

young socialist the organizer

9.17.71

NIXON'S WAGE FREEZE AND THE TASKS OF THE YSA

President Nixon's sudden move to freeze wages for a 90-day period marked the end of the period of relative equilibrium in the class struggle based on the post World War II capitalist expansion. Coupled with Nixon's attempt to abrogate the right to strike, the administration's moves are an assault upon the living standards of the workers and an attempt to cripple the fighting power of the unions and strengthen the hands of the bosses.

Articles in *The Militant* and the Political Resolution recently adopted by the Socialist Workers Party National Convention outline the factors in the world capitalist economy which are impelling the capitalist class to attempt to lower the real wages of the workers, in the context of a continuation of the Vietnam war.

The 90-day wage freeze is only the initial move by the capitalist government. Nothing will be solved within 90 days, and the government has already indicated that some form of wage controls will extend beyond the 90-day period. The government hopes to get the union bureaucracy lined up in support of some form of continued wage controls, under the cover of an "equality of sacrifice" formula. Despite its protestations, the bureaucracy has once again displayed its inability to defend the working class. Incapable of waging an effective struggle against the wage freeze, the bureaucracy is already capitulating under pressure from the government.

As has been confirmed by statements of local union officials, articles in the bourgeois press, reports in *The Militant*, and reports from YSA and SWP members active in the trade unions, rank-and-file rejection of the Nixon wage freeze runs deep, although there is still

continued on the following page

20 Cents

Introducing the Weekly Organizer

The publication of this issue of *The Young Socialist Organizer* marks a historic step forward for the Young Socialist Alliance. *The YS Organizer* is the first weekly ever published by a Trotskyist youth organization in this country.

The weekly *YS Organizer* was projected by the YSA National Committee plenum in July because, in the context of our fall campaigns and the expansion of the YSA, we needed a publication which would 1) have enough space for all the material that needed to be communicated to the entire YSA, and 2) get this material out to all the locals and at-large members as rapidly as possible so that it would be up to date and of maximum usefulness.

The YSA National Office has significantly reorganized the production of *The YS Organizer*, increasing the staff to three, borrowing a number of advanced techniques from other weekly publications, and generally professionalizing the way the paper is put out. The YSA National Executive Committee has constituted an editorial board to oversee the paper and work out and decide on the contents of each issue.

In order for the entire YSA to reap the maximum gains from having a weekly publication,

we must continue to improve two key areas: the utilization and distribution of *The YS Organizer*, especially in the large locals; and the sending in of articles by locals and at-large members. These two tasks are closely interrelated, because as YSA members read *The YS Organizer* regularly and use it on a day-to-day basis as an organizing tool, they are naturally more conscious of the need to write articles on their own activities, and vice versa.

The report on *The YS Organizer* at the July plenum included a number of suggestions on how locals can improve these areas. One suggestion which should be reiterated is that each local assign one member of the executive committee as *Organizer* correspondent and inform the National Office of his or her name and address.

The *Organizer* correspondent—along with the exec as a whole—would be responsible for systematically integrating *The YS Organizer* into the local's work and assigning articles to be written. The *Organizer* correspondent would see that the paper is distributed to all YSA and SWP members and that it is discussed in executive committee, fraction, and local meetings. It would also be helpful if he or she would solicit com-

ments, suggestions, or criticisms about the paper from local members and pass these on to the National Office.

The correspondent will be particularly conscious of looking out for articles that can be sent in, but regular discussion of this question in the executive committee is essential. The flow of articles in from the field must be significantly increased this fall if we are to have the best coverage of all our campaigns.

Finally, the *Organizer* correspondent should be sure that the local's bundle is set correctly and change it whenever necessary. As a result of under-utilization of *The YS Organizer* in many locals, these locals' bundles are far too low. Each local should order enough copies for every YSA or SWP member to have one, plus a few extra for literature tables or sales to YSJPers. Especially in light of the large number of transfers over the summer, each local should evaluate the size of its bundle and immediately notify the N. O. of any changes.

ANDY ROSE
Editor

continued from the previous page

some initial confusion about the phony "price freeze" and hope that it will work. The incapacity of the union bureaucracy, combined with the government's assault on the living standards of the workers, will create new receptivity to class struggle concepts among the workers, which will open up greater opportunities for the SWP and YSA to reach them with our ideas.

The YSA's strategy of the red university and the red high school provides a general guideline for our intervention into this important new objective development. Immediately we should project the following tasks:

1) Mobilize support for the fall antiwar offensive, particularly the November 6 actions. The war is the most important single cause of the inflation, and the first thing that must be done to fight inflation is to end the war. It is crucial that a massive campaign be launched to link the war and its squandering of resources with inflation. Nixon's phony "price freeze" is not going to stop inflation at all. The way to fight inflation is to "freeze" the war, not wages.

It is no accident that Nixon carefully avoided discussing the war in his August 15 message. In fact, Nixon attempted to palm off his new policy as being necessitated by peace—while he was busy escalating the bombing of Vietnam. The aim of the wage freeze is to place an even greater share of the already costly burden of the war on the backs of the working class, and there will be important new opportunities to bring new layers of the working class into action against the war on November 6 as a result.

The fact that the wage freeze hits Blacks, Chicanos, the unorganized, women, and youth the hardest—in effect "freezing" their second and third class status in this society—can be a powerful impetus to bringing masses of Blacks, Chicanos, and women into the streets on November 6.

There are two aspects to the YSA's tasks in ensuring maximum labor participation in the November 6 actions. First is the building of powerful campus and high school chapters of the Student Mobilization Committee capable of mobilizing students both to reach out to new layers in building the actions and to organize a massive outpouring of students in the actions themselves. Second is helping to lead the work of these SMC chapters toward reaching out to workers and involving them in the November 6 actions.

Gaining the use of campus facilities in a campaign to expose Nixon's attempts to continue the war and shift an even greater burden for paying for the war onto the backs of the American people—through a wage freeze, cutbacks in education, and an attack on the rights of the working class—is a concrete example of how to utilize the red university concept of linking up

the issues and struggles of faculty and students to broader social struggles involving the working class.

The YSA can contribute significantly at this time in deepening the resistance against the war in the working class by turning the campuses into organizing centers to mobilize students to reach out to workers and draw them into mass street actions November 6. The key to our ability to do this lies in strengthening the student antiwar movement and turning it outwards to the working class.

2) Build support for the propaganda campaign launched by the SWP around a series of transitional demands designed to mobilize the working class in struggle against the capitalist attack. One key job is to sell *The Militant* to as many workers as we can.

The SWP election campaigns, on both a national and local level, are another important vehicle for this propaganda campaign. Our most important job in the next period in relation to the election campaign is to build support for it on the colleges, universities, and high schools. This will not only help spread our propaganda offensive against the wage freeze among students, but will also help mobilize students to bring the SWP election campaign to broader layers, particularly workers. Building strong Young Socialists for Jenness and Pulley groups among students is the most important job in this regard.

The major offensive to get out our revolutionary socialist ideas which we have launched this fall through a sales campaign, the largest sub drive in our history, and the biggest national election campaign ever, takes on added importance for the YSA in two important respects.

First, the assault by the ruling class through its government directly upon the working class makes our class analysis and strategy for the coming American revolution more understandable and realistic to students. Explaining the class nature of this society and the need for and the possibility of the working class making a socialist revolution becomes more of a reality because class distinctions, as well as the role of the state, have become clearer to many since August 15. Thus, with the perspective which the YSA puts forward we will be able to more easily attract hundreds of students on the campuses and in the high schools to our ideas and our program.

