

# PARTY BUILDER

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## SWP Organizational Discussion Bulletin

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## HOW TO DEAL WITH THE NEWS MEDIA

by Bob Gahtan

### I. Introduction

Prior to our election campaign, we were virtually unknown by the media in Boston. This state of affairs was partially caused by the fact that we rarely did work under our own name, and had not made any serious sustained effort to reach the media, and through the media, the population at large. As a result of a professional, systematic approach, we have reaped benefits far beyond our expectations. The following is a manual detailing that approach.

Note: All references to he, his, him are to be read as he/she, his/her, and him/her.

### II. Precampaign Preparations

#### A. Media Lists

1. Bourgeois Press: Lists of all the newspapers in your state (urban, suburban, dailies, weeklies, etc) can be obtained from your local library by Xeroxing the appropriate pages in the Ayer's Newspaper Directory. This will not only give you the address, circulation and frequency of publication but will give you the name of the editor and publisher as well. While you will use only a small fraction of the newspapers listed, it will help you target onto those papers in areas of the state with which you may not be familiar.

2. Campus Newspapers: Obtain a list of all campuses in your state. It is generally correct to assume that each campus has its own newspaper. This list can be obtained, again through your library or through Lovejoy's College Guide. The list of all campuses will not only be necessary for your news work, but will also be of interest to Pathfinder campus representatives, and your regional traveler.

3. Underground Newspapers: These are the papers which cover local cultural affairs and generally do have some left political coverage. Their audience is generally youthful and their reporters prove fairly cooperative. No lists as such exist on these newspapers, so you will have to compile your own.

4. Movement Press: This list will include all the well known radical papers in and out of your state such as The Militant, Guardian, Daily World, Challenge, Liberation News Service (LNS) etc. You will find occasions during the campaign when you will want to contact the movement press and exclude the bourgeois media.

5. Radio Stations: It is unlikely that you will be interested in a list of the radio stations in the entire state. If you are, you can find them in the Broadcasting Yearbook which is available at your library or at the nearest FCC office. However, you will find it just as useful to simply cut the list out of the yellow pages of your phone directory. While you need not split the list, be conscious of the differences between AM, FM, commercial, non-profit and campus radio stations. Each type requires a different kind of input.

6. TV Stations: No doubt you are already familiar with the major networks (ABC, CBS, NBC and NET), but you should also list the UHF and locate the CATV's as well. The latter usually deal only in taped shows which are bicycled out to various customers in cities around your state. UHF and CATV are more informal and their procedural flexibility works to our advantage.

7. Wire Services: Be sure to include AP and UPI in your list.

#### B. Organizing the Media Lists

1. Keysort Cards: Contact the nearest office of the Litton-Automated Business Systems Corporation. If you are unfamiliar with the uses of Keysort Cards and their coding, arrange to visit them or have a salesman drop by. The cards cost two-three cents each, but will prove invaluable in saving many comrade hours by making information available in seconds, preventing writing the same information more than once, obviating the need for filing and providing a system that will be of use after election day and will encompass many branch activities besides news. Furthermore, the Keysort Cards will be of use to comrades doing branch work which is unrelated to the campaign, such as fundraising, advertising forums and meetings, keeping track of contacts, etc. The system is a very simple information retrieval system and you can train any comrade in its use in only ten to fifteen minutes. You may want to choose a card with a better design than the one we are using, but we have found that card K5 S-371N...I64925H is quite suitable. Along with the cards, order a hand punch, some card savers, and a sorting needle. Also get a list of 30 alphabetical subdivisions. You will need this list to retrieve people by name.

2. Media Log: Obtain a three ring loose-leaf notebook. This notebook will prove to be the heart and soul of your press work. Each page will be devoted

initially to one news outlet. As you go into the campaign and actually start talking to the media, you will devote each page to a single reporter, city editor, stringer, assignment editor, producer, announcer, etc. Before the campaign is out, you will easily have talked to some 150 to 250 individuals in the media. Only through having such a log will you be able to simultaneously handle a variety of TV shows, newspaper stories, radio shows etc. The log will also enable you to rapidly determine which media personnel are giving you the run-around and which are worth cultivating. But more on this later. (see Appendix A)

3. Paring down the Media Lists and getting them into the Keysort Cards and Media Log: Use your judgment in deciding which newspapers you wish to include from Media List one (i.e. bourgeois press), and include probably all the names and addresses compiled in Media Lists two through seven (i.e. Campus Press through Wire Services). Type the names and addresses onto gummed labels and use carbons so that you have at least two copies on each organization and address. Affix each gummed label to (1) the upper left hand corner of the Keysort Card and (2) to the upper right hand corner of the pages in your Media Log book.

4. Coding the Keysort Cards: Here is the code list which we are using. The "key list for press releases" currently includes some 33 cards. In this list is also the SWP and YSA N.O. so that they automatically receive any news release sent out. (see Appendix B).

<u>Descriptor</u>	<u>Code No.</u>
Key list for news release	7
Radio and TV stations	10
Newspapers	9
Movement newspapers	8
College newspapers	6
Campaign endorsers	13
Contributor	17
etc.	

For example, The Militant is coded seven, nine and eight. The alphabetical subdivisions will enable you to retrieve endorsers, contributors, and any other individual by name. If an important news-break occurs, drop out all the TV and radio stations, and with the candidate at your side have him give a statement over the phone (which the station tapes) for immediate broadcast.

C. Further Preparatory Work

1. Equal time: Write to the Federal Communications Commission in Washington, D.C. 20254, and ask for rules and regulations pertaining to: Use of Broadcast Facilities by Candidates for Public Office. Study and underline the key paragraphs

when you receive the information. The large radio and TV stations are very sensitive about the equal time issue and you can apply some pressure on them. Most of them are unfamiliar with the details of the laws. Their ignorance can be used against them with judicious pressure. Generally when I have pushed hard, I found myself talking with the station's attorney and had him intercede on our behalf, by informing the station that the intent of this law is after all to give groups such as ourselves a chance at the public. The major stations do worry about licensing renewal and some of the station managers do take these laws very seriously. In any case, being familiar with the laws is just one aspect of demonstrating that we are deadly serious about our campaign and that it is not to be treated lightly.

2. Stylebook: Send one dollar to the Traffic Department, Associated Press, 50 Rockefeller Center, New York, New York and ask for the AP stylebook. This will be helpful to you when you get involved in writing news releases and in getting material onto the wires.

3. Letterhead: Since a large city paper such as The Boston Globe, receives between 300 and 800 news releases daily and a large TV station, such as WBZ (Westinghouse Broadcasting, NBC affiliate), gets a minimum of 100 news releases per day, it is mandatory to design the letterhead so that it will be distinctive and cry out for attention. The red border which surrounds our letterhead (and that of New York campaign) achieves this purpose.

4. Press Clipping File: Assign different comrades to clip articles from the important newspapers in your area. Then paste each clipping onto a 8½ x 11 inch sheet of paper after making sure the article is dated, the paper of origin is noted, and the file category such as Black, Women, Labor etc. has been designated. These are then filed. This file will: 1) provide the candidates with information and quotes but even more important, 2) give you a feel of what areas are covered by what reporters. For example, an interview was recently arranged for our candidate for attorney general, Toba Singer, by locating a reporter who had done a series on abortions in The Boston Globe some weeks ago.

