

## REPORT ON THE MILITANT SINCE THE 1971 SWP CONVENTION

Since the 1971 SWP convention, The Militant has expanded in both size and circulation. The Southwest Bureau was added in July, 1971, right before the last convention, and has expanded since that time. In the June 30, 1972, issue "World Outlook" became a regular feature bringing the paper from 24 to 28 pages. An index was published at the end of 1971, and The Militant is now indexed twice yearly.

The average paid weekly circulation of The Militant increased by 42% in two years--from 17,357 at the end of 1970; to 19,056 at the end of 1971; to 24,605 at the end of 1972. The average paid weekly circulation of the Daily World at the end of 1972 was 26,094 and that of the Peoples' World was 7,215. (See attached chart for detailed comparison.)

The largest single source of the increased circulation has been the massive subscription drives during the last two years. In fall, 1972, we sold 35,441 subscriptions and in fall, 1971, we sold 32,580. Both were larger than any previous sub drive in The Militant's history. These were also a big step from the 15,776 sold in the fall, 1970, sub drive and the 8,653 sold in spring, 1971.

The subscription base for The Militant (i.e. the number of subscriptions at the lowest point in August when there are no subscriptions from sub drives) has declined 15% from last summer. This decline is made up entirely of a decline in introductory subscriptions, which went from 1,801 in August, 1972, to 742 in August, 1973. The subscriptions of six months or more have increased slightly from 2,556 in August, 1972, to 2,647 in August, 1973. (A chart is attached showing the comparative figures for the subscription base in 1972 and 1973. No figures were kept for 1971.)

In the spring of 1972 we conducted a renewal campaign, which netted only modest results--1,484 renewals or 5% of the previous fall's sub drive.

The Militant has experienced mixed results in its renewal rate since the 1971 convention. The renewal rate for long-term subscriptions is increasing--30% for January to May 1973, from 28% average in 1972 and 26% average in 1971. Renewals from introductory subs not sold during sub drives have held steady--13% in 1973 (Jan. to May); 11% in 1972; and 12% in 1971. However, there was a marked decline in the renewal rate from the subscriptions sold during the massive sub drives. In spring, 1971, the sub drive renewal rate was 7%; for fall 1971 (when we conducted the renewal campaign) it was about 5%; and for fall, 1972, it was just 2%. The fall 1972 figures varied from a renewal rate of 2.7% for the first third of the subscriptions which expired in February to March; 1.8% for the second third which expired in March; and 1.5% for the remainder expiring at the end of May.

In spring, 1973, we conducted a new type of campaign for increasing the circulation of The Militant--a single copy sales campaign--which was highly successful. With a national weekly goal of 7,000, we reached a peak of 10,320 the last week. The average total branch sales over the 15-week campaign was 6,308. The average weekly branch sales in 1972 was 2,830. (See SWP Discussion Bulletin No. 26, 1973, for a full report on the sales campaign.)

The branch bundles have increased dramatically over those of last year. The branch bundles for the first issue in August, 1973, total 8,150--an increase of 43% over the 1972 August total of 5,495. Although this is accounted for somewhat by the existence of new branches, the increase for other branches is substantial. (A chart is attached comparing the individual branch bundle sizes for the issue in August published prior to The Militant's summer break.)

Even more dramatic is the increase in summer sales over that of the last two years. An attached chart compares the June sales figures from 1971, 1972, and 1973 (after the sales campaign). July figures are not complete yet, but they are lower than June sales this year. As the chart indicates, June sales this year have more than doubled over those of June 1972 and 1971.

The debt owed to The Militant by branches has declined 38% from the \$10,995 owed in July, 1972, to \$6,779 in July, 1973. This is close to the total debt level of \$6,358 in July, 1971. Twelve branches are now paid up in full (from five one year ago), and two more have minimal debts which should be paid soon. The other six branches with debts are working out proposals to pay them off by the end of 1973. The spring sales campaign was the biggest contributing factor in the improvement in the debt situation, as the report in the Discussion Bulletin shows.

The Militant also had modest success in raising money from its readers and supporters this year. In June a fund appeal to help cover the cost of sending complimentary subscriptions to prisoners was sent to 4,700 subscribers and former contributors. In less than two months, 160 people responded giving a total of \$1,554 and pledging an additional \$84 a month. This was done with no public appeal in the paper itself. This will help considerably in covering the cost of the 364 prisoner subscriptions we currently have, as well as enable us to continue this policy on a low-key level.