Second, the campaigns which we have launched take on an added importance because whole sections of the working class are interested in and are discussing how they can react to fight the ruling class's offensive against them. While it is true that the immediate shock of Nixon's dramatic move has ebbed and that the union bureaucrats, having retreated even from their early pro-

testations, are now talking about participating in a "tripartite" board with the bosses and the government to help administer the wage-price freeze following the 90 days—it is also true that as prices continue to soar while continued strike action is barred by the government, the growing militancy within the ranks will lead to increased receptivity to our ideas.

Through *The Militant* and the *International Socialist Review* we will be able to most consistently and concisely explain our ideas and introduce thousands of workers to the program necessary to wage an effective fight against inflation and unemployment. Locals should consider the increased bundles which were ordered for the September 3 *Militant* as the first step in our fall sales campaign. Bundle orders doubled for that issue.

Added to the usual constituency of *Militant* readers now are thousands of young workers. Sales at plant gates, factories, union meetings, and other places where workers congregate should continue. In addition, it is important that *The Militant* and the *ISR* continue to reach thousands of students and activists in the antiwar and women's liberation movements and in the Black and Chicano struggles.

Special efforts should also be made to sell large numbers of subscriptions to workers as part of the subscription campaign.

The coincidence of the launching of the 1972 SWP presidential campaign and the announcement of the wage freeze presents us with many new opportunities to reach receptive ears in the trade unions. Our explanation of the meaning and lessons of the wage freeze, as well as the strategy for defeating it, can be brought to thousands of trade unionists through arranging speaking engagements before trade unions as well as through setting up rallies, campaign tables, etc., outside factory gates.

The Young Socialists for Jenness and Pulley can play an active role in bringing the message of the SWP campaign to the workers as well as to college and high school students.

Finally, all of the campaigns we will be involved in this fall take on added importance in light of the added impetus the capitalist assault upon the working class's living standards will give to the radicalization as a whole.

This means that we must intensify our work in all areas and especially in the campaigns we have projected for this fall: building the antiwar actions, the action to repeal all abortion laws, the YSA recruitment drive, the sub drive and sales campaign, and the '72 election campaign.

FRANK BOEHM
YSA National Chairman

National Abortion Campaign Report

On August 28 the National Coordinating Committee (NCC) of the Women's National Abortion Action Coalition (WONAAC) met in Washington D. C. to discuss plans for building the abortion law repeal campaign and the November 20 actions. The nearly 100 women present heard reports outlining the activities of local coalitions, as well as reports on the national office, the progress of November 20, and the Coalition's structure.

The first NCC meeting pointed out clearly the opportunities that exist in all parts of the country to build the abortion campaign into a broad and massive movement that can win repeal. The enthusiastic and serious tone of the NCC meeting, along with the many concrete suggestions, should be conveyed to local coalitions. By immediately beginning to implement the specific tasks that were projected at the NCC, local groups and coalitions will be able to get this campaign into full swing.

Several major decisions came out of the meeting, including moving the national office of WONAAC to Washington D. C. and approving the proposed staff for the D. C. office. It was emphasized that the staff is an open-ended one and that WONAAC will seek out activists from different areas to work in the national office.

A section was added to the structure proposal that was originally adopted at the Women's National Abortion Conference in July. This new provision allows the NCC to add individual women, who have played central roles in the campaign but are not members of any particular organization, to the NCC and to the Working Committee. This will make the NCC representative of the entire political leadership of the campaign and will facilitate drawing prominent individuals into WONAAC functioning. Local coalitions should inform the WONAAC national office of any key individuals in their areas who could be added to the NCC.

Three project directors for the November 20 action were added to the Working Committee and will serve as spokespeople for WONAAC. The NCC also issued a call for international demonstrations on November 20.

INVOLVING NEW FORCES

The NCC meeting made it clear that significant new forces have begun to get involved in the national campaign to repeal the anti-abortion laws. An organization in Pittsburgh, the Abortion Justice Association, which has had no contact with WONAAC before, came to the NCC and expressed interest in getting involved in the campaign. The AJA is an abortion group which has been in existence for two years, has a membership of 400 and a mailing list of 10,000. Local coalitions in all areas will be able to reach out to groups like this and draw them and their constituencies into work on the campaign.

The potential for attracting new women to WONAAC was also underscored by the presence at the meeting of women from Baltimore who had begun work on building a coalition there, and by the presence of a representative from the National Committee on Household Employment.

ENDORSER DRIVE

The NCC meeting projected a big endorser drive, like the one that preceded the national conference, to reach out to all possible women's organizations and prominent individuals. We want to involve church women, trade unionists, working women, government employees, professional women's caucuses, and such groups as the YWCA. Well-known doctors should be asked to endorse the campaign, especially those known to perform abortions.

We want the endorsement of any individual woman or any organization that will draw its constituency into the campaign. One of the most important of these organizations is NOW. Already many local NOW chapters have endorsed WONAAC. Local coalitions should seek to work with NOW chapters and involve them in the activities of the abortion campaign. It will be a major step forward if the NOW convention in Los Angeles on Labor Day passes a resolution that the San Francisco NOW chapter is going to introduce to endorse the national abortion law repeal campaign.

Local coalitions should watch for any conferences (trade union, church, professional women, etc.) taking place, whether local or national. Coalition representatives should be sent to any local

conferences with leaflets and literature on the campaign, and if possible they should attempt to get resolutions passed supporting the abortion campaign. The WONAAC national office should be notified about any upcoming conferences.

The class action suits, which are being initiated in many areas, tie in very well with the national campaign. Endorsements from the groups that have formed around these suits or from individual women working with them, and the active involvement of these forces in building November 20, will significantly strengthen WONAAC. When possible the local coalition and the group filing the suit should co-sponsor an action at the time the suit is filed. For example, the Michigan Women's Abortion Suit just filed and had a rally of 400.

CAMPUSES AND HIGH SCHOOLS

The campuses and high schools will be the backbone of the coalitions in providing activists and material resources. Campus women's liberation groups will provide many of the activists necessary to carry out the day-to-day tasks of building the campaign. The campuses can provide facilities for meetings, office space, mimeo and art equipment, and money through budgets and honoraria.

Campus groups can host activities, such as speak-outs and debates, which can attract many new women to the abortion campaign. They can sponsor referenda on the repeal of abortion laws.

Local coalitions and existing campus groups should plan to blitz all the campuses in their areas during fall registration with leaflets, buttons, and literature. Whenever possible meetings should be set up as soon as school begins.

YSAers should be actively involved in revitalizing campus women's groups that existed last spring that have the potential of orienting toward the abortion campaign. Where such groups do not exist, we should help initiate them.

In addition, YSA members will be able to help build the campaign through many of their other activities. *Militant* and *ISR* sub teams should have leaflets on the abortion campaign whenever they go on campus. YSA regional travelers can take WONAAC material into many new areas.

PUBLICIZING THE ABORTION CAMPAIGN

Many areas are finding that the press is becoming interested in the abortion campaign. The September 3 and 10 issues of *The Militant* reported the successful press conferences that many coalitions had right after the national conference. Local coalitions have had representatives on radio talk shows, and there have even been invitations for whole television programs. Coalitions should keep the press informed of all their activities, seek out the radio talk shows, and also investigate any TV opportunities.

As a result of the publicity the campaign has received, many organizations and local community groups have become very interested in the question of abortion. Coalitions should approach local YWCAs, public libraries, or community centers for use of their facilities and also approach them on co-sponsoring a forum or debate. The Atlanta public library lent its facilities for the Georgia Coalition to hold a panel, and now it may host a debate between the Coalition and the Right to Life Committee. Another coalition has its office in the YWCA for a minimal fee.

