

## REPORT ON THE MILITANT'S FALL 1974 CIRCULATION DRIVE

December, 1974

We launched The Militant's fall circulation drive with the following objectives: 1) To further the process of institutionalizing regular weekly Militant sales. 2) To be alert for opportunities to step up weekly sales in response to local, national, and international political developments. 3) To expand The Militant's subscription base through an introductory subscription drive.

The fall drive successfully accomplished these aims.

1. Reported sales for the 11-week sales campaign totaled 124,000. This is an average of 11,300 per week, an increase of 2,900 above the spring 1974 average of 8,400.

The branches and center locals reported average weekly sales of 10,900 which compares with average sales of 8,000 maintained during the 18-week 1974 spring campaign.

The goals were seen as realizable targets and the branches organized to meet them consistently. Five branches sold or surpassed their goals each week. Sixteen branches maintained an average higher than their projected weekly goal.

The national goal was originally 9,400 but was raised to 9,600 when four branches increased their goals. Seven of the 11 weeks we made the national goal. The lowest week of this fall's campaign was still higher than the average maintained during the spring 1974 campaign.

2. Key to our ability to maintain average weekly sales of 11,300 is the regular participation of a large proportion of our membership. In the branches and center locals, an additional 50 people per week on the average took part in Militant sales above the number that participated last spring. The average number of papers sold by those comrades participating was 14.6 a week.

3. The Militant was our key weapon for spreading the truth about the racist offensive in Boston and building support for the Black community there. Our sales climbed as the branches and locals went on a campaign footing to spread the truth not found in the capitalist media. Through this effort we helped to alert thousands of people to the urgency of the developments in Boston and the need for national protest. Sales of the Oct. 18 issue headlined "STOP BOSTON LYNCH MOBS!" matched the target week of last spring going over 15,000. With the Nov. 1 issue we reached sales of more than 21,000. Comrades report that The Militant's coverage was well-received especially among Black people. We have gained further respect

and recognition for The Militant and our movement as a whole through our energetic support for the Black community in the face of this assault.

4. Militant sales have aided the branches and locals in becoming more familiar with their cities.

Our contact with Blacks, Puerto Ricans, and Chicanos has been strengthened through the regular sales we conduct each week in Black, Puerto Rican, and Chicano communities. Branches report selling an average of 3,700 per week in these neighborhoods which is 34 percent of our total sales. This compares with the average of 2,000 sold in Black communities last spring.

Also, this fall we asked sales directors to estimate the percentage of total sales sold to Blacks, Puerto Ricans, and Chicanos in all locations. Comrades reported an estimated average of 6,000 per week, or 55 percent of our total sales.

Campus sales also increased from 2,100 sold per week last spring to 2,800 per week this fall. This is 25 percent of the total sold.

Regular sales at workplaces constitute a small proportion of the weekly total sold. A few branches do conduct one or two regular sales. For example, Seattle sells each week at the longshoreman's hall and St. Louis sells regularly at steel mills.

Overall, 350 copies are sold weekly at workplaces, or 3 percent of our total sales.

Our sales to working people in addition to those directly at plant gates and in the Black communities are conducted through regular sales at transportation terminals, shopping areas, and other general locations. This category accounts for an average of 3,200 copies per week.

An average of 880 are sold weekly at political events including Militant forums and SWP campaign meetings.

5. The subscription drive for 12,000 new introductory subscribers resulted in 11,702 new subscriptions--just short of our goal. Overall, comrades report that selling subscriptions was easier than during past drives. However, a number of the branches did not take the necessary organizational steps to meet their quotas. Also, 11 of the Young Socialist teams fell short of their projected goals.

Most branches sold the bulk of their subscriptions on regional and city campuses. At least 11 branches also sold subscriptions in Black and Chicano communities. The Washington, D.C. branch made a special effort to sell subscriptions in Black neighborhoods in coordination with building support for the struggle in Boston. They sold 140 Militant subscriptions in Black housing projects.