###

COMPARISON OF AVERAGE WEEKLY CIRCULATION FIGURES

<u>NEWSPAPERS:</u>	<u>1972</u>	<u>1971</u>	<u>1970</u>	<u>1969</u>
<u>Militant</u>				
bundles	10,396	9,187	9,143	4,455
subs	14,209	9,869	8,214	5,675
total paid circulation	24,605	19,056	17,357	10,130
<u>Daily World</u>				
bundles	15,779	14,945	12,175	7,764
subs	10,315	10,100	8,292	6,486
total paid circulation	26,094	25,045	20,467	14,250
<u>Guardian</u>				
bundles	2,875	2,300	4,852	5,712
subs	15,612	15,805	20,010	21,106
total paid circulation	18,487	18,105	24,862	26,818
<u>Bulletin</u>				
bundles	7,377	4,842	*	*
subs	5,156	2,231	*	*
total paid circulation	12,533	7,073		
<u>People's World</u>				
bundles	4,690	3,530	*	*
subs	2,525	3,133	*	*
total paid circulation	7,215	6,663		
 <u>MAGAZINES:</u>				
<u>International Socialist Review</u>				
bundles	4,349	4,725	3,693	1,812
subs	2,839	2,734	2,294	1,194
total paid circulation	7,188	7,459	5,986	3,006
<u>Political Affairs</u>				
bundles	3,005	3,005	3,005	3,005
subs	1,495	1,495	1,495	1,495
total paid circulation	4,500	4,500	4,500	4,500
<u>Monthly Review</u>				
bundles	3,286	4,279	3,348	2,643
subs	6,938	5,247	5,724	5,997
total paid circulation	10,224	9,526	9,072	8,640

\* figures not available at this time

COMPARISON OF AUGUST MILITANT BRANCH BUNDLES: August 1973, August 1972

	<u>August 1973</u>	<u>August 1972</u>
Atlanta	350	150
Austin	100	40
Boston	500	400
Brooklyn	600	100
Chicago	600	500
Cleveland	400	200
Denver	150	250
Detroit	400	1,000
Houston	500	300
Los Angeles	500	200
Lower Manhattan	250	50
Oakland/Berkeley	600	250
Philadelphia	350	300
Pittsburgh	300	50*
Portland	250	250
San Diego	325	25
San Francisco	400	300
Seattle	250	100
St. Louis	200	30
Twin Cities	350	500
Upper West Side	275	200
Washington D.C.	<u>500</u>	<u>300</u>
TOTALS	8,150	5,495

\* September bundle figure since no August bundle in 1972.

COMPARISON OF JUNE BUNDLES, SALES AND PERCENT SOLD: 1971, 1972, 1973

	Aver. Weekly June Bundle*			Aver. Weekly # Sold in June*			% of Bundle Sold in June		
	<u>73</u>	<u>72</u>	<u>71</u>	<u>73</u>	<u>72</u>	<u>71</u>	<u>73</u>	<u>72</u>	<u>71</u>
Atlanta	345	170	125	254	128	88	74	75	70
Austin	167	98	100	130	40	63	78	41	63
Boston	550	240	405	325	106	188	59	44	46
Brooklyn	431	212	206	250	151	144	58	71	68
Chicago	657	250	285	520	178	205	79	71	75
Cleveland	275	150	190	248	60**	113	90	40	60
Denver	350	254	122	326	173	117	93	68	98
Detroit	450	490	245	327	323	167	73	66	68
Houston	588	135	167	264	34	145	45	25	87
Los Angeles	625	200	125	318	128	51	51	64	41
Lower Manhattan	600	190	175	306	90**	79	51	47	45
Oakland/Berkeley	663	250	150	455	123	106	69	49	71
Philadelphia	400	162	200	188	99	100	47	61	50
Portland	250	144	62	202	79	50	81	55	79
San Diego	325	50	119	274	11	46	84	21	40
San Francisco	600	300	200	285	198	104	48	66	52
Seattle	275	120	100	187	82	72	68	68	72
Twin Cities	400	200	238	249	104	143	62	52	60
Upper West Side	425	270	100	225	173	55	53	64	55
Washington DC	<u>350</u>	<u>95</u>	<u>325</u>	<u>241</u>	<u>70</u>	<u>249</u>	<u>69</u>	<u>74</u>	<u>74</u>
TOTALS	8,726	3,980	3,639	5,574	2,350	2,285			
AVERAGE	436	199	182	279	118	114	67%	56%	64%

\*June, 1973, figures are based on the weekly average for the four issues following the sales campaign. They do not include the first June issue which was sold the last week of the campaign.

\*\*No June figure available, so 1972 average is used.