5. Equal Time Report Form: In Appendix C of this report, you will find an equal time report form. Adapt it to your local needs, and pass out several copies of it to YSA and SWP comrades.

III. News Relations During the Campaign

A. Locating Contacts

1. Go to the press clipping file and note which reporters covered what stories for what papers. Nothing flatters a reporter more than to point out that you read the article written three months ago on the antiwar demonstration and that you have an interesting story for him in that area.

2. Continually ask the media which reporters they feel would be interested in covering the campaign. Very rapidly you will hear the same names mentioned over and over and you will know that you have the key left-liberal names.

3. Keep in touch with comrades and ask them about the particular reporters that they've run into during their activities.

#### B. Working With the Media

1. The media is a factory: 85% of what a reporter writes or gets onto the screen is assigned to him by his political editor, or program director or the city desk. Of that 85%, around 90% will either appear in the paper or on the TV screen. In other words the media is a factory, its product is news, and it wants to minimize waste. Keep this in mind. Some reporters, of course, are not in this position either because they are stringers or free lancers, or because they have such prestige as political reporters that they themselves choose pretty much what they will write about. In other words, find out who you are talking to and just how much control he has over what he does. If the reporter works on the basis of assignments only, it is a waste of time to ask him to write a story. Talk to his boss, the city editor, and have him assigned.

2. Educate the press: This is done by avoiding any political debates, and is accomplished by saying: "My job is not to convince you of the correctness of our ideas, but to simply communicate them to you so that you know what they are." Under this guise, the reporter is then willing to listen and, since our ideas are sound and the reporter along with everyone else is affected by the radicalization that is taking place, he finds that he is interested in what we have to say and will want further information. In certain selected cases it is a good idea to send a free introductory subscription to The Militant to certain producers, announcers and reporters.

3. Establish credibility and legitimacy: Until our campaign got under way (this is the first statewide campaign we are running in Massachusetts) the bulk of the media in the state had never heard of the SWP. They are perpetually bombarded with information from an enormous amount of groups, many of which have only a

fly-by-night existence. Sending the media glossy pictures of the candidates, position papers, news releases and Pathfinder pamphlets distinguishes us clearly in their minds, not only from the transitory community organizing type group, but from the ultralefts and other tendencies. Don't hesitate to invite the reporters to your campaign headquarters.

4. Don't make deals with reporters: On occasion, a reporter will ask if he can have an exclusive. An exclusive is a slightly unethical arrangement by which you promise to withhold a story from all other reporters for a given period of time. The kind of reporter who asks for an exclusive is frequently a stringer or one who writes some stories on the side, the bulk of which never see the light of day. If you agree to an exclusive, you will get the reputation of being a wheeler and dealer who cannot really be trusted. If you refuse, it implies that you don't make deals and that the story is so good that you won't have any trouble getting it printed.

5. Sympathetic media personnel: Don't overvalue those news contacts who are sympathetic to us. While long conversations, lunch dates and personal visits may initially be useful in getting a feel of the structure of a media organization, they eat up a lot of time. Many factors enter into getting the story aired or printed. Surprisingly one of the least important is how friendly the reporter is. I have obtained much more coverage from reporters who were indifferent to us and "just doing their job" than from friendly reporters who were very sympathetic and kept making promises which they could not (or would not) keep.

6. Media Log Recording: As previously mentioned, the media log is the heart and soul of the operation. It is only by keeping and dating the highlights of your conversations that you will be able to keep on top of your job (e.g. in one day, our candidate for attorney general was taping a TV show which we had co-produced with a CATV station, while Mike Kelly, our candidate for governor, was doing a half-hour TV show live on another station, and yet at a third location a comrade was being interviewed by a Time magazine stringer). It is only by having a detailed dated record of past conversations and dealings that each show or interview could be dealt with without confusion. Another function of the media log is that it permits you to keep persistent pressure on a large number (180-250) of reporters and then move fast whenever an opening occurs.

7. Editorials: In our area, most TV

stations broadcast editorials and invite "qualified and responsible spokesmen the right to comment or disagree." By keeping alert to these opportunities, we have been able to secure TV time which reached easily several hundred thousand people with our ideas and name.

8. Presenting the candidates: In all your work, ranging from news releases to interviews, give careful thought to your presentation. It pays off. When I presented Peter Camejo as the man who was running for Senator against Kennedy I evoked barely stifled yawns from the media. However, when he was presented as the student leader who spoke to 150,000 people on the Boston Commons, whose news releases are picked up in California off the wire services, who etc., etc., then there was interest in him, in the SWP, and last but not least in the fact that he was running against Ted Kennedy.

An effective way of getting time on the tube is to present a complete package to the station instead of just a candidate to be interviewed. You should come on like a producer who is ready to provide format and visuals (i.e. film clips, signs, photographs, etc.) as well as a speaker. Don't come on like a public relations man who talks only about the candidate and his many virtues. Right away direct your discussion onto the show and what should be included in it, as if you assume you will get the air time and need only to work out a few of the details. As soon as a disagreement develops over what gets included, you know you've won. (i.e. there will be a show and a candidate will appear.)

#### C. The News Conference

Don't waste your time calling for news conferences unless you have some hard news to deliver. Precede the news conference with a news release, an announcement of the conference, and telephone calls to make sure that photographers as well as newsmen will be assigned to cover it. Send the announcements out so that the media will receive them three days in advance of the conference. It is best to hold the conference at 10:00 AM and to choose a day when you won't be competing with other stories. Although Friday is a good day to call the news conference, since Friday finds the press short on hard news, it is a bad day in that weekend circulation and viewing is a fraction of what it is during the week. Have press kits ready for the reporters. The press kit should include candidate biographies, party platform, news releases, position papers and a copy of The Militant. If you can also swing some coffee and donuts, let them know you will have it there. This is apparently the way that some members of the press corps get breakfast. The TV men will be looking for

attractive footage. Have posters on the walls or whatever literature display will catch their eye. Initially, the site of the conference should be the campaign headquarters. While other areas, (state legislature, city hall etc.) may prove more familiar and accessible to the media, it is important to familiarize the media with our headquarters and contribute to the process of "educating the media." Do not show any partiality to one newsmen over another, and make sure they all get an equal chance at the story.

#### D. The News Release

1. Purpose: The purpose of the news release is to get our ideas into print and over the airwaves. If the release is not professionally composed, it won't be read, let alone used or filed. Just out of professional reflex, the editor or reporter will not trust the information it contains. If re-writing or editing has to be done, in all likelihood the release won't be used since most media factories are understaffed and most newsmen are underpaid. Essentially the news release is a news story written for newsmen, which should be used in a newspaper verbatim. Your first few releases will take considerable energy and time, but view your task as a dialectical learning process, not as an insuperable static chore. The time you will have to expend to become proficient in the craft will be well rewarded. It is only when you are thoroughly familiar with the format and style of the release that you can devote your energies to the really important aspects, i.e. the angle and the content.

For maximum impact a news release should be sent not only to the City Editor and to the Political Editor but to a friendly reporter as well. In practice, however, you may find that you will send your releases on to those media organizations which you have on your Key List and only to one person in each organization. If it's very important, be sure to follow the release with phone calls. In Boston, the Key List is Xeroxed onto some 33 gummed labels (Self-Adhesive Avery Gummed Labels) this enables us to get a release out in two hours (one hour for drafting the release, and one hour for typing the stencil, running it off, stuffing the envelopes and affixing the gummed address, label and stamp). Try and get a minimum of one release out a week.

