

FACTS ABOUT CHOICE '68

(The Executive Office of Choice '68 has provided kits with all the pertinent information about the project to its campus coordinators. They did not have enough available for us to send to our campaign directors and YSHB organizers, so we are providing a summary of this material plus information obtained by direct inquiry to their office.)

WHO VOTES - THE BALLOT - ELECTION DAY - TABULATION

CHOICE '68 is a Time magazine sponsored nation-wide college (including junior college) presidential primary, to be held April 24. (Exceptions are: University of Michigan, March 10; Concordia College, Bronxville, April 3; Oakland Univ., Mich., April 8-9; St. Mary, Minn., April 8-9; Notre Dame, April 8-9; Clemson Univ., South Carolina, April 17; Auburn Univ., April 18.)

Over 1,000 of the nation's 2,500 campuses, with 5 million of the country's 7 million college students, have agreed to participate. More schools can join until early April. Voting is open to ALL (foreign, both graduate and undergraduate, both under and over 21) registered students.

The ballot includes a vote for a presidential choice from a list of fourteen candidates headed by the name of Fred Halstead; and three referendum issues--two of them related to the Vietnam war and one on the "urban crisis." (see attached sample ballot)

Although there is provision for write-ins on the presidential choices, none are allowed on the referendum issues. The Executive Director of CHOICE '68 said that this was due to the problems and cost of computer tabulation.

The voting will take place on April 24th, which falls during the 10 days of intensive campus antiwar activity called by SDS and the Student Mobilization Committee to End the War in Vietnam. The vote will be two days before the International Student Strike against the war on April 26 and three days before mass antiwar demonstrations on April 27.

Fred Halstead will be in the San Francisco-Berkeley area from April 19 through May 5.

Tabulation of the vote will not be done on campus, but at one or more computer centers. Results of the tabulation will be announced during the period May 1-8. Simultaneously each campus will announce the local results.

ORIGIN AND STRUCTURE

Robert Harris (Michigan State University '65), Executive Director of CHOICE '68, proposed the idea to Time magazine last August. Following a canvas of schools to determine

receptivity to the idea, Time agreed to support and finance the administration of CHOICE '68. The project was formally announced at a press conference on December 7.

CHOICE '68 is run by a Board of Directors composed of eleven student leaders, all of whom are student body presidents or editors of the campus newspaper. According to members of the Board they have complete control over policy and no attempt has been made to influence their decisions.

However, aside from advertising and good will Time's interest in this project may be indicated in the following extracts from a letter sent by James R. Shepley, publisher, to major college and university presidents (administration, not student body, presidents):

"Vociferous sections of various student bodies, thundering on the left or right, have made themselves heard frequently. But the entire student body politic has never been able to speak with a single voice."

"I am writing to seek your understanding of and support for this sounding board of student opinion."

"I'm certain you'll add the weight of your office and your personal prestige to this channeling, clarification and expression of student opinion."

CHOICE '68's Board set their general policy at a meeting held in October. The final selection of candidates and issues was made at a meeting in Washington, D.C. over the weekend of February 10-11. The 11 Board members had an interview for an hour and a half with LBJ on February 12. CHOICE '68 reports that: "The President told the group in the White House that this kind of vote from students was highly significant, and he wished them success."

The calendar of events put out by CHOICE '68 makes no reference to further meetings of the Board.

Harris will be meeting with the student body presidents of the ivy league and sister colleges in Philadelphia the weekend of February 24-25. Later he will go to the Northwest to meet with student body presidents from 100 colleges in that area.

CAMPUS ORGANIZATION OF CHOICE '68

Coordinator

Each campus is required to have a Coordinator, who is "directly responsible for the success of the election on his campus." "All communication, information packets, etc. from the national office will go directly" to him. He is to give the national press releases of CHOICE '68 "immediately to the

campus newspaper and copies to the college public relations director for distribution to local media." He is also directed to inform the Executive Office of "any and all political activities on his campus" and to send in clippings.

According to Harris, to prevent "exploitation" the names of the coordinators will not be given out by CHOICE '68. Time insisted on this at the beginning. In any case, the coordinator can be found from either the Student Body Government or the Social Science or Political Science departments which in some cases are administering the project on the campus. At small schools the coordinator is often the student body president.

Press Releases

CHOICE '68 will send a 2-page press release (one copy only) each week to the 300 largest campuses. It will go bi-weekly to the other campuses. This release will give information on the activities of all the candidates. It will be a summary of information about the candidates' campaign activity as received from the coordinators, plus a small amount of material from the candidates themselves. Thus, releases from the Socialist Workers campaign committee giving quotes, statements of endorsement, etc. should be short in order to fit this format.

In addition to the press releases, coordinators will be sent advance information provided by candidates' campaign offices telling when the candidate will appear in the area, at what colleges, what open time is available, and who to contact in order to arrange for campus meetings, press and radio interviews.