Local coalitions can set up speakers bureaus consisting of spokespeople for WONAAC and prominent individuals willing to speak on abortion. These speakers bureaus should especially concentrate on the campuses, where large honoraria are available.

The D. C. Women for Abortion Action put out a brochure modeled on the WONAAC brochure, which contains details of the local campaign on one side of the centerfold and the national campaign on the other. Other coalitions may want to use this idea for publicity in their areas.

Illinois women are planning to compile some pro-abortion statements by religious figures which could be useful in drawing in church women.

FUND RAISING

Fund raising will be of key importance in building functioning local coalitions and in building the national actions. Many new fund-raising ideas were raised at the NCC.

Some local coalitions are learning of wealthy women in their areas who are sympathetic to the abortion campaign. These women should be

approached for funds or even asked for a concrete amount to finance a specific project. For example, one woman is paying the rent on the San Francisco office for six months, and in Atlanta a sympathizer has donated the use of an office that he owns.

Women in Michigan had a cocktail party to which they invited prominent Michigan women and raised \$350. The Pittsburgh Abortion Justice Association has raised a great deal of money by asking sympathetic doctors who do abortions to write to their colleagues, including psychiatrists, and ask them to donate the fee they would receive for one abortion. Local coalitions may also want to apply to foundations, whose names can be found at the library, for funding.

Another suggestion was to send out fund letters to certain constituencies signed by several people of the same constituency (e.g., doctors).

Local areas can aid in financing the national apparatus by prepaying for materials they order and by sending in names of key contributors. WONAAC will soon be publishing many new materials—posters, buttons, brochures—and this requires considerable sums of money. Many of these materials will be directed at specific contingents, and each area will want to use these to build participation in the various contingents from their areas.

YSA RECRUITMENT

While taking an active role in building the national abortion law repeal campaign and the local coalitions, the major task of the YSA is the recruitment and development of new cadres. YSA members have the responsibility to present our program and organization on a day-to-day basis to the activists we work with.

In making projections for our work in the abortion campaign, YSA locals should include concrete and ambitious recruitment plans. The central focus of this work will be winning support for the campaign of Linda Jenness as the SWP candidate for President.

Not only is Linda Jenness the only woman running for President, but the SWP campaign is the only campaign that supports and builds the drive for abortion law repeal. The SWP campaign already has literature available that is directed specifically towards women's liberation activists, and we should plan to get this literature into the hands of all the women we come in contact with through the abortion campaign and request their endorsement for Linda Jenness's candidacy.

The other main focus of socialist propaganda activities will be sales of *The Militant* and *International Socialist Review*, especially sales of subscriptions. Sales of subs and single copies should be organized for all meetings and rallies, as well as to women we work with regularly. *The Militant* is the only paper which carries full and consistent coverage of the national abortion campaign.

CONCLUSION

Coming out of the NCC meeting, the immediate goal of women's liberation activists should be to have functioning coalitions and campus groups in every region of the country that can gear in to building the November 20 actions and the whole abortion law repeal campaign. Already the initial work that has been done shows the tremendous potential of this campaign for attracting women from all layers of society.

The November 20 demonstrations in Washington D. C. and San Francisco will be the most powerful display to date of the desire of women to control our lives.

DELPFINE WELCH
YSA Women's Liberation Director

Atlanta Abortion Forum

The first public forum sponsored by the Georgia Women's Abortion Coalition was held at the Atlanta Public Library on Saturday, July 31. Over 125 people attended the forum, the majority of whom enthusiastically supported the repeal of Georgia's abortion laws.

This highly successful open meeting was a result of a concentrated effort on the part of the Coalition to spread interest in the issue of abortion. The Coalition is representative of various groups in Atlanta—the Atlanta chapter of NOW, the Georgia Citizens for the Repeal of Abortion Laws, the YWCA, Atlanta Women's Liberation, and Georgia State University Women's Liberation.

To publicize the forum, members of the Coalition distributed leaflets at shopping centers, set up tables on campuses, and solicited radio and television interviews. We found that the press picked up on the issue, and almost any radio station would have us on a talk show for as much as two hours at a time. This kind of publicity helped to build the Coalition as well as the forum itself.

At a press conference held a week before the forum, members of the Coalition were interviewed by Atlanta radio and television stations, the local newspaper, and the underground press. This press coverage generated a great deal of interest in the forum, including the anti-abortion forces.

The Right to Life Committee launched a telephone campaign which included making calls to the director of the Public Library to attempt to block the Coalition from using these public facilities. The director of the library stood up for our right to hold an open meeting on any subject and to use public facilities for that meeting. Unable to stop the forum from occurring, the Right to Life Committee organized a picket line outside the library the night of the forum.

When the Coalition drew up a list of panel-

ists for the forum, we tried to invite a broad spectrum of speakers. We felt that this would aid in attracting the diverse forces that we wanted to draw into the Coalition. The purpose of the panel was to present the argument for the repeal of Georgia's abortion laws.

The panelists spoke from different angles on the issue of abortion. Dr. William Mason, director of Atlanta Planned Parenthood, said that a woman should have the right to choose whether or not to have children, and that the existing abortion laws violate that right. He also spoke of the need for legal abortions to wipe out the murders being performed by illegal back-alley abortionists.

Judith Bourne, a registered nurse and a member of Georgia Citizens for the Repeal of Abortion Laws, gave a brief history of abortions and stressed the fact that restrictive abortion laws have only been placed on the books in recent times. Virginia Wilder, a divinity student and a member of the task force of Women in Religion, focused her remarks on the right of a woman to act as a free moral agent, and silenced any arguments of anti-abortion forces on religious grounds. A woman pediatrician, Dr. Lavonne Painter, discussed the psycho-sociological effects on unwanted children. Her concern was that every child be a wanted child.

The final panelist was Meg Rose, a member of the Georgia Women's Abortion Coalition and the YSA. Her presentation concentrated on abortion as a woman's right to control her own body and on the Women's National Abortion Conference and the plans for massive demonstrations on November 20.

In the discussion period which followed the panel, the anti-abortion forces, especially the Right to Life Committee, attempted to dominate the discussion with emotional pleas and blown-

up color pictures of aborted fetuses. The panelists soundly refuted their arguments from every angle—the right of a woman to control her own body and the moral, legal, and religious aspects of the abortion issue. This discussion generated a great deal of enthusiasm for the Coalition.

The forum received excellent news coverage on television, on the radio, and in several newspapers. As a result the forum not only helped in getting contacts and funds for the Coalition, but also served as a kick-off for our campaign to build November 20 in Atlanta and in the whole Southeast region.

Because of the success of the first meeting sponsored by the Coalition, we are planning to set up similar meetings in different parts of the city. We plan to have our speakers available to go anywhere to speak or debate on the issue of abortion.

The Georgia Women's Abortion Coalition is now a viable force in Georgia. Women have seen us in action, and we can now begin the concrete work of drawing them into active participation in the Coalition. We are planning a statewide Women's Abortion Conference to be held October 16. Through this conference we will be able to broaden the Coalition and to coordinate the building of November 20 throughout Georgia.

VAUGHAN PROCTOR
Atlanta YSA

YSJP Coordinators Tours

This fall John Hawkins and Cindy Jaquith, National Coordinators of Young Socialists for Jenness and Pulley, will be touring the country to build the YSJP.

They will be speaking to campaign supporters in the high schools and on the campuses, as well as holding press conferences and appearing on TV and radio. Jaquith and Hawkins will help organize YSJP activities in local areas and will also be able to meet with YSA locals to assist them in planning out campaign work.