2. Format: (Refer to Appendix D while reading the next two sections.) The release should occupy preferably only one sheet of paper, should always be double-spaced, and should never be printed on both sides. It should always

be written in the past tense as though the event being described had just occurred.

The release should be consecutively numbered (1) and the release date should include the time as well as the day of release (2). FOR IMMEDIATE RELEASE, is not helpful to the newsman. He has no idea just when immediate is because the release may have been tied up in the mails or sitting on someone else's desk for a few hours. Giving a precise time lets him know that other reporters will not act on the story prior to that time, and thus he knows just how "old" is the news it contains. No matter how significant, "old news" is just that and is of little use to the newsman.

Indicate who the release is directed to (3). If you were calling for a news conference, you would direct the announcement to the attention of the assignment editor. Indicate who the reporter can contact (4) and if possible list your home phone as well as the campaign phone number since reporters work at all hours with varying schedules. A few (not more than three) banner headlines should be inserted in capital letters (5) so as to give an idea of what the story is about. You will save the editor time in trying to dream up a headline for a story whose content is unfamiliar to him.

The first two paragraphs should contain all the basic information which is most newsworthy. These paragraphs should answer the questions who? (6) what? (9) where? (11) when? (8) how? (10) and why? (13). Usually who, what, where and when, will be in the first sentence and how and

why will be in the second. The verb (7) of the first sentence should be strong and should indicate the major action, for example accused, announced, urged. THE RELEASE SHOULD BE DESIGNED SO THAT IT CAN BE CUT PARAGRAPH BY PARAGRAPH FROM THE BOTTOM TO THE TOP AND STILL RETAIN ITS INTEGRITY.

Since you cannot give opinions in the release, quote the candidate (12). The quote is not an opinion, but a concrete utterance which can be reported, hence printed as such. If your release exceeds one page, say MORE rather than END at this point (14).

3. Style: Releases should be written in journalistic style with short declarative sentences. Each paragraph should consist of not more than two or three sentences. The release itself should contain no more than two fundamental ideas and should be "written objectively" so that it could legitimately be printed verbatim in a newspaper (i.e. the papers won't print what looks to them like propaganda). Avoid using the terms we generally use in talking about our work (15) (i.e. don't use project, formulate, cut across, build, actions or programs, but rather: foresee, state precisely, undermine, organize, demonstrations and platform.

#### IV. News Relations After Election Day

If our candidates are not elected on Election Day, we plan to start another campaign. Maybe we'll have better luck at capturing the Mayor's office, than Kennedy's seat.

APPENDICES: How to Deal With the News Media

Appendix A

Mr. Al Williams  
WILD  
719 Boylston St.  
Boston, Mass.

WILD

267-1900

Al Williams. He once called Judy wanting a statement from the SMC. He asked me to tape a 60 second spot to advertise the Labor Forum for 2/6 which deals with the construction industry. I invited him to the forum. He is a one man news team. He shall record candidates if news-break occurs. They should call at 5 past the hour prior to 12:00 noon. The morning of our press conference he taped Peter.

3/23 Asked him this AM about RAP '70. He said he would call back. didn't. call on Thurs. ask for PAUL YATES. He will have date and time. Yates is the station manager.

3/30 Yates says A.W. will call us. They plan having all candidates on end of april, beginning of May.

5/5 A.W. says yates says no go until they invite other political parties. He says contact Yates regarding having non-candidates on the air.

5/12 Yates would not take the call. Left Name & #.

5/13 Left name and # for yates

5/14 Will do show 1 hr. long 1-2 RAP 70. as long as we don't have candidates on. Nail it down to one or two topics.

5/15 A.W. says send some written material in. program scheduled for first week in june

5/19 Gloria sends letter, Black transitional program, Peter's speech etc.

5/22 Sec. says williams is busy, WCB

5/26 Show is for 6/3; 1-2PM 719 Boylstron St. 4th Fl. William says he's sent letter confirming show

5/30 Campaign committee agrees that Gloria and George B should do show together

6/3 Geo. & Gloria do show. Al Williams digs our program.

6/4 Sahrah Ann Shaw says there is a teen-age program on Sat.

6/8I call williams and thank him for show. He says response from the community is 90% favorable and is well pleased with it.

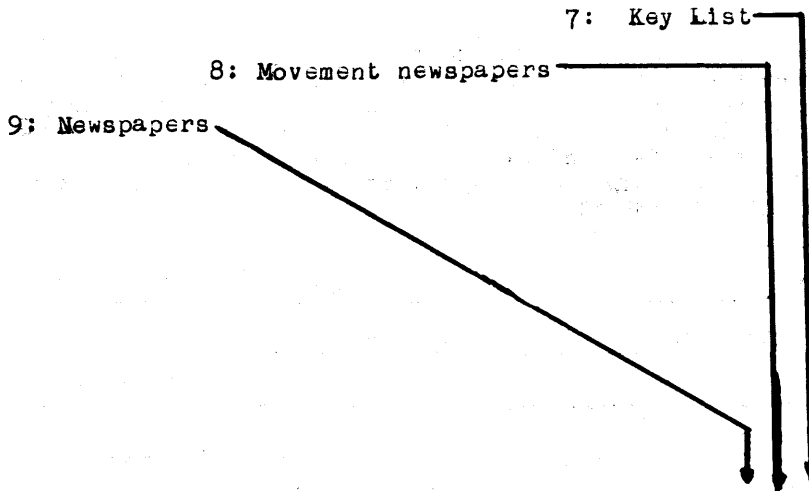
6/11 SAW AL WILLIAMS ALONG W ARI BOOER. HE SAYS NEXT OPEN DATE IS JUNE 27th. STILL WONT USE CANDIDATES.

6/23 DAN HOOD (CM 56) HAD A.W. JOB PRIOR TO HIM.

ABOVE IS AN UNRETOUCHED TRANSCRIPT OF ONE OF THE PAGES FROM THE MEDIA LOG. WILD IS A RADIO STATION WHICH BROADCASTS PRIMARILY TO THE BLACK COMMUNITY AND IS THE ONLY STATION OF ITS KIND IN BOSTON.



Appendix B



33	32	31	29	28	27	26	25	24	23	22	21	20	19	18	17	16	15	14	13	12	11	10	9	8	7	6	5	4	3	2	1	
The Militant 873 Broadway New York, N. Y. 10003																																
(212) 533-6414																																
KSR 5714																																
L64025H																																
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33

Appendix C

MASSACHUSETTS EQUAL TIME / EDITORIAL REPORT FORM

To gain maximum advantage of TV and radio free time for our candidates, fill out this form(s) whenever an opponent candidate (U.S. Senator, Governor, Attorney General) appears or makes use of broadcast facilities. Please do this promptly. Any request for equal time must be made within a week of the initial broadcast. Many stations present editorials and invite replies if your viewpoint differs. If you cannot get it to the campaign headquarters by mail or hand rapidly enough, phone in the information to 536-6981.