COMPARISON OF THE MILITANT'S SUBSCRIPTION BASE: August 1973, August 1972

DOMESTIC LONG-TERM SUBSCRIPTIONS

	<u>August 1973</u>	<u>August 1972</u>
Paid	2,647	2,556
Exchanges	252	211
Complimentary	85	90
Prisoners	<u>364</u>	<u>290</u>
TOTAL	3,348	3,147

FOREIGN SUBSCRIPTIONS

Paid	224	214
Comp and exchange	<u>260</u>	<u>215</u>
TOTAL	484	429

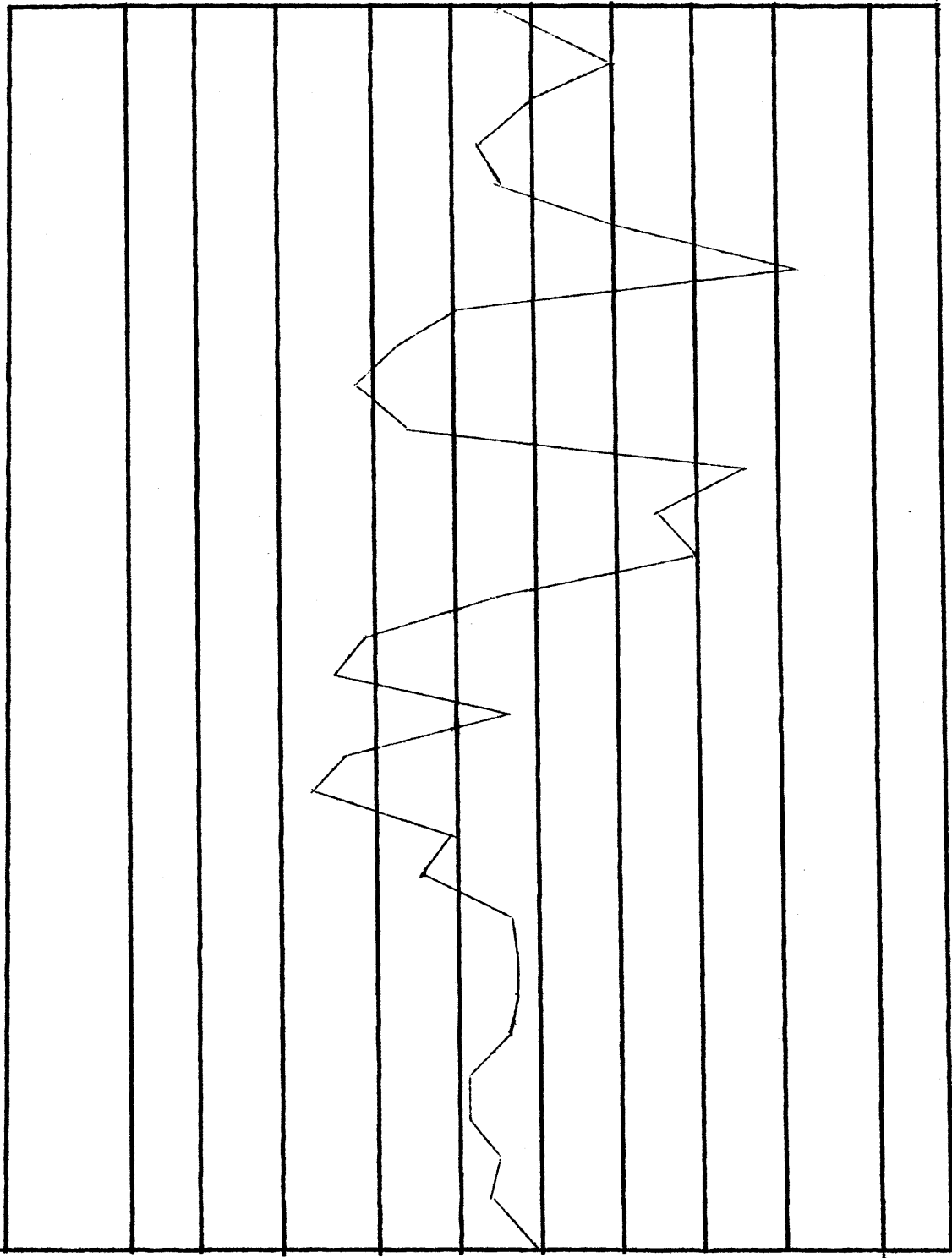
DOMESTIC INTRODUCTORY SUBSCRIPTIONS

Paid	742	1,801
------	-----	-------

TOTAL COMP AND EXCHANGE	961	806
TOTAL PAID LONG-TERM SUBSCRIPTIONS	2,871	2,770
TOTAL INTRODUCTORY SUBSCRIPTIONS	<u>742</u>	<u>1,801</u>
<u>TOTAL AUGUST SUB BASE</u>	4,574	5,377