Every local area should immediately apply for honoraria from the campuses for Jaquith and Hawkins. Full biographies of the National Coordinators, for use in applying for honoraria, have been mailed to all YSA locals. Additional copies may be obtained from YSJP, 706 Broadway, Eighth Floor, New York, N.Y. 10003.

The schedule which appears below is final. Because of the large number of areas to be covered and the need to spend an adequate amount of time in each city, some parts of the country are not included in the fall YSJP tours. These areas will be visited by the National Coordinators at a later date.

LAURA MILLER
'72 Campaign Staff

CINDY JAQUITH TOUR SCHEDULE

CITY	DATES	QUOTA
Seattle	Sept. 27-30	\$75
Travel	Oct. 1	
Portland	2-5	50
Eugene	6	40
Bay Area	7-13	150
Los Angeles	14-17	75
Claremont	18	40
San Diego	19-20	50
Phoenix	21-23	40
Travel	24	
Logan	25	40
Travel	26	
Denver	27-31	65

CITY	DATES	QUOTA
Boulder	Nov. 1	40
Austin	2-4	40
Houston	5-9	65
Travel	10	
Kansas City	11-13	50
Travel	14	
Twin Cities	15-19	75
D.C. Abortion Action	20	
Madison	21-22	50
LaCrosse	23	40
Oshkosh	24	40
Milwaukee	25-26	40
Travel	27	
Chicago	28-Dec. 2	75
DeKalb	3-4	40
Bloomington	5-7	40

JOHN HAWKINS TOUR SCHEDULE

CITY	DATES	QUOTA
New York City	Sept. 27-Oct. 2	\$225
Long Island	3	40
Albany	4-5	40
Binghamton	6	40
Boston	7-12	150
Amherst	13	40
Worcester	14-15	50
Providence	16-18	50

Clip and return to: SWP Campaign '72, 706 Broadway Eighth Floor, New York, N.Y. 10003.

LOCAL OR AT-LARGE AREA _____ PLEASE BILL US _____

ENCLOSED IS \$ _____

NUMBER _____ COST _____

POSTERS

LINDA JENNESS FOR PRESIDENT (35c ea; 8c ea for 100 or more) _____
 ANDREW PULLEY FOR VICE-PRESIDENT (35c ea; 8c ea for 100 or more) _____
 EUGENE V. DEBS (\$1 ea; 35c ea for 20 or more) _____

BROCHURES

BRING ALL THE TROOPS HOME NOW _____
 WOMEN'S LIBERATION AND THE SOCIALIST WORKERS CAMPAIGN _____
 YOUNG SOCIALISTS FOR JENNESS AND PULLEY _____
 SOCIALIST WORKERS PLATFORM (all 1c ea for 200 or more) _____

BUTTONS

PICTURE BUTTON—LINDA JENNESS (35c ea; 15c ea 10 to 200; 12c ea for 200 or more) _____
 PICTURE BUTTON—ANDREW PULLEY (35c ea; 15c ea 10 to 200; 12c ea for 200 or more) _____

T-SHIRTS

LINDA JENNESS FOR PRESIDENT _____
 ANDREW PULLEY FOR VICE-PRESIDENT _____
 VOTE SOCIALIST WORKERS IN '72 _____
 (all t-shirts in assorted colors, plus special black-red-green Pulley t-shirt; all t-shirts \$4 ea; \$3.50 for 10 or more)

TOTAL _____

Fall Fund Drive Begins

The fall fund drive for \$45,000 has just begun, and we're already off to a solid start. Several leading locals already have in about one-fourth of their quotas: Washington D. C., with 25 percent paid; Worcester, with 24 percent paid; and Atlanta, with 23 percent paid.

The excellent response from at-large YSA members indicates that they will play a key role in making this fund drive. Although the at-large quota is \$200 higher than in the last drive, 17 percent has already been received. By comparison, in the spring fund drive that percentage of the at-large quota was received by about one-fourth of the way through the drive.

While several locals and at-large areas have already set the pace for this fund drive, it is up to every local and at-large member to make sure that the trend continues. We are off to a good start because some locals began organizing their finances and sending in payments immediately after the YSA plenum in July.

At this point 17 locals have made at least one payment toward the fund drive—a high percentage for this early in the drive—but at the same time there are 27 locals which have not sent in anything. *Every* local should be sure to send in at least one payment by the time the next scoreboard appears. Regional organizers have the responsibility of making sure that every local in their region has done so.

Throughout this fund drive we have the goal of *every local staying on schedule*. We must achieve this goal both because the YSA National Office needs the money now—not in December—in order to carry out its fall expansion plans, and because locals need to have well organized and budgeted finances in order to carry out the entire financial campaign projected for the fall—not only making their fund drive quotas but also wiping out back debts and strengthening regional finances.

Again, regional organizers should make it a top priority to keep on top of the financial situation of every local in their region and make sure the locals stay on schedule in the fund drive.

SCOREBOARD

Some YSAers may not be familiar with the format in which fund drive scoreboards are printed. The quotas and payments are shown broken down by regions. However, the quotas are taken by *locals*, not by *regions*. Therefore the total regional quota, given in bold type, is simply the sum of the quotas accepted by locals in that region, and not a figure assigned directly to the region. The regional quotas may change during the drive as locals are formed or dissolved.

The breakdown of at-large payments is shown in parentheses to indicate that these payments are not included in the total paid by a given region. Instead, they are included in the total paid by at-large members nationally, which is given near the bottom of the scoreboard.

At this time the total of all the local quotas plus the at-large quota equals exactly \$45,000. We expect this figure to increase as new locals are formed in the fall.

Beginning next week each fund drive report will include a graph illustrating where we are and where we should be.

TERRY HARDY
YSA Financial Director

FALL FUND DRIVE SCOREBOARD

REGION AND LOCAL	QUOTA	PAID	%
MARYLAND/VIRGINIA	1800	450	25
WASHINGTON D.C.	1800	450	25
(CRISFIELD, MD.)		(21)	
(COLUMBIA, MD.)		(1.50)	
(RICHMOND, VA.)		(1.49)	
SOUTHEAST	2650	329	12
ATLANTA	1400	320	23
KNOXVILLE	200	8	4
JACKSONVILLE	200	1	0
TAMPA	300	0	0
TALLAHASSEE	250	0	0
GAINESVILLE	150	0	0
NASHVILLE	150	0	0
(CHAPEL HILL, N.C.)		(0.50)	
TEXAS/LA./OKLAHOMA	2150	210	10
HOUSTON	1300	125	10
AUSTIN	850	85	10
ROCKY MOUNTAIN	1500	124	8
DENVER	1000	124	12
BOULDER	250	0	0
LOGAN	250	0	0
MICHIGAN	3050	175	6
DETROIT	2600	175	7
ANN ARBOR	300	0	0
EAST LANSING	150	0	0
(GRAND RAPIDS)		(21.75)	
(FLINT)		(0.50)	
PACIFIC NORTHWEST	1500	60	4
PORTLAND	500	60	12
SEATTLE	1000	0	0
(PULLMAN, WASH.)		(1.50)	
MIDWEST	5850	150	3
CHICAGO	3600	150	4
KANSAS CITY	700	0	0
MADISON	500	0	0
BLOOMINGTON	375	0	0