STATION CALL LETTERS \_\_\_\_\_ DATE \_\_\_\_\_ TIME \_\_\_\_\_

T.V. \_\_\_\_\_ RADIO AM \_\_\_\_\_ RADIO FM \_\_\_\_\_

NAME OF PROGRAM \_\_\_\_\_

LENGTH OF TIME HE (SHE) SPOKE \_\_\_\_\_ FORMAT \_\_\_\_\_

NAME OF CANDIDATE(S) APPEARING ON PROGRAM AND OFFICE RUNNING FOR:  
\_\_\_\_\_  
\_\_\_\_\_

NATURE OF STATEMENT OR EDITORIAL: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

COMMENTS:

- NOTE: The following types of news programs are exempt from equal time provisions:
1. Regular newscasts (like Cronkite, Brinkley, etc.)
  2. Regular news interviews (like Meet the Press) HOWEVER assume that any "special edition" of a news interview program on which candidates appear is a basis for equal time.
  3. Regular news documentary (if the appearance of the candidate is incidental to the presentation of the subject(s) of the news documentary).
  4. On the spot coverage of regular news events (including but not limited to political conventions and activities incidental thereto).

If you are not sure about a candidate's appearance being exempt, still fill out this form.

REMEMBER, the sooner the information gets to the campaign office, the more likely it is to prove useful.

# 1970 socialist workers Campaign Committee

295 Huntington - room 307 - Boston - Mass. - 02115 - 536-6981

No. 3 ①

FOR RELEASE: 6:00 A.M. Thurs. March 12, '70 ②  
ATTENTION: News Editor ③

For More information  
Contact: Bob Gatan  
536-6981  
765-4321 ④

⑤ SOCIALIST CANDIDATE SPEAKS AT TUFTS  
SINGER BLASTS SARGENT  
SOCIALIST URGES UNITED ACTION BY WOMEN'S LIBERATION GROUPS

⑥  
The first woman to run for Massachusetts Attorney General, Toba Singer, denounced Governor Sargent Wednesday night for saying that he would not work for the repeal of birth control laws and urged united action by women's liberation groups to bring about their repeal.

⑦  
⑧  
⑨  
⑩  
⑪  
⑫  
Speaking at Goddard Chapel on Tufts University she said, "the Governor says there is nothing that can be done for Bill Baird at this time. I say that if Bill Baird stays in jail then every druggist and doctor in the state should be in there with him."

⑬  
⑭  
⑮  
Singer went on to say that the women's liberation movement is focusing on demands for equal employment opportunities and equal pay for equal work, free abortions on demand, free birth control information and devices on demand, free 24 hour day care centers and an end to media and textbook portrayals of women as being intellectually inferior. She urged united actions by all women's liberation groups to focus attention on these demands, and pledged that the Socialist Workers Party campaign would actively support and build such actions.

END — 14

**PETER CAMEJO**  
for U.S. Senator

**MICHAEL KELLY**  
for Governor

**TODA LEAN SINGER**  
for Attorney-General

SOME SUGGESTIONS IN DOING PUBLICITY

by Bill Massey

July 1970

For publicity work it is necessary that certain basic tools be obtained, firstly the correct names, addresses and phone numbers of the newspapers, radio and TV stations. For the newspapers, I recommend Ayer's Guide to Advertising, a basic reference book, obtainable at any good library. It categorizes newspapers by city and state and tells whether they are dailies, weeklies, etc., and what their circulation is. For radio and TV I recommend Broadcasting Yearbook. Again, this is a basic reference text and, therefore, obtainable at a good library. If there are no good libraries, I recommend the yellow pages. Information from these should then be put on file at the headquarters for use. Added to this list should be underground press and high school press. In the Ayers Guide you will find lists of Black, labor and college papers. Supplement this with yellow page listings and local press that you come in contact with.

A supplementary list of radio and TV interview shows should be made, along with the name of the person in charge of getting guests. You should get the names of the news directors and assignment editors for the radio and TV as well as the political writers for the local press. In addition, the local office of the Associated Press and the United Press should be obtained. For events such as news conferences (not press conferences) or meetings you should get the AP and UPI to put out a notice in its day book, which goes to all local media.

News Releases

A sample news release is appended. (Appendix A) It should be short, sweet and to the point. It should reflect your seriousness in its appearance -- it should be neat, double-spaced, etc. The best possible means of delivery is by hand. If that is impossible mail will suffice. Make sure to include the date and the name of the person the media can contact for further information, and the telephone said person can be reached at. The time when the media can release the information should be stated, i.e. FOR IMMEDIATE RELEASE or PLEASE HOLD UNTIL . . .

A headline should be used and should be put in capital letters, single spaced. It should not be dull. For example,

SOCIALIST CANDIDATE DENOUNCES  
POLICE ACTIONS -- CALLS FOR BLACK  
CONTROL OF THE BLACK COMMUNITY.

The headline should reflect the body of

the release in such a way as to interest the reader to proceed. The first sentence of the release should be put in the active tense. For example: Fred Halstead announced today.... Nothing is as dull as beginning a release with something that is not going to happen for another week or month.

News Conferences

Except in dire emergencies, the media should be notified about a news conference at least, but not more than, 24 hours beforehand. This should be done by a news release announcing the news conference. A sample copy is appended. It is almost the same as a news release with the following exceptions. Where you previously had "FOR IMMEDIATE RELEASE" you now put "NEWS CONFERENCE" (Monday July 10, 1970-11 A.M.). In your headlines (you can use two or three) tell what will be announced and in the last headline tell when, and where the conference will take place:

SOCIALIST CANDIDATE TO VISIT VIETNAM

FRED HALSTEAD TO TAKE POLITICAL  
VIEWS TO GI'S FOR A HEARING

DETAILS TO BE GIVEN AT NEWS  
CONFERENCE MONDAY JULY 10,  
1970 -- 11 A.M. IN ROOM 24  
AT 873 BROADWAY, NEW YORK CITY.  
(near corner of 18th Street).

The first sentence of the body should restate these basic details: "A spokesman for the Socialist Workers Party Presidential candidate today announced that Halstead will give details on his upcoming trip to Vietnam at a news conference, at 11 A.M. Monday morning, in Room 24 at 873 Broadway New York City." This information should again be mentioned in the last paragraph of the release. This type of release should be kept to one page and certainly no more than a page and a half.

Preparation for a News Conference

1. Notify those who are going to participate. Go over the format and arrange a clear division of labor. Synchronize your watches so you all get there at least a half hour beforehand.

2. Write the release telling the media about it. A good suggestion is to check with the news desks to find out how their schedules look at a particular day and time. If on Thursday Nixon or Agnew or someone of that ilk is giving

a conference, in addition to the Mayor's opening of a new swimming pool for businessmen, then try either Thursday afternoon, Wednesday or Friday. Also, hold the news conference in plenty of time for the film to be processed for TV early evening news. Be aware of the papers' deadline and play to the paper with the larger circulation and the one that gives you the best coverage.

3. Deliver the release. Have your neat-looking release in a neat envelope which is addressed to the News Editor at each particular paper or station. In addition, send one to the Assignment Editor at each place. Send one to particular contacts or specialized departments also, i.e. reporters who came to earlier conferences; a reporter who is handling the particular news beat your conference will deal with; the college reporter; the women's editor; and of course to any friendly reporters. Send copies to AP and UPI as above and also send copies to their "Day-Book" editor (they usually have one). This repeats the details of your release and puts it on the wire of what is going on that day for the benefit of the media.