The ISR subscription drive successfully went over the top. We obtained a total of 2,382 new subscribers. (The final scoreboard is attached.) As during past drives, those comrades who offered the \$2 combination Militant and ISR subscription had the best results. For example, the Philadelphia branch sold 46 ISR and 99 Militant subscriptions during their first subscription blitz weekend because of consistently offering both publications. In addition, ISR subscriptions sold well at political events. At the PLO demonstration held at the UN, New York comrades from Brooklyn and Upper West Side sold 36 ISR subscriptions. Eleven subscriptions were sold at the Nov. 30 demonstration against racism held in Boston.

6. A successful circulation drive not only bolsters The Militant's political impact, but it is also an important financial asset. The expansion of our paid circulation boosts The Militant's ability to meet its operating expenses. This aspect of our work to increase circulation should be emphasized. Continued progress in both regular sales and sales of subscriptions is a financial prerequisite for further expansion of the paper.

The 124,000 copies we sold during the fall sales campaign is the equivalent of \$31,000 in quarters collected. Both The Militant and the branches profit from these sales. Every branch made money on Militant sales this fall and was thereby able to finance other political activity.

We have continued to make progress in getting the money from Militant sales turned into the business office promptly. As of Nov. 30, 21 branches were current on their bundle payments. Only two branches had a back debt, totaling \$768. This compares with a back debt of \$2,950 owed at the end of 1973 and \$11,351 owed at the end of 1972.

Also, an average of 14 branches are sending in bundle payments weekly or at least bi-weekly rather than just once a month which helps the business office pay its weekly bills.

I. SUMMARY OF BRANCH PERFORMANCE

<u>Branch</u>	<u>Fall 1974 Goal</u>	<u>Fall 1974 Aver. Sold</u>	<u>% of Goal Sold</u>	<u># of Weeks Sold Goal*</u>
Atlanta	475	470	99	8
Boston	600	935	156	7
Brooklyn	400	482	121	7
Chicago	675	615***	91	2
Cleveland	350**	394	113	9
Denver	325	418	129	11
Detroit	600**	976	163	10
Houston	500	590	118	8
Los Angeles-CE	450**	463	103	11
Los Angeles-WS	400	330	83	4
Lower Manhattan	450	395	88	4
Oakland/Berkeley	700	640	91	3
Philadelphia	400	474	119	10
Pittsburgh	375	395	105	5
Portland	300	326	109	9
St. Louis	400	509	127	11
San Diego	275	295	107	9
San Francisco	450**	544	121	11
Seattle	350	323	92	4
Twin Cities	400	504	126	11
Upper West Side	425	517	122	7
Washington, D.C.	400	421	105	7
<b>NATIONAL TOTAL</b>	<b>9,600</b>	<b>11,016</b>	<b>115%</b>	<b>7 times made nat'l goal</b>

\*The campaign extended for 11 weeks.

\*\*These branches increased their goals during the campaign.

The goals listed are the final goals.

\*\*\*The weeks that Chicago was petitioning are not averaged in.

**II. COMPARISON OF AVERAGE WEEKLY BRANCH  
SALES FOR THE PAST FOUR SALES CAMPAIGNS**

<u>Branch</u>	<u>11-weeks Fall 1974</u>	<u>18-weeks Spring '74</u>	<u>11-weeks Fall 1973</u>	<u>15-weeks Spring '73</u>
Atlanta	470	422	451	301
Boston	935	520*	526	420
Brooklyn	482	389	372	295
Chicago	615*	554	605	419
Cleveland	394	270	269	290
Denver	418	247	310	203
Detroit	976	466	360	330
Houston	590	401*	403	414
Los Angeles-CE	463	252	440	339
Los Angeles-WS	330	321		
Lower Manhattan	395	406	403	510
Oakland/Berkeley	640	716	683	488
Philadelphia	474	382	377	234
Pittsburgh	395	331	264	-
Portland	326	260	246	155
St. Louis	509	340*	244	-
San Diego	295	240	349	282
San Francisco	544	322	433	335
Seattle	323	369	423	278
Twin Cities	504	296	252	263
Upper West Side	517	306	430	365
Washington, D.C.	421	314	324	224
		Austin	116	163
<b>NATIONAL TOTAL</b>	<b>11,016</b>	<b>8,124</b>	<b>8,280</b>	<b>6,308</b>

\*The weeks these branches were petitioning  
are not averaged in.