DEKALB	375	0	0
MILWAUKEE	300	0	0
(KENOSHA, WISC.)		(42.50)	
(ST. LOUIS, MO.)		(24)	
(FT. WAYNE, IND.)		(2)	
NEW ENGLAND	4650	153.15	3
WORCESTER	600	141.15	24
CAMBRIDGE	1750	12	1
BOSTON	1750	0	0
PROVIDENCE	400	0	0
DURHAM	150	0	0
(N. ANDOVER, MASS.)		(10.98)	
(PLYMOUTH, MASS.)		(7)	
NORTHERN CALIFORNIA	4700	100	2
SAN FRANCISCO	2000	100	5
OAKLAND/BERKELEY	2700	0	0
(MODESTO)		(4.50)	
OHIO/KENTUCKY	2400	50	2
CLEVELAND	2250	50	2
OXFORD	150	0	0
(LOUISA, KY.)		(1.50)	
PENNSYLVANIA	2350	19	1
EDINBORO	150	10	7
PHILADELPHIA	2200	9	0
(STATE COLLEGE)		(52)	
NEW YORK/NEW JERSEY	5450	2	0
BROOKLYN	1700	2	0
LOWER MANHATTAN	1700	0	0
UPPER WEST SIDE	1700	0	0
LONG ISLAND	350	0	0
(NEW LONDON, CONN.)		(2)	
(WEBSTER, N.Y.)		(1.05)	
(MANCHESTER, CONN.)		(1)	
SOUTHERN CALIFORNIA	3450	0	0
LOS ANGELES	2550	0	0
SAN DIEGO	600	0	0
CLAREMONT	150	0	0
PHOENIX	150	0	0
(ORANGE)		(1)	
UPPER MIDWEST	2300	0	0
TWIN CITIES	2300	0	0
(MADISON, S.D.)		(4)	
TOTAL AT-LARGE	1200	201.77	17
TOTAL	45,000	2023.92	4

SCOREBOARD COMPILED SEPTEMBER 4, 1971

Printed below is the proposed schedule for the fall financial tour by Terry Hardy, YSA Financial Director, which was projected in the Financial Report at the YSA plenum in July. The objective of this tour will be to discuss the fund drive, campus fund raising, the campaign to stabilize and repay back debts, and the strengthening of regional finances.

Because of the large number of YSA locals and the importance of reaching all areas of the country early in the fall, the tour will primarily cover regional centers. It is *essential* that all local organizers and financial directors from the region come into the regional center for the tour. Regional organizers should arrange their schedules so that they are present in the centers during this financial tour. In addition, local executive committee members and National Committee members from the locals in each region should make every effort to attend.

One of the main tasks at each stop will be to meet with the organizer and financial director of each local as well as any comrades who are on the National Committee or local executive committee to discuss concretely how the YSA's fall financial campaign can best be carried out in that local. Therefore it is absolutely necessary that all financial directors remember to bring their locals' books into the center for the tour.

Another meeting which should be arranged is one consisting of all organizers, financial directors, NC members, and executive committee mem-

bers from each region and the regional organizer, traveler and secretary. This meeting will allow for a full discussion of regional finances and the implementation of the YSA fall financial campaign on a regional basis. In some regions more than one tour stop is scheduled. Even in these cases a regional financial meeting should be held in the regional center, which should be attended by all organizers, financial directors, and comrades assigned to the regional apparatus.

Regional centers should also make every effort to schedule a local business meeting during the stop, at which an educational on finances and the fall financial campaign can be presented.

The tour schedule provides for only two days in each area, so each stop must be carefully planned well in advance, taking into consideration time for travel. Because of the extremely tight schedule, changes should be proposed only if absolutely necessary. If changes are necessary the YSA National Office should be contacted immediately. This is strictly an internal financial tour so no public meetings should be planned. Travel and rest days have been kept to a minimum and cannot be reduced any further. No meetings should be planned on those days.

The purpose of this tour is to provide better national and regional collaboration for all YSA locals in mapping out and carrying out their plans this fall for the biggest financial campaign in the history of the YSA.

FINANCIAL TOUR SCHEDULE

Region	City	Date	Quota
New England	Boston	Sept. 12-13	\$60
Pennsylvania	Philadelphia	14-15	30
Maryland/Virginia	Washington D.C.	16-17	30
Ohio/Kentucky	Cleveland	18-19	30
Michigan	Detroit	20-21	30
Travel		22	
Midwest	Chicago	23-24	30
Midwest	Madison	25-26	20
Upper Midwest	Minneapolis	27-28	30
Colorado/Utah	Denver	29-30	30
Northwest	Seattle	Oct. 1-2	30
Travel		3	
Northwest	Portland	4-5	20
Northern California	San Francisco	6-7	30
Northern California	Oakland/Berkeley	8-9	30
Southern California	Los Angeles	10-11	30
Southwest	Houston	12-13	30
Travel		14	
South	Atlanta	15-16	30
New York/New Jersey	New York	17-18	60

How to Make Money on Movies

This summer the Austin YSA, with a relatively small amount of work, made over \$1,500 profit by showing five movies on the University of Texas campus.

During the summer there were 15,000 UT students, with 1,000 living in on-campus dorms. Most of the University community lives close to campus.

Over the past two years we had shown about ten movies. One of them, "Dracula," made \$700, but in order to build it it was necessary to spend a large amount of time on publicity. Most of the other movies had done little better than break even.

We were successful this summer because the movies were well planned, with most of the publicity out four to five days before the films, and because we showed a regular series of movies that people knew about and that enabled us to use each film to build the following ones.

The lessons we learned this summer can be used by the mass movements we are helping to build and by the YSA itself.

PREPARATION

Other campus groups sponsoring film programs should be approached for information on obtaining film catalogs. We used the catalogs of these groups until ours arrived. (At the end of this article is a list of film companies from which catalogs can be obtained.)

In choosing movies the key is to pick those whose popularity can be easily advertised in a short slogan, for example, "W. C. Fields," "Humphrey Bogart and Lauren Bacall," "Edgar Allen Poe's . . ." Movies have to be selected that are obviously popular. Few radical or "artistically advanced" movies will come off well; the personal tastes of comrades are not the best criterion for ordering films. Movies should not cost more than \$50, especially the first ones shown. At UT, films that have cost under \$50 but have sold very well are generally over 30 years old and are films that we can term "classic" in our ads. It also helps to show serials like Flash Gordon or Buck Rogers with movies, especially if a series of films is planned.

To help in selecting films, we passed out surveys at all our showings this summer, asking people to check the movies they would attend if shown. Although they were inexact these polls gave us an idea of what movies were popular. For instance, we rejected the idea of showing films like "Rock Around the Clock" and "Houndog Man" because these films totally bombed in the poll. There were several other movies that did consistently well, and since films like them have done well in previous campus showings, we decided to include them in our series.

At UT many groups show movies, and in order to be able to show our films at the best times (Friday and Saturday nights), in the best places, we have had to reserve space months in advance, even though we were not sure we would use the reservations.

BUILDING THE MOVIE

We publicized our movies through posters, signboards, ads, and leaflets.

For the last three movies we had 20 posters made by the University Arts and Crafts center. These cost only slightly more than if we had made the posters ourselves, and they looked professional and saved us time. We were careful to have as few words as possible on the posters so that the key phrases could be put in large letters. Of these 20 posters, six were put on the doors of the lobby and cafeteria in the largest dorm on campus, and the rest were spread throughout the campus on trees, crosswalks, lamp-posts, and a couple of bulletin boards.

For each movie we painted a 3' x 6' wooden signboard and put it up facing the main entrance to campus.

On the day of our movie or the day before we placed an eight to ten column-inch ad in the student newspaper, using a picture and a descriptive blurb from a movie catalog. We also took advantage of any free ads we could get, such as free announcements of meetings in the campus paper. Sometimes radio stations will announce the showings as a public service.

At each movie we had a leaflet announcing the coming movies for the next few weeks. We did not pass out leaflets at any other time.

THE MOVIE SHOWINGS

We mimeographed tickets for the movie, charging 75¢, and brought \$80 in change for ticket sales each night. At showings that had a chance of selling out, we counted the tickets out in stacks of 50 or 100 so that we would not oversell the auditorium, which seated 500. We found it important to use an auditorium easily accessible to most students and known for movie showings.

