of your plans and suggestions.

Comradely,



Bev Scott
Business Office