IV. COMPARISON OF PARTICIPATION AND PER CAPITA SALES

<u>Branch</u>	<u>Weekly Aver. Participation</u>		<u>Aver. Per Capita</u>	
	<u>Fall 1974</u>	<u>Spring 1974</u>	<u>Fall 1974</u>	<u>Spr. '74</u>
Atlanta	41	39	11.5	10.8
Boston	54	50	17.3	8.0
Brooklyn	45	39	10.7	10.0
Chicago	39	40	15.8	13.9
Cleveland	27	24	14.6	11.3
Denver	31	27	13.5	9.1
Detroit	32	33	30.5	14.1
Houston	35	36	16.9	10.2
Los Angeles-CE	42	29	11.0	8.7
Los Angeles-WS	22	25	15.0	12.8
Lower Manhattan	38	43	10.4	9.4
Oakland/Berkeley	46	50	13.9	14.3
Philadelphia	30	30	15.8	12.7
Pittsburgh	28	26	14.1	12.7
Portland	23	23	14.2	11.3
St. Louis	26	23	19.6	13.4
San Diego	18	20	16.4	12.0
San Francisco	42	31	13.0	10.4
Seattle	25	24	12.9	15.4
Twin Cities	40	26	12.6	11.4
Upper West Side	42	34	12.3	9.0
Washington, D.C.	29	28	14.5	11.2
NATIONAL AVERAGE	755	700	14.6	11.5

V. BREAKDOWN OF MILITANT SALES BY LOCATION (WEEKLY AVERAGE)

<u>Branch</u>	<u>Black Comm*</u>		<u>Campuses</u>		<u>Work Places</u>		<u>Political Events</u>	
	<u># Sold</u>	<u>%</u>	<u># Sold</u>	<u>%</u>	<u># Sold</u>	<u>%</u>	<u># Sold</u>	<u>%</u>
Atlanta	240	51%	92	20%	4	1%	8	2%
Boston	289	31%	158	17%	4	-	62	7%
Brooklyn	138	29%	85	18%	9	2%	35	7%
Chicago	185	30%	182	30%	29	5%	60	10%
Cleveland	97	25%	221	56%	25	6%	26	7%
Denver	112	27%	114	27%	13	3%	26	6%
Detroit	508	52%	350	36%	13	1%	66	7%
Houston	318	54%	114	19%	24	4%	62	11%
Los Angeles-CE	214	46%	161	35%	21	5%	33	7%
Los Angeles-WS	81	25%	173	52%	5	2%	4	1%
Lower Manhattan	140	35%	58	15%	2	1%	33	8%
Oakland/Berkeley	164	26%	190	30%	21	3%	30	5%
Philadelphia	146	31%	171	36%	11	2%	25	5%
Pittsburgh	31	8%	136	34%	16	4%	31	8%
Portland	132	40%	64	20%	16	5%	16	5%
St. Louis	166	33%	126	25%	58	11%	25	5%
San Diego	105	36%	98	33%	1	-	41	14%
San Francisco	154	28%	140	26%	26	5%	82	15%
Seattle	68	21%	34	11%	18	6%	11	3%
Twin Cities	33	7%	84	17%	3	1%	45	9%
Upper West Side	222	43%	81	16%	12	2%	88	17%
Washington, D.C.	149	35%	155	37%	12	3%	79	19%
<b>NATIONAL TOTAL</b>	<b>3,692</b>	<b>34%</b>	<b>2,987</b>	<b>27%</b>	<b>353</b>	<b>3%</b>	<b>888</b>	<b>8%</b>

\* "Black community" includes all sales in the Black, Chicano, and Puerto Rican communities.