10000  
9000  
8000  
7000  
6000  
5000  
4000  
3000  
2000  
1000

NOV '70  
DEC  
JAN '71  
FEB  
MAR  
APR  
MAY  
JUN  
J/A  
SEP  
OCT  
NOV  
DEC  
JAN '72  
FEB  
MAR  
APR  
MAY  
JUN  
J/A  
SEP  
OCT  
NOV  
DEC  
JAN '73  
FEB  
MAR  
APR  
MAY  
JUN  
J/A



5,700  
7,000  
5,900  
5,300  
5,700  
7,000  
9,200  
5,100  
4,300  
3,800  
4,400  
8,600  
7,500  
8,000  
5,400  
3,900  
3,600  
5,700  
3,700  
3,300  
4,900  
4,600  
5,700  
5,800  
5,800  
5,700  
5,100  
5,100  
5,500  
5,400  
5,900

INTERNATIONAL  
SOCIALIST  
REVIEW  
DOMESTIC PAID  
CIRCULATION  
NOV. 1970 -  
J/A 1973

COMPARISON OF ISR BRANCH BUNDLE SIZES  
AND DEBTS SINCE THE 1971 CONVENTION

<u>BRANCH</u>	<u>JULY '73 BUNDLE</u>	<u>JULY '71 BUNDLE</u>	<u>JULY '73 DEBT</u>	<u>JULY '71 DEBT</u>
Atlanta	40	40	0	0
Austin	40	40	\$ 76	0
Boston	150	63	0	0
Brooklyn	100	150	0	0
Chicago	100	150	\$247	\$325
Cleveland	50	75	0	\$ 94
Denver	65	50	\$326	\$ 87
Detroit	30	150	\$329	\$259
Houston	60	60	\$194	0
Los Angeles	125	75	0	\$638
Lower Man.	100	250	0	0
Oakland/Berk.	82	135	\$223	\$ 8
Philadelphia	80	150	0	0
Portland	50	15	\$153	0
San Diego	75	25	0	\$ 23
San Francisco	100	100	0	\$105
Seattle	40	30	0	\$ 71
Twin Cities	60	60	0	0
Upper West Side	75	75	0	\$ 26
Washington DC	<u>75</u>	<u>75</u>	<u>0</u>	<u>0</u>
TOTALS	1,497	1,768	\$1,548	\$1,635

ISR RENEWAL RATE PERCENTAGE  
MARCH 1972 - JUNE 1973

<u>MONTH</u>	<u>LONG TERM %</u>	<u>SHORT TERM %</u>	<u>TOTAL RENEWAL RATE %</u>
March 1972	26.1	4.2	7.4
April	38.5	9.5	24.3
May	31.7	19.2	25.0
June	29.8	7.2	16.4
July/August	37.9	7.5	21.2
September	18.3	7.2	15.4
October	36.6	0	36.6
November	*	*	*
December	36.2	34.2	35.3
January 1973	36.6	1.3	5.7
February	37.7	2.6	7.0
March	27.3	5.3	10.9
April	37.1	10.5	25.4
May	28.3	8.4	18.9
June	<u>50.7</u>	<u>14.8</u>	<u>29.9</u>
Average %	33.7%	9.4%	20.0%

\* No figures available.



REPORT ON THE JULY/AUGUST 1973 ISR

1. The July/August issue of the ISR was a special 96-page double issue with an article on the Vietnamese Communist Party plus the convention resolutions from the LSA/LSO convention held last spring. The press run for this issue was 8,800, and the price was increased from 50¢ to \$1.00.

2. All branch bundles were sent out air mail or special delivery. Increases in branch bundles were: Oakland/Berkeley 60 to 82; Boston 80 to 150; Upper West Side 50 to 75; Philadelphia 40 to 80; and Houston 50 to 60.

3. A letter was sent to all commercial bookstores which have accounts with the ISR, and they increased their bundles by 200. 100 of this was for Granma bookstore.

4. Special ads were put in Labor Challenge and the Young Socialist in Canada. A mailing was sent to the 147 Militant subscribers in Canada, and we received 15 one-year subscriptions so far from it. In addition, the national office of the LSA/LSO ordered an extra 1,000 to be sold in Canada.

5. A special advance copy with a letter was sent to all sections and sympathizing organizations of the Fourth International encouraging them to order extra copies of this issue. All international complimentary bundles were increased, and most were doubled. Shipments to Australia, New Zealand, and England were sent air freight to assure their speedy delivery.