4. After the delivery of the release phone all of those you sent the release to, in order to find out whether they received it. Call them early the day of the conference to remind them again.

5. If you hold the conference at our headquarters, make sure it is clean and neat-looking. Have coffee and cake. If you hold it at the university, which is cheaper than renting hotel rooms, and just as accessible to the media in most areas, make sure you reserve the room in plenty of time.

#### Prepare a Press Kit

A press kit, or more correctly but less understood a media kit, should be on hand at the time of the news conference. Briefly, it should have a statement by the main person participating in the conference, it should include a Militant and other appropriate standard informational material. It should include specialized information such as a tour schedule if the candidate is kicking off a tour, or an agenda if the conference is opening a convention, etc. Such things as a thumbnail description of our organization are handy (a sample used at the YSA convention is appended). In addition, a wrap-up article on what happened at the conference -- marked for release after the conference -- should be included. This should be written the night before (if you don't know what is going to happen by then, call it off).

For those who don't show up deliver a press kit to them immediately. You

might also have the main participant make a telephone statement to the radio stations that did not show. In some areas where the TV stations have small crews, it doesn't hurt to call if they don't show up, and arrange to stop by. In most cases it does not pay off but sometimes it does, and it only costs a phone call.

#### Who Runs the News Conference?

We, of course, should run our news conferences. However, if you give media people an opening they will try to run your conference for you. It is important when dealing with the media that you have a clear concept of what you want from them. Give them only that. Remember to only tell reporters what you want to see in print. They will be very friendly, act as off-the-record friends, buy you a drink and then all those things you stated "off the record" will appear on Page One. Secondly, because a reporter asks a question that does not mean you have to give an answer. Third, while it is necessary to be flexible and jazz up things for the interest of the media, it is death to become a creation of the media in the way that groups like SDS did. The SDS in one way hanged itself with its own press clippings. We are serious people and while we want to publicize our activities we have very firm political bounds that we operate within in getting publicity. Be friendly, courteous and helpful to reporters, but be firm. It's your show and you write the script.

#### Interview Shows, Etc.

It is important that we project ourselves into the media as spokesmen for the movements going on. It is a way of reaching broad audiences. In getting on these shows, the first thing to do is to make contact with the people that are in charge of guests. This information can be obtained by calling them and asking. Second, you must sell them the idea of why they should have you on. In this regard, they are most impressed by your contacts with numbers of people, i.e. students, and whether you will hold an audience's attention in between Corn Flakes' ads than whether you are right. So sell yourself. If at first you meet resistance or apathy, try again and again and again and....

#### In Conclusion

Each branch and local, I feel, should have a person who is in charge of media. The first thing the comrade should do is read the Internal

Information Bulletin No. 1, 1970 (Jan. 1970) on REPORTS AND DISCUSSION: 1969 and 1970 SWP ELECTION CAMPAIGNS published by the Socialist Workers Party. The three reports (Atlanta, Cleveland and Seattle) give some very concrete ways of utilizing the media to our advantage and take up

questions of importance that I won't repeat here. I can't stress enough the importance of personal contacts and a velvet aggressiveness. Of course in the equal time situation you must sometimes apply sandpaper aggressiveness, but remember to do it as nicely as possible.

APPENDICES: Some Suggestions in Doing Publicity

Appendix A

July 14, 1969  
Contact: Wm. Massey  
tel: LA 3-2555

NEWS INTERVIEW  
Attention: News Editor

NOTED REVOLUTIONARY TO SPEAK IN SEATTLE  
THURSDAY AND FRIDAY

GEORGE NOVACK A GUIDING FORCE BEHIND  
SOCIALIST-ANTIWAR YOUTH MOVEMENT TO SPEAK  
AT UNIVERSITY OF WASHINGTON ON THURSDAY  
AT NOON -- ALSO WILL MAKE SPEECH AT  
MILITANT LABOR FORUM ON FRIDAY NIGHT  
AT 8 PM

WILL BE AVAILABLE FOR NEWS INTERVIEW AT  
CAMPUS MEETING ON THURSDAY JULY 17TH.  
MEETING TO TAKE PLACE AT U. OF W-HUB  
BUILDING (ROOM NUMBER TO BE POSTED) FOR  
FURTHER INFORMATION CONTACT WM. MASSEY  
LA3-2555. (BIOGRAPHY ENCLOSED).

George Novack, an associate of Leon  
Trotsky the founder of the Red Army and  
co-leader with Lenin of the Bolshevik  
Revolution, will speak twice this week  
in the Seattle area. Novack (who's  
biography is enclosed) is probably the  
most published figure on the American  
left outside of Herbert Marcuse. His  
influence on the student radicals in this  
country can be measured by the fact that  
his youthful associates are to be found  
in every major city in the nation where  
they play leading roles in the campus  
and antiwar struggles. Novack is also  
known to be expert in areas as diverse  
as the Chinese Revolution, civil liberties  
defense, Marxist theory etc.

Novack, a revolutionary socialist,  
will speak at the University of Washington,  
the Student Union Building (HUB) at 12  
noon on Thursday July 17th. (The room  
number will be posted in the HUB). After  
his talk he will be available to the  
press for interview.

On Friday evening at 8 PM (July  
18th) Novack will speak at the Militant  
Labor Forum at 5257 University Way N.E.  
in Seattle. His topic will be "Reform  
and Revolution in U.S. History and the  
Lessons for Young Revolutionaries.

For further information contact:  
Wm. Massey LA 3-2555.

\* \* \*

September 23, 1969  
Contact: Wm. Massey  
telephone: LA 3-2555

FOR IMMEDIATE RELEASE  
Attention: News Editor

MAYORAL CANDIDATE GIVES FULL SUPPORT TO  
BLACK WORKERS DEMAND FOR JOBS NOW.

LEONARD, WRITE-IN CANDIDATE, CALLS FOR  
SHORTER WORK WEEK FOR ALL CONSTRUCTION  
WORKERS AT NO CUT IN PAY, THIS WOULD  
AVERT ANY LAYOFF.

LEONARD CALLS FOR JOINT STRUGGLE ON PART  
OF WORKERS AND STUDENTS TO OPEN UP  
CONSTRUCTION JOBS FOR ALL.

Tom Leonard today called for  
"full support to the black workers'  
demands for jobs in the construction  
field now." The write-in candidate for  
Mayor of Seattle also stated that "The  
black workers receive full union scale  
wages for their work."

Leonard, a member of the Socialist  
Workers Party called on the unions to  
"initiate a fight for a shorter work week  
for all the construction workers with no  
cut in pay so as to be able to increase  
the work-force of both black and white  
workers."

Leonard stated that he was present  
this morning at the UW construction site  
and will be present on Wednesday morning  
to give support to those fighting for  
jobs for all workers. Leonard will take  
part in a meeting tonight at the  
University of Washington HUB, room 354  
to build support for the black workers'  
demands.

Leonard stated that "I see this  
basically as a struggle between management  
and labor. The black workers in fighting  
for jobs are also opening up the fight  
for shorter hours for all workers.  
Anyone who divides the workers, that is,  
who does not support the black workers'  
fight for jobs, is playing into the  
bosses' hands and doing a disservice to  
the cause of labor." Leonard has been a  
trade union militant for nearly 20 years.