VI. COMPARISON OF AVERAGE WEEKLY SALES IN  
THE BLACK COMMUNITY

<u>Branch</u>	<u>Fall '74</u>	<u>Spring '74</u>	<u>Fall '73</u>
Atlanta	240	212	178
Boston	289	89	10
Brooklyn	138	95	86
Chicago	185	211	159
Cleveland	97	71	34
Denver	112	107	55
Detroit	508	81	70
Houston	318	176	92
Los Angeles-CE	214	55	33
Los Angeles-WS	81	46	
Lower Manhattan	140	80	56
Oakland/Berkeley	164	183	148
Philadelphia	146	66	64
Pittsburgh	31	6	2
Portland	132	71	0
St. Louis	166	95	69
San Diego	105	82	14
San Francisco	154	55	31
Seattle	68	91	19
Twin Cities	33	15	18
Upper West Side	222	66	13
Washington, D.C.	149	90	18
NATIONAL TOTAL	3,692	2,043	1,169



VII. PROFIT ON MILITANT SALES & PERCENTAGE OF BUNDLE SOLD

<u>Branch</u>	<u>Total Bundle</u>	<u>Total Sold</u>	<u>Branch Profit</u>	<u>% of Bundle Sold Fall 1974</u>	<u>% of Bundle Sold Spring 1974</u>
Atlanta	6,285	5,175	\$226	82%	78%
Boston	13,100	10,290	\$346	79%	72%
Brooklyn	6,450	5,303	\$229	82%	79%
Chicago	7,350	5,502	\$126	75%	85%
Cleveland	5,250	4,332	\$190	83%	81%
Denver	5,125	4,601	\$279	90%	64%
Detroit	11,400	10,744	\$748	94%	94%
Houston	8,150	6,486	\$237	80%	80%
Los Angeles-CE	5,575	5,095	\$326	91%	67%
Los Angeles-WS	4,850	3,633	\$ 83	75%	81%
Lower Man.	5,825	4,354	\$ 99	75%	75%
Oakland/Berk.	8,600	7,042	\$299	82%	86%
Philadelphia	5,875	5,212	\$304	89%	87%
Pittsburgh	5,275	4,350	\$191	82%	84%
Portland	4,200	3,591	\$184	86%	82%
St. Louis	5,719	5,606	\$455	96%	94%
San Diego	3,650	3,242	\$190	89%	81%
San Fran.	7,150	5,988	\$282	84%	63%
Seattle	4,300	3,551	\$157	83%	81%
Twin Cities	6,750	5,542	\$238	82%	72%
Upper West S.	6,725	5,695	\$281	85%	71%
WashingtonDC	5,575	4,634	\$211	83%	75%
NATIONAL TOTAL	143,179	119,968	\$5,681	84%	79%

VIII. FINAL ISR SUBSCRIPTION SCOREBOARD FALL 1974

<u>Area</u>	<u>Quota</u>	<u>Sold</u>	<u>%</u>
Ann Arbor	8	20	250
Milwaukee	25	49	196
Bloomington	15	20	133
Brooklyn	75	97	129
Denver	70	89	127
St. Louis	50	61	122
Cleveland	75	87	116
Oakland/Berkeley	175	194	111
Logan, Utah	10	11	110
Atlanta	85	91	107
San Francisco	150	161	107
Detroit	70	75	107
Philadelphia	100	106	106
Pittsburgh	65	69	106
Nashville	18	19	106
Washington, D.C.	75	77	103
Upper West Side	100	102	102
Houston	75	75	100
Chicago	100	99	99
Seattle	75	67	89
Boston	200	169	85
Los Angeles-WS	75	62	83
Los Angeles-CE	75	61	81
Twin Cities	85	68	80
Lower Manhattan	100	65	65
State College, Pa.	5	3	60
Greenville, N.C.	5	3	60
Tallahassee	5	2	40
Indianapolis	5	2	40
East Lansing, Mich.	20	7	35
Portland	65	20	31
San Diego	75	23	31
Louisville, Ky.	7	2	29
Madison	5	1	20
Albany	5	1	20
Phoenix	5	1	20
Santa Barbara	6	1	17
General		90	