At the movie we had YSAers selling tickets, taking tickets at the door, staffing a literature table, and making sure our polls were collected and our leaflets were passed out.

For movies that were shown on only one night, when possible, we scheduled three showings, for example, at 6:30, 8:00, and 9:30 pm.

When the SMC shows a movie, it may be possible to request extra donations, asking for a quarter to pay for a parade permit, etc.

FALL PLANS

We tentatively plan to show movies again during the fall and have already reserved the auditoriums necessary. We have even reserved space through the spring. We plan to check with the movie groups on campus so that the YSA doesn't schedule the same films they do.

Before showing movies a careful check should be made of the university rules regarding such fund raising by campus groups. At UT we are prevented from advertising in any way that there is a fixed charge for our movie tickets. In our first showings we didn't know that and almost provided the administration with a pretext for restricting our use of UT facilities. On many campuses it may be necessary to request a contribution, rather than having a formal price set.

The suggestions made in this article are, from our experience, the best way to raise money through movies. But many times it is not possible to show movies on the weekend, or to have a series, etc. Movies shown under these circumstances

can still be successful. All films, however, should be planned well in advance and publicity must not be a last minute scramble.

It is crucial to gauge carefully beforehand how much time and effort must be invested in organizing a film showing, bearing in mind that film showings offer none of the direct political gains involved in such fund-raising projects as honoraria. Because of the risk inherent in film showings, it is also important to keep the financial investment that must be made before the film is shown (for the film, leaflets, posters, newspaper advertising, etc.) down to a minimum. This especially means not ordering and being committed to paying for an expensive film.

Raising money through movie showings is certainly not a substitute for raising the general sustainer of the local, or for other fund-raising projects, such as obtaining honoraria. It is supplementary to these things. If on a particular campus movies consistently do little better than break even, the time spent building those movies could be better spent elsewhere. On many campuses, however, film groups show movies and take in thousands of dollars. Where possible, we should divert some of these profits into building the revolutionary movement.

MOVIE CATALOGS

1) Contemporary Films/McGraw-Hill
828 Custer Avenue
Evanston, Illinois 60202

2) Institutional Cinema Service, Inc.
915 Broadway
New York, New York 10010

3) Audio Film Center
512 Burlington Avenue
La Grange, Illinois 60525

4) Swank Motion Pictures, Inc.
201 South Jefferson
St. Louis, Missouri 63166

5) Films Incorporated
4420 Oakton Street
Skokie, Illinois 60076

6) Budget Films
4590 Santa Monica Blvd.
Los Angeles, California 90029

DEREK JEFFERS
Austin YSA

University of Houston YSA Budget

In mid-July the YSA at the University of Houston was notified by a representative of the Student Association (the governing body of which is the Student Senate; every student belongs to the SA) that SA had set a deadline for all organizational budgets to be submitted. The SA was then to submit its budget, which was to include all organizational requests, to the Student Fees Allocation Board (SFAB). The function of the board is to allocate over \$1,000,000 of Student Service Fees to 30 different programs and institutions, including the SA. The composition of the board is four administrators and two students.

SA requested that we submit a year's budget, line itemized on a project basis.

PREPARING THE YSA BUDGET

The YSA budget was prepared by the campus fraction director in collaboration with the

YSA financial director and regional organizer, plus the campus fraction. The regional organizer was involved because our aim is to make all political activities and resources that are available in Houston also available as activities and resources for the benefit of the whole region. Thus our activities and expenses as reflected in the YSA budget were consciously estimated as needs and expenses of the whole region.

In order to put across most strongly the political aspect of the budget it was imperative that it be very professional. According to the guidelines set up by SA for drawing up the budget, every project had to be line itemized, so our task was to itemize honoraria and expenses for each project.

To avoid duplicating lists of expenses common to many projects, we drew up a standard "Forum Expenses" sheet which covered leaflets, posters, childcare, refreshments, phone calls, newspaper

ads, mailings, etc. We could then footnote "Forum Expenses" to each project involving a forum, and add in the total of those standard expenses. We drew up a similar form for "Conference Expenses," since we projected several conferences.

The two major items for each project were transportation (air fare) and honoraria. Since we chose nationally and internationally known leaders of the mass movements as speakers, the honoraria averaged over \$300 per speaker. All transportation costs were exact—every one was listed according to city by checking with the Houston airport. All leaflets, posters, refreshments, newspaper ads, and mailing costs were according to University rates for student organizations, and all city and local newspapers were checked with to list ad costs.

Our budget was planned by dividing it into general project sections.

continued on the following page

FIRST PROJECT SECTION: SEMI-MONTHLY FORUM SERIES

According to our political plans for the budget we planned forums with speakers on topics relating the YSA to the antiwar movement (October 13, November 3 and 6), the women's liberation movement (International Women's Day, November 20), the Black and Brown liberation movements (Malcolm X Day and the Chicano Moratorium), and the YSA National Convention.

These particular forums were projected in conjunction with political activities already planned in the various movements. For example, the forum titled "Aztlán" was projected to complement the September Chicano Moratorium. We want to use such an opportunity to make public our support for the Moratorium and our program for Chicano liberation.

Next we projected forums on the remaining dates on other aspects of our program: a panel on the Middle East, forums on the SWP '72 campaign, the state of the economy, the high school movement, civil liberties and social change, and additional forums on the Black and Brown movements that were especially pertinent to the campus ("The Brown University" and "Black Youth and the Struggle for Black Self-Determination").

Since these forums were not planned to complement any particular movement activity that we could foresee, we may later switch these projects around in order to meet specific political needs that arise. We might also want during the year to have forums and activities that were not projected in our budget—we will try to add these to the budget or request extra funding from various sources.

By the time we had planned out the first project section of the budget everyone was acquiring an audacious attitude about the YSA projecting a red university budget. The political value this budget had for us became apparent. By projecting every political activity that the YSA wanted and needed for the next full year, and how much it will cost, project by project, to carry it out, we were able to get a good picture of what we need to fight for at U of H this fall to carry out our concept of the red university.

SECOND PROJECT SECTION: SOCIALIST SUMMER SCHOOL '72

A five day summer school was planned on topics we felt would help our particular educational needs. As in all the other projects, we chose

speakers from our movement who are leaders and are well qualified to speak on various topics.

THIRD PROJECT SECTION: EDUCATIONAL CONFERENCES AND SPECIAL ACTIVITIES

The November 6 special activity was a YSA Movement Center for the demonstration, with YSA literature, etc.

Two large educational conferences are projected for the coming year. One is titled "The Revolutionary Implications of Raza Unida Party—Independent Power of Chicanos" and the other, "The Sexual Revolution and Capitalism." Each was projected as a three day regional conference with many well-known speakers from the movements.

FOURTH PROJECT SECTION: YSA NATIONAL CONVENTION, TO BE HOSTED BY THE UNIVERSITY OF HOUSTON YSA

We were in the process of planning the budget when the YSA tentatively decided to hold its Eleventh National Convention in Houston at the end of this year. The convention was planned into the budget—leaflets, posters, buttons, billboards, newspaper ads, radio ads, and TV ads were itemized in large enough quantities for the building of the convention in the whole region. Also itemized was a 3,000 piece mailing to include a YSA poster, brochure, and program.

Our total needs to build the YSA convention at U of H, line itemized, totaled \$10,225.

FIFTH PROJECT SECTION: YSA OFFICE

This project is essential for our carrying out the program as illustrated in the budget. Itemized in this section were a paid full-time project coordinator, three desks, one phone, one electric typewriter, and three filing cabinets.