Election Review Board

In addition to the required coordinator, each campus must have an Election Review Board made up of the top student leaders on campus. Its purpose is "to ensure that the election is run according to the highest standards, and that the results of the election are honest and valid."

Polling Committee

Polling committees are to be established in order to plan and provide for the physical setup of voting booths and to find workers for distribution, maintenance and collection of ballots.

CHOICE '68 ON THE CAMPUS AND OUR PARTICIPATION

The Organization Manual provided to each coordinator suggests the formation on each campus of a campaigning committee, a speakers bureau, a public relations committee, and a steering committee made up of the heads of committees and the coordinator. These committees are to encourage interest and activity around CHOICE '68 - to "Get Out The Vote."

The campaigning committee is to encourage established campus candidate's clubs (e.g. Students for McCarthy, Students

for Romney, etc.) to actively campaign for CHOICE '68," to direct students and campus groups interested in supporting a particular candidate to the candidate's organization, and to encourage non-campus political groups "to promote get-out-the-vote drives." The Manual reads: "If there are no clubs on campus, work with local community organizations."

The job of the Public Relations Committee is to "keep CHOICE '68 in the news." The press releases from the Executive Office is "a good base to start from, but should not be the limit of your press relations".

The speakers bureau is to get "articulate speakers" to speak before student groups in promotion of voting for CHOICE '68 (not campaigning except to get out the vote). "The month before CHOICE '68" speakers should go before "social, religious, academic, professional, honorary, and special interest clubs and organizations" and "encourage the members to vote, and explain the significance of the election." The week before the election speakers should go to "every living unit" and "encourage voting."

SCHOOLS NOT YET IN CHOICE '68

Although 5 million of the country's 7 million college students will have a chance to vote in Choice '68, over 1,000 campuses with almost 2 million students have not yet joined. They can still participate, but they must do so immediately in order to ensure that students on these campuses get the fullest amount of information on the candidates and the issues.

To get in Choice '68 all the school has to do is tell them of their desire to participate. Choice '68's national address is: Room 1924, Time and Life Building, Rockefeller Center, New York, N.Y. 10020. Phone: (212) 556-4556.

Space limitation prevents us from printing the entire list of campuses that have already joined. But a quick check of our mailing list shows that the following schools, at which there are students receiving the Campaigner, are not yet in Choice '68. However, this is just a guide. Do not merely depend on this list. (For example, many 2-year junior or community colleges are not in Choice '68.) So make sure that all campuses with which we are in contact have joined Choice '68. And if the school is already participating this first contact with the campus coordinator will serve to tell him of our plans to play an active role in the Choice '68 campaign.

Alabama

Miles College, Birmingham
Tuskegee Inst., Tuskegee

California

California State Coll., Hayward
Chabot Jr. Coll., Hayward

Chico State, Chico
Delta Jr. Coll., Stockton
Foothill Jr. Coll., San Pedro
Humbolt State, Arcata
Laney Jr. Coll., Oakland
Mills Coll., Oakland
Occidental Coll., L.A.
Pomona Coll., Claremont
Sacramento Jr. Coll., Sac.
Sacramento State, Sac.
San Francisco State, S.F.
U. of Cal., Santa Cruz
Yuba Jr. Coll., Yuba

Connecticut
U. of Bridgeport, Stratford

Delaware
Delaware State, Dover

Georgia
Georgia State, Atlanta
Spelman, Atlanta

Illinois
Bradley U., Peoria

Indiana
Indiana U.-none of the 10
campuses of I.U. are in Choice '68

Iowa
Grinnell Coll., Grinnell

Kentucky
Kentucky State, Frankfurt

Massachusetts
Brandeis U., Waltham

Michigan
Marygrove Coll., Detroit
U. of Michigan, Ann Arbor
Wayne State U., Detroit

Maryland
Maryland State, Princess Anne
Morgan State, Baltimore

Missouri
Lincoln U., Jefferson City

New Hampshire
Franconia Coll., Franconia

New Jersey
Douglass Coll., New Brunswick

New York
Bank State Col. of Educ.
Bronx Comm. Coll.
Julliard School of Music
Mannes School of Music
Nassau Comm. Coll.
New School for Social Res.
Pratt Institute
SUNY, Binghamton

Ohio
Antioch, Yellow Springs
Western Reserve U., Cleveland
Wilmington Coll., Wilmington

Oklahoma
Langston U., Langston

Pennsylvania
St. Francis Coll, Loretto

South Carolina
Morris Coll, Sumter
South Carolina State, Orange-
burg

Tennessee
Meharry Medical Coll., Nashville
Tennessee A&I, Nashville

Texas
Huston-Tillotson Col., Austin
Texas Southern U., Houston

Vermont
Goddard Coll., Plainfield

Virginia
Norfolk State, Norfolk
Virginia State, Petersburg

Wisconsin
Wisconsin State U., Eau Claire