ISR FINAL SCOREBOARD PAGE 2

YOUNG SOCIALIST TEAMS:

NY/NJ/Conn	25	29	116
Upper Midwest	25	27	108
Michigan/Indiana	25	26	104
Pennsylvania	25	22	88
Illinois/Wisconsin	25	20	80
Ohio/Kentucky	25	18	72
Southeast	25	17	68
Mid-Atlantic	25	15	60
New England	25	12	48
Northwest	25	12	48
Southern Calif.	25	12	48
Missouri	25	9	36
Northern Calif.	25	7	28
Colorado	25	4	16
Texas	25	2	8

TOTAL SOLD 2,382

GOAL 2,300

## REPORT ON DENVER FALL SALES CAMPAIGN

December 4, 1974

This sales campaign was a big step forward for the branch. During the spring and summer our average weekly Militant sales were between 225 and 250. This fall we decided to set a modest goal that would be a significant step forward but seen as something realizable by the branch. We set a goal of 325.

The overall campaign was quite successful in that we not only made this goal every week, but averaged 417 - considerably above our goal. We sold 738 of the campaign issue, well over 200 percent of our weekly goal.

The major thing that made this campaign successful was that the branch clearly defined the sales campaign as a priority in our work and the leadership served as the example.

We started out the campaign with a joint meeting of the party and the YSA the evening before the first Saturday sale of the campaign. In this meeting we outlined the goals of the sales campaign and how we wanted to do it. This got sales off to a very good start. We made a special emphasis on a big Saturday sale, which is crucial if the bundle is to be sold out. We also organized our sales politically, deciding on a quota for Black and Chicano communities, other locations, etc. We also set a certain number of sales persons to be assigned to YS sales on the weekend and campus quotas for both the YS and The Militant. We made a special effort to organize sales as an integrated part of our political work. We also took advantage of registration lines on campuses in our region. This gave a very powerful boost to sales in the first few weeks.

Generally comrades report that the response to The Militant has been somewhat better than the past. This was particularly true in the Black community around our coverage of Boston. Black community sales are now among our best sales places.

Joel Houtman  
Denver Branch

## REPORT ON THE 1974 SALES CAMPAIGN

St. Louis, December 14, 1974

Of the 11 weeks of the sales campaign, St. Louis was able to meet the quota of 400 every week. In the sales T&P given in September we laid out five projections for sales this fall, and those were: 1) to continue our sales on campus, in the Black community and at plant gates like Granite City Steel; 2) to continue and increase participation in sales; 3) to see Saturday as our major sales day; 4) to expand sales where we could, getting The Militant into as many people's hands as possible in the quickest way; 5) to increase and improve use of The Militant especially in building the campaign, forums, and the ISA convention.

The St. Louis branch and local feel that in every aspect of the campaign we were successful. Generally, we feel that we've made a major impact on the radical community in St. Louis, who saw us all over the city selling the paper and intervening with it in every major political event in town throughout the fall. We have now established sales in St. Louis as a norm of our movement. A test of this was being able to integrate new members in sales on a week to week basis, in which, we were successful. We were also able to involve several contacts in sales.

There are basically four reasons why we feel that the drive was so successful. These are: 1) Politically, there is a higher interest in the socialist analysis of political developments (e.g. Boston, the CIA's role in Chile, issues facing Steelworkers, etc.). When selling The Militant, comrades generally sold more copies on one sale than ever before. 2) Also, comrades have become better sales people through the experience of the past drives. 3) We know the city and campuses better than in any other drive and were able to utilize this to our advantage (e.g. building campaign activities, forums, etc.). 4) The drive was tightly organized.