Appendix B

Thursday July 31, 1969  
Contact: Bill Massey  
Telephone: LA 3-2555

NEWS CONFERENCE  
Attention: News Editor

SOCIALIST FILES CANDIDACY FOR SEATTLE  
MAYORALTY RACE. TO BUILD CAMPAIGN FORCE  
AGAINST "LAW & ORDER" CANDIDATES. CALLS  
VIETNAM WAR A "LOCAL" ISSUE AND DEMANDS  
IMMEDIATE U.S. WITHDRAWAL.

TOM LEONARD, SOCIALIST WORKERS PARTY  
LEADER, DECLARES FULL SUPPORT OF THE  
DEMANDS OF THE BLACK STUDENT UNION  
INCLUDING APPOINTMENT OF DAVID MILLS TO

**S.C.C. BOARD OF TRUSTEES. LEONARD FOR FULL CONTROL OF THE BLACK COMMUNITY BY THE BLACK COMMUNITY.**

DETAILS ON LEONARD'S CAMPAIGN WILL BE GIVEN AT A NEWS CONFERENCE ON FRIDAY AUGUST 1ST -- 10:30 A.M. AT MILITANT BOOKSTORE 5257 UNIVERSITY WAY N.E.

Tom Leonard, a leading member of the Socialist Workers Party, today filed his candidacy for the Seattle Mayoralty race. Leonard, a trade union activist and antiwar foe, declared his campaign will give full support for the black control of the black community. Included in this is Leonard's full support of the demands of Seattle's Black Student Union. Leonard says that he endorses the demand that David Mills be appointed to the Seattle Community College Board of Trustees.

The socialist candidate, who has declared his intention to build a movement against the candidates of "law and order," stated that he also will treat the war in Vietnam as an important local issue in this campaign. "When you consider that over 800 Washingtonians have lost their lives in this war thus far and that our living standards are being seriously impaired by the continuation of this adventure, you can bet it will be raised by me in this campaign. In short I demand immediate U.S. withdrawal from Vietnam -- self-determination for the Vietnamese and the return of all the GI's alive."

Leonard will give full details of his campaign plans at a news conference on Friday morning August 1st at 10:30 A.M. The conference will take place at 5257 University Way, N.E. at the Militant Bookstore. For further information contact Bill Massey -- LA 3-2555.

LEONARD FOR MAYOR HEADQUARTERS  
5257 UNIVERSITY WAY N.E.  
SEATTLE, WASHINGTON 98115  
October 10, 1969  
Contact: Wm. Massey -- LA 3-2555

NEWS CONFERENCE

Attention: News Editor

MAYOR FLOYD MILLER TO GIVE WRITE-IN MAYORALTY CANDIDATE A BRIEFING ON POLICE DEPARTMENT SCANDAL -- SETS APPOINTMENT TUESDAY OCT. 14 -- 10:15 A.M.

LEONARD TO DEMAND MAYOR OPEN BOOKS ON POLICE VIOLENCE AGAINST BLACKS AND YOUTH. WILL ALSO CALL FOR CITY-WIDE OBSERVATION OF ANTIWAR MORATORIUM ON OCTOBER 15.

FULL DETAILS OF LEONARD'S MEETING WITH MILLER TO BE GIVEN AT NEWS CONFERENCE TUESDAY OCTOBER 14TH -- 11:15 A.M. ON STEPS OF THE MUNICIPAL BUILDING.

Tom Leonard, a member of the Socialist Workers Party and a write-in candidate for Mayor of Seattle announced today that he has been invited by Mayor Floyd Miller, present Seattle Mayor, to receive a briefing on the recent police scandal. Both of Leonard's opponents, Uhlman and Frayn, have already received such a briefing. Leonard said the plans for the briefing were arranged by his campaign manager and Miller's appointment secretary. The briefing will take place in Miller's office on the 12th floor of the Municipal Building, Tuesday Oct. 14 at 10:15 A.M.

Leonard stated that he will demand that the books be opened up to investigate "the long dreary record of police violence against Seattle's Black and youth community." The crimes committed against the black community in general and groups such as the Black Panther Party in particular are far worse even than the corruption already revealed. If I am elected I will set up the situation where elected community representatives, including members of the Panthers, will have the power to investigate and prosecute those officials responsible for that violence.

Leonard stated that he will also call upon Miller to close down City offices and all other activities on October 15 in observation of the national antiwar Moratorium. "If we can observe Columbus Day, a day which gives credit for the discovery of America to the wrong guy, since everyone knows that the Indians discovered America then we can observe a day of protest of a war that has already claimed over a million human lives. Of these the majority are Vietnamese but over 40,000 are young men from this country which includes nearly 1000 from this area." "I will be in the streets protesting this war on the 15th and hope that all other citizens will have the opportunity to be there also."

Leonard will give details of his meeting with Mayor Miller at a news conference on the steps of the Municipal Bldg. following the briefing.

Appendix C

A BUSY REPORTER'S THUMBNAIL GUIDE TO THE YOUNG SOCIALIST ALLIANCE

Political Description: Revolutionary socialists, i.e. Marxists. In favor of a socialist United States, with workers control of basic industry. Expansion of democracy to a concrete reality for all, and in particular black and white working men and women. Support for both a labor party and an independent black political party. Supporters of socialist electoral action, for instance the YSA will participate in



and build the 1970 election campaign of the Socialist Workers Party in over 30 states.

Membership: Over 5,000 probably close to 10,000 at this time. Members in almost every state in the nation. Organized groups on every major college campus in the country and at the high schools in the major urban centers.

Publication: "Young Socialist" a monthly magazine, 35,000 circulation.

Heroes: Marx, Engels, Lenin, Trotsky, Luxemburg, John Brown, Harriet Tubman, Mother Jones, E.V. Debs, Malcolm X and Ernesto Che Guevara.

Nicknames: YSAers, Trots, Trotskyist Communists, Trotskyites etc.

### Positions on Issues

Vietnam: Give unqualified support to the national liberation struggle of the Vietnames people. Demand immediate and unconditional unilateral U.S. withdrawal. Willing to work with all who oppose the war in the building of antiwar movement.

Cuba: Firm supporters and defenders of the Cuban Revolution.

Arab-Israeli Conflict: Supporters of the Arab revolution and Palestinian liberation.

Soviet Union: Support and defend the socialist gains of the 1917 Revolution led by Lenin and Trotsky. Oppose the Stalinist policies of bureaucracy.

China: Support and defend the Chinese Revolution and the great gains it has brought to the Chinese masses. Oppose the Mao regime. As with Soviet Union, defend it from imperialist attacks.

Third World: Support the self-liberation of the Third World as recommended by Che Guevara, that is through the

socialist revolution.

Czechoslovakia: Support the struggle of the revolutionary communists against the Soviet invasion. As in the Hungarian revolution, the fight was for socialist democracy as conceived by Lenin.

Black Liberation: Support the dictum of Malcolm X "by any means necessary." Support the right of self-determination and black control of the black community. Support the building of a national independent black political party.

Women's Liberation: Total support to women's liberation movement, political, social, economic, cultural etc. Equal pay, job opportunities, advancement and security. Free and full education, free child care centers, free birth control information and materials, an immediate end to all anti-abortion laws, and free abortion.

