

873 Broadway
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New York, N.Y. 10003

February 6, 1970

TO ALL MEMBERS

Dear Comrades,

At its meeting February 5, the Political Committee passed the following motion: "To launch in collaboration with the youth a two-month sub drive to the paper to run from February 15 to April 15 with a quota of 7,500 subscriptions. The price of the subscriptions will be \$1.00 for 3 months of the paper."

The Militant will announce the subscription drive with an open letter to its readers from the Editor and Business Manager in the February 20 issue. Regular columns and scoreboards will appear soon after. (See attached letter from the Militant business office.)

As was true last fall, when we sold over 6,000 new subscriptions, the bulk of the subs will undoubtedly be sold on the campuses. But the deepening and spreading radicalization opens up new opportunities. The spring antiwar offensive, culminating in the April 15 actions, will provide many opportunities to sell subs. The Chicano and Asian-American Moratoria, the black antiwar referendum, steps toward independent political action by blacks, Puerto Ricans, and Chicanos, and the burgeoning women's liberation movement indicate growing opportunities to sell subs to The Militant in these milieus. There has been a limited but important increase recently in the number of subs received from trade unionists.

Our election campaigns provide an excellent opportunity to sell subscriptions. This sub drive will be a central election campaign activity. The regional tours of our candidates will give us the best opportunity ever to sell our subs in new areas, laying the basis for further expansion of our movement. As the fall campaign showed, we will be able to involve non-SWP and non-YSA campaign supporters in selling subs. In some cases campaign supporters in outlying areas will want to take a quota and be on the scoreboard. (See the enclosed letter from the New York campaign to their endorsers.)

It will be important to start early with the same hard-hitting "blitz" spirit that characterized our sub drive last fall. We're stronger and larger than we were last fall, our opponents are relatively weaker -- this spring "blitz" can deepen this process.

The sub drive should be discussed with the branch executive committee and membership immediately. Please let us know your response to the proposed quota for your area and any ideas you have to make this drive a success.

Where there is both a party branch and youth local the proposed quota is a combined one and a united campaign should be mapped out.

Comradely,

Joel Britton
Joel Britton
National Office