We made major gains in increasing our sales spots. These included two areas--plant gates and Black community sales. Black community sales increased this fall from an average of 95 last spring to an average of 166 this fall, or 33 percent of our total sales. New locations included downtown, where sales jumped from an average of 15-20 papers a week to around 50 per week and some weeks as high as 80. We sold in Wellston, a Black suburb, and East St. Louis more regularly. We also discovered an A&P supermarket in the Black community where we are beginning to sell more regularly.

Our plant gate sales jumped from an average of 13 last spring to 58 a week this fall, or 11 percent. We sold at Granite City Steel, Il. every week during the drive and many times went there twice on Saturday. Scullin Steel in St. Louis, General Motors, Barnes Hospital, and AFT meetings have become spots where we sell a good number of papers. We were also able to sell at a strike meeting of steelworkers at Laclede Steel in Alton, Il.

Our campus sales were roughly the same as in the spring, 25 percent of our total sales. Most of our campus sales were to night classes at the Community Colleges, with a slight increase on the four-year colleges where we have comrades.

Our sales committee was a joint YSA and SWP committee. We held meetings every week to assess the previous week and plan the coming week's sales. Saturday was our biggest sales day. In order to sell a good number of papers the sales committee would get comrades to sign up on the sales board at both the local and branch business meetings for Saturday as well as the rest of the week. On Saturday morning one or two sales committee members would come in early and count the bundle, make wake-up phone calls, and plan the teams according to cars available. Also, one comrade on the committee would dispatch during the day and go on a later sale to make sure every comrade and team got out. The dispatcher was near a phone to handle any problems that came up (e.g. car breakdown, sending a team to another location if that was needed, etc.).

Friday nights before forums were important to get a good jump on the bundle. We would get comrades to sign-up for a sale that would be back in time for the forum. One example was the Friday of the target issue when 12 comrades went out before the forum and sold 154 papers.

For the night sales during the week, we would organize two to three teams of three to four comrades each. The teams included YS and Militant salespeople. Night teams were sent to the campuses and to Krogers, a store in the Black community, among other places.

Our night sales were successfully carried out by having one comrade from the committee at the hall to dispatch teams and to make sure forum and other leaflets would be sent with the teams.

Another aspect of building momentum around the sales campaign was asking fractions and committees of the local and the branch to cooperate by not having meetings on Saturday mornings or afternoons to allow a maximum number of comrades to participate.

The key tools for the organization of the drive were the sign-up board, the sales sign-out and in sheet and the coin envelopes. The sign-up board was key to lining up teams and making sure everyone had a chance to sell according to their work schedule, political assignments, etc.

The sign-out and in sheet was instrumental in keeping track of the papers, how many were sold, and who owed money. This was useful in aiding us to sell 96 percent of all the papers received and making a profit for the branch of \$454.75

Diane Groth  
St. Louis Branch

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FALL '74 SALES DRIVE - 11 WEEKS QUOTA - 400

<u>ISSUE</u>	<u>BUNDLE SIZE</u>	St. Louis		<u>% OF BUNDLE SOLD</u>	<u>% OF QUOTA</u>
		<u># SOLD</u>	<u>PARTICIPATION</u>		
34	435	420	26	96.5	105
35	435	412	28	94.7	103
36	450	447	27	99	112
37	535	534	30	99	133
38	475	468	25	98	117
39	475	487	23	103	122
40	489	464	26	95	116
41*	1100	1090	28	99	270
42	500	428	27	86	107
43	475	442	22	93	110
44	450	414	29	92	103
TOTAL	5,719	5,606			
AVERAGE: WITH TARGET ISSUE	520	509	26.4	96%	127%
AVERAGE: WITHOUT TARGET ISSUE	461	451	26.3	95.7%	113%

96% of all Militants received during the campaign were sold.