Campus Struggle: Call for "Red University": i.e. university control by students to fight against war and to fight for black liberation and against capitalist system that causes both war and racism. This struggle includes building similar movement on high school level also. Turn school system from instrument for the ruling class to instrument to aid the socialist revolution of the working class.

GI Movement: Support the struggle of GIs for full constitutional rights including the right to oppose the war in Vietnam. YSAers if drafted go into army and support the building of the GI antiwar movement, such as the Fort Jackson Eight.

Draft: Favor immediate abolition of the draft.

A REPORT ON SALES AND PROMOTION OF PATHFINDER  
LITERATURE IN CALIFORNIA OVER A SIX WEEK PERIOD

by Jim Kendrick

June 1970

The year 1969 was a year of impressive and historically unprecedented sales growth for Pathfinder Press. In recognition of this growth trend, Pathfinder earlier this year projected a series of proposals designed to expand further the sales of its books. Pathfinder is beginning a drive to lengthen its press runs, expand its titles and increase its sales volume.

While Pathfinder books have been selling to bookstores and to college professors (for use as classroom textbooks and supplemental reading) for some years now, these sales must be consciously expanded by the activity of our cadre. Our need to reach ever broader layers with our ideas and Pathfinder's need to accumulate capital to finance expanded publishing combine at this juncture, demanding one solution: a national drive to double or quadruple Pathfinder sales in a short period of time.

To make the point more graphically, over the last five years, Pathfinder has come out with four books of very broad sales appeal, the type of books which could be used to build up the publishing house through their sales: Malcolm X Speaks, Che Guevara Speaks, The Last Year of Malcolm X, and By Any Means Necessary. Of the four, Pathfinder was forced to sell the rights to other publishers on three, because it was too small and poorly-financed to promote the books adequately. Pathfinder, in deciding to promote the fourth title, By Any Means Necessary, has taken the first step in the direction of becoming a larger publishing house.

The key to success revolves around developing salesmen. The balance of this article, a report on sales in the San Francisco Bay Area and Los Angeles, should provide motivation and inspiration for even the most doubtful. It will, I hope, underscore the urgent need for branches and branch executive committees to address themselves to this task and rapidly expand sales in their respective cities. This problem and this historic opportunity require immediate action.

\* \* \*

This report covers a six-week long drive to expand sales of Pathfinder books and pamphlets to retail stores, college bookstores, wholesale distributors, and college professors within an 80 mile radius of San Francisco and in the city

of Los Angeles. The work was carried out mainly during the month of May 1970, the time of the Cambodia radicalization, and I think reflects an initial test of the effects of that radicalization for our literature sales, but in no way explains the widespread acceptance of our books which this report reveals. Similar and equally successful work was carried out earlier by sales representatives in the New York and Boston areas.

Radical books have begun to sell in greater quantities. Retail stores, book wholesalers and book publishers have known this for a full year. Almost every publisher has a radical line of titles. We have been late in realizing the potential of this market, and a year late in really taking advantage of this market.

A Los Angeles wholesaler of quality (as distinct from mass market) paperback books calls the phenomenon a "wild market, totally unpredictable." What he was attempting to describe is the recent phenomenon of issue-oriented book buying. American young people undergoing a process of politicization, reflect that development in their book buying patterns. They have been moving rapidly from one social issue to the next: the Black question, the Chicano question, the Indian question, the ecology question and now the women's liberation question. The publishers, faced with a situation of rapidly shifting interests by readers, have responded with one publishing "binge" after another, pouring out hundreds of new quality and mass market titles around each successive issue, in a grasping attempt to retain and enlarge their share of the market. Apparently, many of the old formulas for publishing and selling books are breaking down, resulting in a frantic effort by publishing companies to maintain their profits and sales volumes. In this context, another older and more experienced wholesaler made the following comment about Pathfinder books: "Your books are in a definite growth trend."

\* \* \*

The following chart showing the total orders in six weeks of sales in California should nicely illustrate the "growth trend."

College Bookstores	\$ 854.80
Black Bookstores	953.25
Movement Bookstores	194.25
Commercial Bookstores	255.15
Wholesale Distributors	11,001.05
Librarial Jobbers	<u>1,640.00</u>
	\$14,898.50

Pathfinder Promotion to College Professors

During the sales drive, in addition to retail sales, 30 campuses were visited and/or contacted by mail. Over 300 names of liberal, radical, and Ethnic Studies professors were collected. Over 30% of the 300 instructors are Afro-American. About 50 are Chicano, Asian-American, or Native American studies instructors. 100 of the 300 professors were personally contacted.

The response by professors to Pathfinder books and pamphlets was serious, positive and enthusiastic. The books were never red-baited or Trotsky-baited. Black instructors were, more often than not, interested in the socialist titles, as well as our "Black" books.

A determination of total orders and a gauge of the market possibility for classroom adoption from these California professors will not be available until middle August. Some orders for the summer session have come in and the fall orders are anticipated to be significant.

High School Classroom Promotion

Several high school instructors were contacted. While there are tighter political restrictions in the high schools and fewer opportunities for using non-text paperback books, the high school market for Pathfinder books is growing. Some of our Black pamphlets have been used for at least two years in a Berkeley high school. The best situations at present are high schools with special Afro-American programs and those high schools which service large, liberal academic communities such as UC Berkeley and Stanford University. While at present not especially rewarding in orders for the amount of time invested, this area should develop in the next few years. Already, many high schools are opening book stores for the students.

Black books were left with the San Francisco Board of Education curriculum department, the San Francisco High School teachers' library, and the San Francisco high school library system acquisitions department for review and order. The response was fairly favorable and there is about a 75% chance for getting some type of order from one or

more of the three.

Library Sales and Promotion

Attention was given during this drive mainly to library systems. The main object was that of familiarizing the systems acquisition departments with our books and flyers. These departments will frequently order 15 to 20 copies of a book for the branches.

Promotion

Some initial work was done to get reviews, television and radio coverage and advertisements on the new books. Reviews on By Any Means Necessary and Black Voices From Prison appeared in the San Francisco Sun Reporter, a Black community newspaper. At last counting, the books were listed respectively as number four and number nine on the Top Ten Bestsellers List for the week in Black bookstores. A review on both books by a local black poet and teacher is scheduled for the Sunday section of the San Francisco Chronicle, a big daily.

Two local FM radio stations agreed to interview Andrew Pulley in connection with the new book, GI's Speak Out Against the War. Explorations in this area indicate that authors of radical books, editors, even panels of people discussing books are not out of reach. This type of promotion, of course, results in heavy sales of the books. Talk shows seem to be especially effective in this respect.

Conclusions

Responses to Pathfinder books and pamphlets from retail stores, campus stores, libraries and college professors were uniformly favorable in two large California metropolitan areas (the Bay Area and Los Angeles) as well as several smaller and more medium size campuses and cities. The orders suggest a national trend: greater interest in socialist and Trotskyist books. (The present interest in Trotsky is probably historically unprecedented in the United States.)

While the majority of retail and wholesale sales were made in the Bay Area (19 stores and two wholesalers), the Los Angeles wholesale order along was larger than all retail and wholesale orders in the San Francisco area which suggests a Los Angeles market at least four times that of San Francisco.