DEFENDING YSA'S RIGHT TO BE FUNDED

Shortly after the YSA submitted its budget, a Student Association secretary submitted a bill to the Student Senate as an attack on our right to be funded. His bill was strikingly similar to the IRS guidelines inspired by J. Edgar Hoover.

The YSA initiated a letter in reply to this for the school newspaper which was supported and signed by representatives of the Iranian Student Organization, the Middle East Coalition, the SA Parliamentarian, the SMC, Gay Liberation Front, Women's Liberation, the Executive Council of the Young Democrats, the SA Election Commission, and the University Center Policy Board. The letter

explained the necessity for students to unite in defense of the right of student organizations to full funding, stated that we would not be divided against each other over the crumbs the administration was willing to provide, and invited all students to the Student Senate meeting to support these demands and discuss the issues.

Our campaign was successful in forcing the withdrawal of this witchhunting bill, but the possibilities for getting adequate funding for the YSA and other student organizations were severely undercut by bureaucratic maneuvering on the part of the administration and some student "leaders." The SA request totaled only \$97,750, when according to the SA's own rules it should have requested the total amount of organization and functional requests, or about \$300,000. The SFAB cut the actual allocation down still further, to \$81,000.

During the summer session the YSA carried out a necessarily low-key campaign for the SA to request the full \$300,000, and for the SFAB composition to be changed to all students, with only speaking privileges for administrators.

The budget hearings will be in mid-September, and so we are continuing to seek support among campus activists around these issues and the specific budgets.

SETTING AN EXAMPLE WITH THE YSA BUDGET

The YSA budget proved to be a valuable example to activists in the SMC, women's liberation, gay liberation, and the YSJP, all of which submitted comprehensive budgets.

The YSA has also set an example of how to carry out struggles around such issues as our right to be funded as a student organization, political non-exclusion, the demand that SA represent the rights and needs of students, and the demand that the administration turn over more of the money from Student Service Fees to the control of the students.

We plan to continue these struggles by trying to win funding this year for various items and projects in the budget if they are not granted in the hearings.

**CAROL MEZO
Houston YSA**

Literature Table Rap

When assigned to literature tables, YSAers should see the assignment not just as passively sitting at the table and collecting money but as actively explaining to people why they should read our literature and helping them to select books and pamphlets. Almost everyone who approaches the table is interested or at least curious about what we have for sale. The assignment of the YSAer at the table is to expand the interest and satisfy the curiosity with a selection of our literature.

With this in mind, conversation at the table should sound something like this: (Woman approaches the table and begins looking at the display.)

YSAer: "Hi!"

Woman: (Looks up.) "Hi!" (She continues looking.)

YSAer: "Any particular subject you're interested in—women's liberation, Black liberation, or socialism in general?"

Woman: "Well, these women's books look interesting."

YSAer: (Picking up the June issue of the *ISR*.) "Have you seen this issue of the *International Socialist Review* with the review of Germaine Greer's book?" (The YSAer points out the cover and then opens the magazine to the article, handing the magazine to the woman.) "Evelyn Reed is an anthropologist and an active women's liberationist."

Woman: "I've heard a lot about Greer's book. . . ."

YSAer: "It's an excellent article and these other articles are also very good." (The YSAer turns the pages, pointing out several of the articles and explaining something about each.) "*International Socialist Review* is always of this quality and it regularly carries articles on the women's movement. It's only a dollar for a three month subscription. Would you like a sub? OK?"

The last sentence in a sales pitch is called "the close" and is the most important part of the whole pitch. It usually should be something like, "Well, how about it? OK?"

Often a person looking at the table will say, "I'm just looking." A book she or he is carrying—a drama book, for instance—may provide the YSAer at the table with an introductory line, like pointing out Myrna Lamb's *Mod Donna and Scyklon Z*.

If a person just seems generally interested, the best thing to show them is a copy of *The Militant*, making sure to open it up and point out the articles inside. Or something along the line of the following pitch may work equally as well:

"Have you seen this pamphlet by Peter Camejo?" (While you're still talking, pick up *How to Make a Revolution in the U. S.*, open it to the first page, and hand it to the person.) "This is an introduction to revolutionary strategy. Peter ran as a revolutionary socialist against Ted Kennedy in the last Massachusetts senatorial election. He debated Kennedy three times—this is probably one of his best speeches."

Then you can show the person *Ultra-Leftism, Liberalism, or Mass Action* and say, "One pamphlet is on revolutionary strategy and the other's on tactics, so they go together. For 50 cents you get a whole introductory library on revolutionary theory and practice. How about it?"

Many people will stop and look at a YSA literature table from a distance. These people are usually very curious about what we have for sale but are actually afraid to get closer to the table. Their fear is part of a general sales resistance combined with a hesitancy to investigate socialist ideas. If the YSAer at the table, however, takes a *Militant* or an *ISR* to them, they will usually buy.

It is best to have two people staffing a literature table so that one is free to approach people like the one mentioned above. If a discussion at the

table begins to attract an audience, one YSAer will be free to circulate through the crowd selling literature.

The basic rules for good table sales are: 1) Don't just sit there. People want to know what we have for sale and want help in making a selection. 2) When talking to people, pick the book or pamphlet up, point to the articles listed on the cover, and then open it to a particular article as you are handing it to the person. As you are doing this keep up the conversation. 3) Open your pitch with "Hi!" and close it with something like, "How about it? OK?" 4) Remember, we are not just selling commodities but trying to interest people in revolutionary socialist ideas.

**SID FINEHIRSH
Amherst YSA**

Campus Pathfinder Sales Representatives

Editor's Note: The following article is by Priscilla March, Los Angeles Pathfinder Press Sales Representative.

The deepening radicalization on the campus among both students and faculty has created new courses and broader definitions of old courses which search for material which relates to this radicalization. Pathfinder titles are often received with a sense of discovery, welcomed, and given serious consideration for classroom use.

The main purpose for having Pathfinder sales representatives work on a campus is to visit those professors who might use Pathfinder titles. If there is also time for visiting the paperback book buyer in the campus bookstore and the person who buys the books for the campus library, these visits should be included.

The reason that priority is given to seeing professors becomes clear in the following list of possible results from these interviews. A professor may:

1) Assign a Pathfinder book or pamphlet as required reading in a class. In this case, the professor will notify the campus bookstore that she or he is assigning this title in her or his class of x number of students. This is called a classroom adoption, and the bookstore is required to purchase these books in order to have them available for the students to buy. Off-campus bookstores will also make these assigned readings available, if these bookstores are geared to student sales.

2) List a Pathfinder title on the recommended reading list for a class. In this case the professor will either recommend that the campus bookstore order x number of this title and/or that the campus library have x number of them on reserve for her or his students. Examples of the latter occurred with *Rosa Luxemburg Speaks* and *Eugene V. Debs Speaks*. In two cases the professors wanted to refer students to one or more chapters, but did not want to require that they buy the book.

3) Requisition one or more Pathfinder titles for the department and/or the general campus library. It is not uncommon for professors to do this because they consider that our titles should be a part of these libraries.

4) Verbally recommend or refer to a Pathfinder title in their class or in discussions with other professors, students, or friends. Occasionally professors have referred students to our branch book-

stores or YSA literature tables for these books or pamphlets. The students may look for them at either of these sources or may request them at the campus library, campus bookstore or an off-campus bookstore. The library or bookstore that gets a request for a Pathfinder title may place an order for one or more copies of that title.