TOTAL INCOME: \$1,410.08  
 BREAK EVEN PT: 955.33  
 NET: \$ 454.75

<u>WHERE SOLD</u>	<u>TOTALS</u>	<u>AVERAGES.</u>	<u>% OF TOTAL</u>
Campuses	1,429	180	25%
Black Community	1,874	170	33%
Work Places & Union Meetings	627	57	11%
Political Meetings	277	25	4%
(West End, Soulard, etc.)	1,128	102	20%
(Krogers	811	74	14%)

\*Target issue

## EXCERPTS FROM THE WRAP-UP REPORT ON SUB DRIVE

Cleveland, December 1974

We sold 403 Militant and 85 ISR subscriptions, i.e. 100.8 percent of our Militant goal and 113.3 percent of our ISR goal.

Compared with some past sub drives, this sub drive was a relatively easy-going affair. Although comrades were asked to come out most Saturdays of the sub drive, we did not find it necessary to have every comrade sell subs on these Saturdays. We received a high enough rate of return from sub sales that we were able to assign comrades to the hall for various activities, have large single issue sales at groceries on some Saturdays, send most of the branch to help with Chicago campaigning on one Saturday, and send a number of comrades to UFW picket lines. Similarly, we did not find it necessary to send comrades out into the region for several days to meet the sub drive, nor did we have to ask comrades to participate in more than one evening sub sale a week.

There were several reasons for our ability to meet our sub quotas without cutting across the other work of the branch. One of these was the high level of participation of comrades throughout the drive. Another was a greater receptivity in nearby campuses such as Kent and Oberlin than we found last spring.

Finally, and what I think was one of the best aspects of this sub drive, was the way in which comrades integrated sub sales with our other work. Examples of this include seven Militant and five ISR subs sold at forums. Several subs were sold during single copy sales. One comrade sold subscriptions to the President of the Cleveland chapter of CLUW and several other CLUW activists. Six other comrades were able to sell subs to co-workers. Fourteen Militant and one ISR subscriptions were sold at campaign meetings and 12 Militant subs came in as a result of campaign platforms or other campaign leaflet coupons being sent in.

The largest number of subs were obtained from campuses outside Cleveland and Cleveland campuses where we don't have comrades. This category accounted for 180 Militant subs and 23 ISR subs or 44.6 percent of The Militant subs and 27 percent of the ISR's.

Comrades will remember that at the beginning of the fall, the YSA projected placing a special emphasis on reach-out work at Kent and Oberlin. We sold 70 Militant and five ISR subscriptions at Kent and 18 Militant and nine ISR subscriptions at Oberlin. This, then, is an example of how this sub drive was successfully used to complement the other work of the branch and local.

Our second largest number of subscriptions came from the Black housing projects with 68 Militant and two ISR subs sold there for 16.9 percent of The Militants and 2.4 percent of the ISR's. This compares with last spring's figures of 81 Militants and 3 ISR sold in the projects. This fall we didn't go to the



Cleveland

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projects as often as we did last spring, but essentially concentrated there on only three Saturdays. We found that the economic conditions had a definite impact on our ability to sell subscriptions in the poorer projects, but found that receptivity was high and sales were quite successful in the relatively "better off" projects. For example, at Garden Valley we sold 25 Militant and one ISR sub, and at Longwood we sold 24 Militant and one ISR sub.

The final category which I didn't mention earlier in my report that comrades would probably be interested in is Cleveland campuses where we have comrades. We sold 22 Militant and two ISR subscriptions, or 5.4 percent of our Militant and 2.4 percent of our ISR subscriptions on these campuses. This compares with last spring's figures of 11 Militant and five ISR subscriptions.