The sales in California suggest the need for branches and branch executive committees to discuss the need for and organize for Pathfinder promotion in their own local areas. The opportunity is too great to pass up or postpone.

BOOKSTORE REPORT FROM THE NEW YORK AREA

by Priscilla Ring

The SWP and YSA are the only parts of the radical movement in the U.S. that have been capable of learning from the past. Our Marxist heritage enables us to correctly see and analyze what is and what needs to be done.

Our analyses, program and actions favorably impress and educate our friends and send our foes in the movement up the wall. But it is to the degree that we are able to understand, use, teach and disseminate the ideas of Marx and Marxists that we will continue to increase our influence and effectiveness -- given the opportunities that surround us today.

It is important to note that a good deal of this past and of Marxist analysis is embodied in books, pamphlets and previous publications. This is why we consider a library, bookstore and literature tables to be essential tools of our branches and locals. We see them as necessary adjuncts to the sales of our periodicals in educating ourselves and our contacts.

What's more, these literature sales can be a source of financial income for the branches and locals themselves -- over and above the income needed for the bookstore.

\* \* \*

In October 1968 we had a net inventory value in bookstore stock of \$2,750.00 and a debt of over \$2,000.00. The branch estimated that it was losing an average of \$70.00 per month in the operation of the bookstore which was then run by comrades having other regular assignments or jobs. The executive committee and branch assigned one comrade, having only a part time job, to the bookstore.

In these past two years we have increased the assigned staff to one full-time and twelve part-time comrades. Many of these comrades were not in a position to take other party assignments and several are sympathizers who have found a way to participate in the party's activities this way.

Our estimated net inventory as of May 31, 1970 was \$6,200.00. We had repaid our back debts by May 1969 and have been paying rent to the branch since February 1969 of \$25.00 per month at first and \$100.00 per month since October.

When the part-time comrade became full-time she was subsidized at \$25.00 per week. By February 1970 we were able to double this subsidy after having turned over \$100.00 in surplus to the

branch.

In the period between February 1970 and the end of May 1970 this subsidy to the branch finances was \$1,400.00. This is not a monthly average, but it indicates income that can be regularized on a monthly basis.

The total average weekly income to the bookstore rose from \$321.55 in the four month period from October 1968 to January 1969, to \$510.49 from February to May 1970.

A part of this increased income reflects a steady moderate increase in walk-in and forum sales in the bookstore. We think that more regular and concentrated use of paste-ups of our bookstore leaflet will further increase the daily sales.

But with the recent upsurge in radicalization, we've had a spectacular increase in consignment sales. These special literature table sales have been at women's liberation meetings, campaign meetings, regional travelers' campus tables, and antiwar rallies. Campus sales, as a part of campus fraction activities, have been infrequent for lack of personnel, but a tactical approach for this potential bridge to campus recruiting is being probed in relation to the election campaign in the form of revolutionary literature tables covered by campaign workers and taken to campuses and street corners.

We've estimated that consignment sales from October 1968 to October 1969 averaged about \$30.00 per week. Since last October we have been keeping more accurate records. We had, from October 1969 through January 1970, a weekly average of \$77.00 from consignments. This weekly average rose to \$144.98 in the four months through May.

It is primarily due to these consignment sales, the biggest of which were at women's liberation meetings, that we were able to have a \$1,400.00 surplus to turn over to the branch. These increases in sales all reflect the new and expanding categories of books and pamphlets from Pathfinder Press and other radical and commercial publishers. This proliferation of radical publications is, or attempts to be, the voice of the newly radicalized Afro-Americans, antiwar activists, students, women, Chicanos, Arabs and other anticolonialists.

Through our Pathfinder publications and sales of the Marxist classics we're

trying to reach these radicals with the ideas of socialist revolutionaries. An interesting aspect of this effort is the mushrooming sales of Pathfinder publications to commercial bookstores and the expanding use of Pathfinder titles in college and high school classrooms. In New York it is primarily because we have a functioning bookstore staff that we are able to send comrades to represent Pathfinder Press "in the field."

We have learned in these past two years that the best way to run a bookstore is to organize it as if it were a commercial bookstore. That is:

1. Regular bookstore hours.
2. Coverage by comrades assigned on a regular basis.
3. Receipting of income daily.
4. Bookkeeping records of bank deposits and bills owed and paid.
5. A system for determining titles to be reordered. We have reorder cards in the "last" copy of each title on display which we take out and file for restocking when it is sold. Usually this restocking is done before this "last" copy is sold.
6. An inventory of the list-price value of the stock every three to six months. The net value of this inventory can be determined by deducting the average rate of discount at which the stock was purchased.

7. Purchase of stock at 40% discount or better as much as possible. Concrete suggestions for this follow.

8. Accurate records of titles out on consignment and payments made for these. We've made a stencil for this by pasting up the last two columns of Pathfinder's order form and adding extra lines to make a legal size sheet for writing in other titles. At the top of this stencil we typed in and allowed space for date, place of consignment and name of comrade taking the consignment. There's also space for writing in the number of copies of each title returned. We try to get a weekly report on campus consignments.

The basic nucleus of a YSA or SWP bookstore is the pamphlets and books printed by Pathfinder/Merit/Young Socialist Press and the writings of Marx, Engels, Lenin and Trotsky. In order to get these at a 40% discount:

1. Space orders to Pathfinder so that you can order a large enough quantity.

2. For Moscow publications, Progress Publishers, write or call Mr. Kertesz, Universal Distributors, 54 W. 13th Street, New York City, 10011, (212) CH 3-4317. If you establish your credit reliability with them by paying in advance you can probably establish a 40% discount. It might help if you mention you're associated with Merit and the Militant Labor Forum.

3. For International Publishers it will probably be necessary to establish an account with a local wholesaler and, if they don't carry these titles, get them to order them for you. Again it will be necessary to pay cash in order to get a 40% discount and the best way to establish an account is to make an appointment with the customer service personnel and request a pro forma (pay in advance) arrangement for a 40% discount.

By buying these basics at these discounts you can build up a surplus with which to expand the categories of your bookstore. Some publishers will send books ordered if they are accompanied by a check for 60% of the list-price plus shipping charges.

In relation to women's liberation titles, there are three publishers that it is helpful to know about. For Century of Struggle by Flexner, write or call Ann Caballo, c/o Atheneum Press, 122 E. 42nd St., New York City, (212) 661-4500. This title plus other Atheneum titles, like Isaacs', Tragedy of the Chinese Revolution, and Spero's Black Worker can be requested at 40% discount, pro forma. For Wilhelm Reich's The Sexual Revolution, call or write, Noonday Press and ask for Joy, in the accounting department, 19 Union Square West, New York City, 10003, (212) OR 5-3000.

For a catalog of titles on women's liberation, call or write, New England Free Press, 791 Tremont St., Boston, Massachusetts 02118, (617) 536-9219. They'll bill you and give an 8% to 10% discount. We just change the price, per their suggestion, to get a 40% discount.

These are some of the ways that we responded in the bookstore to the opportunities surrounding us today for spreading our ideas. The net result of our efforts to regularize the functioning of the bookstore was that the bookstore no longer is a part of the branch's problems, but is helping with their solution and the building of the New York Branch. With the comrades' continued help we'll continue this trend.