Most classroom adoptions of Pathfinder titles have been obtained through the relatively small mailings by Pathfinder to department heads of major campuses or through the work of the two or three full time Pathfinder representatives that Pathfinder has been able to afford. This work, limited as it has been, has brought classroom adoptions of several thousand copies of our books and pamphlets. Part time volunteer sales representatives can add considerably to the effectiveness of this work.

Here are two examples, taken from a summary of classroom adoptions made from January, 1970, through February, 1971:

1) *How a Minority Can Change Society* was used by six classes in this period. This resulted in orders for 405 of these pamphlets.

2) *Revolutionary Marxist Students in Poland Speak Out!* was used by seven classes, with resulting sales of 635 copies.

In fact, of the 75 Pathfinder titles included in that 11 month summary, the number of classes for which these adoptions were made varied from one to 69, and there were only 19 of these 75 titles for which the total number of copies bought was less than 50.

These examples clearly indicate the realizable potential in introducing Pathfinder titles to as many of those professors who are looking for relevant material as our time and human resources allow.

There are other considerations as well. The increase in Pathfinder sales through classroom adoptions may mean the difference for Pathfinder between being able to reprint such titles as *Origins of Materialism* by Novack this year or next. Pathfinder's sales growth is reflected in the number of out-of-print pamphlets that it can reprint, and the number of new titles that it can project.

A beneficial side effect for us is that once a Pathfinder author is part of a class curriculum, or at least known to the professor, it becomes quite feasible to suggest that, for an appropriate honorarium and travel expenses, the author might be available to speak either in the class or at a public meeting sponsored by a campus

organization.

An important by-product of our acquainting large numbers of professors with the actual writings of Trotsky, Mandel, Reed, Novack, Breiman, etc., is that they are introduced to our ideas through what we have to say and misconceptions about us can be avoided or corrected.

Through reading our "sane" socialist approach, some professors will want to know more about our analyses and program or, at least, be impressed with the serious and carefully thought out approach that we take to social problems and the understanding of history. These professors may be willing to help sponsor a YSA on campus, invite a Party or YSA person to speak on campus, donate to a YSA or movement fund appeal, and, most certainly, support our civil liberties on and off campus.

Because many of these professors have already been radicalized by events, some of them may become active sympathizers and some will join our movement.

Many of the professors and students who may become acquainted with Pathfinder books and pamphlets on a campus where we have a functioning Pathfinder sales representative may travel to another state or country and introduce Pathfinder titles and our ideas to areas where our literature may not have reached yet.

Another by-product of the classroom use of our titles is that our ideas become a part of the body of ideas discussed and thought about in the classroom. In those classes where we also have either a YSAer or a sympathizer this presents an opportunity to more fully explain our ideas and to refer to other related sources. This arena is especially valuable to at-largers whose avenues of contact with persons who have not manifested their radical thinking is more limited.

To sum up:

Pathfinder Press has three advantages that no other publisher has and they should be exploited to the utmost.

Pathfinder's material is relevant and inexpensive, and we have the personnel to introduce Pathfinder titles to thousands of professors across the country.

We need Pathfinder sales representatives in every YSA local so that the titles of Pathfinder Press will become known and the potential in their use realized.

San Francisco Sub Drive

San Francisco completed its quota of 400 subscriptions on the last day of last spring's sub drive. We believe that the techniques—and problems—which we discovered will help us fulfill our current quota of 1300.

Since San Francisco does not have many college campuses with dormitories, we had to obtain the bulk of our subscriptions by sending teams into the region. Unfortunately, we did not do enough research before the drive on the semester schedules of schools in the region. Some of our most important targets had adjourned for the semester by the time we had planned to hit them.

The San Francisco local selected its own sub drive director to work with the director for the SWP branch. It was important for both directors to meet regularly to plan our sub interventions and to divide the organizing work between them. When meetings were neglected, work was always duplicated unnecessarily. Weekly reports were given to the executive committee; exec members were expected to set the example for the local in obtaining subscriptions.

Three kinds of charts were used in our spring drive. A large thermometer-type chart was posted in our forum hall. A second chart compared the number of *Militant* and *ISR* subscriptions sold by each individual YSAer or SWPer. YSAers were indicated by a different color than SWPer, and a line indicated the average number to be obtained by each member in order to reach our quota. The local was always interested in the "race" which developed between the four or five people with the highest number of subs sold. Our third chart was a line graph which com-

pared the current total number of subs sold with the minimum number scheduled for that date. In addition to an "absolute" minimum curve, the graph presented an "adjusted" minimum which was weighted toward collecting more subscriptions in the earlier weeks of the drive. That way, if we should fall behind on our timetable, the last week would be reserved to catch up—or to surpass our quota.

We presented a skit which demonstrated sub selling techniques which have worked in the past. In our presentation, however, we stressed that YSAers should never memorize a sales pitch, but instead should speak plainly and sincerely, allowing the person to turn the pages of *The Militant* while we explain its value.

We were not hampered by selling subs in dorms which had been covered in earlier drives. In fact, we found that people were eager to buy a subscription because they had read a friend's *Militant* and liked what they read. Sometimes we succeeded in selling *ISR* subscriptions to people who had earlier bought a subscription to *The Militant*.

Campus authorities had also become accustomed to us, however. YSAers were repeatedly thrown out of dormitories, and several were threatened with arrest for trespassing. Wherever harassment by college officials makes it difficult for us to sell subscriptions, we will consider waging a well-publicized defense campaign to win our right to sell.

We learned that the sub director must inspire and politically motivate YSAers to participate in sub teams. Haranguing them about not participating enough, or emphasizing failures rather

than high points, will only discourage YSAers from what seems to be a losing battle. In order for everyone to sense the motion of the sub drive, it was necessary for the sub directors to record subscriptions sold on the charts at least once each day.

Occasionally we called full mobilizations of the local and branch. Generally, a mobilization should be promptly called if the local begins to fall behind schedule.

From the beginning, we tried to ensure that each YSAer understood the political necessity of the sub drive. We pointed out that building the YSA is inseparable from expanding *The Militant*. Our newspaper is a necessary tool for our task of uniting and leading the many movements for social change.

MICHAEL SCHREIBER
San Francisco YSA

New YSA Publications

YSAers all across the country are going into the fall semester with the goal of making the most gains for the revolutionary socialist youth organization that this country has ever witnessed. As part of our work on the campuses, along with building the antiwar, nationalist, and women's liberation movements and broadening the abortion campaign, we want to ensure the growth of the YSA.

Recruiting to the YSA is a major task for the fall. We will be able to do this in many ways: through our active participation in the mass movements, through building our socialist propaganda offensive with *The Militant* subscription drive and sales campaign, and through our support of the '72 SWP election campaigns. In order to make the YSA even more visible on the campuses, the National Office is planning a series of materials—buttons, posters, and various publications.

THE PROCEEDINGS OF THE TENTH NATIONAL CONVENTION OF THE YSA should be on every YSA literature table. This 32-page pamphlet, containing some of the major reports presented at the last YSA convention, is an excellent and concise answer to the question many youth are asking, "What is the program of the YSA?" All YSAers should read and have a copy

of this documentation of our program as adopted at the convention. Because it is primarily an internal publication and the printing costs are high for such a small run, there is no reduction offered on the price of 30¢ per copy. YSA locals should order one copy per member, plus extra copies for use as a recruiting tool.

The *JOIN THE YSA* poster is the first in a series of recruitment posters. YSAers should order a large number (10¢ each under five; 5¢ each for five or more) for posting on the campuses. The slogan of the poster, "The Young Socialist Alliance—Join Us Now," represents our attitude toward gaining many new YSAers in the fall.

CAROLINE FOWLKES YSA National Office

Clip and return to: YSA National Office, PO Box 471 Cooper Station, New York, N.Y. 10003.

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