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Cleveland Branch

## ORGANIZATION OF THE WASHINGTON, D.C. BRANCH SUBSCRIPTION DRIVE

December, 1974

We began the sub drive with several objectives:

1. To create a base of readership in D.C. in areas of the Black community where we had had little or no political contact.
2. To concentrate on campuses where we had fractions, but, in addition to place heavy emphasis on campuses in D.C. where we had no fractions, but had helped to build and participate in meetings around Boston, Latin America, Portugal, and the Middle East.
3. To help establish The Militant as the newspaper of the D.C. Socialist Workers Party Campaign.
4. To initiate discussions with international students (large groups of which exist in D.C.) around the questions currently confronting the radical movement.
5. To involve all comrades in the sub drive and to engage them in all the methods of getting subs, i.e. door-to-door, at political meetings, through single issue sales, and at forums.
6. To set an individual goal of one sub per week per comrade throughout the eleven weeks of the sub drive.
7. To take as a formal goal 350 subscriptions to The Militant.

In order to accomplish these tasks, we took a somewhat different approach than in previous sub drives. We organized:

1. To get the greatest number of subs in the metropolitan D.C. area.
2. Rather than having a set number of mobilizations for the sole purpose of getting subs, we wanted instead to integrate subbing with all other political activities: forums, the campaign, campus work, Pathfinder sales, political meetings, and to put a particular emphasis on getting subs while doing regularized single issue sales of our press.
3. To have organized sub teams to intervene in meetings the way we have used single issue sales teams in the past.

The first half of the sub drive found us three weeks behind schedule for The Militant. In conjunction with this, only seven people had been able to maintain the suggested individual goal of one sub per week. Seventeen people had not yet participated in the sub drive at all.

This very serious situation had to be turned around quickly if we were to make our goals. Discussions took place in and around the executive committees of the branch and local, deciding why

we were behind and just how to catch up by the end of the sub drive. Some of the reasons for the totals to that date:

1. The usual problems inherent in beginning sub drives -- finding which campuses posed a security problem, which housing projects would yield the volume of subs necessary to meet the goals, etc.
2. The major factor, however, was that the branch and local had to rearrange the concepts of past sub drives into the new approach of integration of the drive with other areas of work. At that time, this slow process had not yet achieved the desired results.

In order to turn around the situation, the branch did the following:

1. Members of the executive committees of the branch and local took a serious attitude of talking to all comrades about their individual progress--what problems comrades were encountering that prevented them from getting more subs, which nights were best for them to do subbing, etc.
2. Doing immediate fact-finding about where housing projects, student housing off-campus, etc. were located.
3. Greater emphasis was made on getting subs through the work of the campaign.
4. Discussions were organized under the sub reports at branch and local meetings to enable comrades to share the techniques of subbing and the good experiences in new areas of the Black community where we were especially successful.

In assessing the results of the D.C. branch and local in this drive, some details need to be elaborated:

1. The 140 subs sold door-to-door were in housing projects in new areas for us in D.C. Most of the residents were lower-grade government employees. The reception to the sub teams was phenomenal--with the best pitch being, "I'm from The Militant with news of Boston." In addition to the large number of subs we were able to sell, single issues were also sold by these teams. A team going to a housing project could expect to sell 35 subs and at least 50 single issues of The Militant and YS.
2. The 86 subs from political events include 37 sold at Militant forums and 43 sold to international students around the Mid-East, Portugal, Latin America, etc.
3. The campus totals include 44 from the campuses where we have fractions, with 26 from other campuses. Twelve were sold in Baltimore at Goucher by comrades in an hour.
4. The 68 to campaign endorsers, etc., were sold almost exclusively as single issue

4. The 68 sold to campaign endorsers and other contacts were sold almost exclusively while selling single issues.
5. The branch found that it could take part in an aggressive sub drive using it to enhance other areas of work rather than seeing it done exclusive of other activities.
6. The one area that needs special attention here in light of the upcoming announcement of the '76 campaign is the idea of The Militant as the campaign newspaper of the Socialist Workers Party. Although we were able to do some subbing directly as a result of the campaign, the results were not up to what we projected, and in the spring drive we will want to place that as a priority.