

X: PC, OC

Organization Committee Meeting No. 36, December 11, 1979

Present: Al, Betsey, Dave, Maceo, Mary, Paul, Peter, Olga

1. Circulation

(Guests: Harvey, Jerry, John H., Kara, Mary Lou, Richard, Wendy)

Peter reported. (See attached.) Discussion of factors behind fact that overall goal for the fall circulation drive was not made, while noting significant successes of drive, including doubling of on-the-job and plant-gate sales, increasing on-the-job subscriptions, and doubling sales of Perspectiva Mundial. Agreed to concur with proposal from the national steel fraction coordinating committee to launch national short-term subscription drive right away to take advantage of intense interest and discussions about Iran across the country. Drive would begin right away and run through January 31. Each branch would have goal of approximately 25 to 50 subs. Also initiated discussion of proposal for subscription drive in spring with aim of increasing subscription base.

2. Financial Policy for YSA Convention

Dave reported that all expenses for travel, food, and housing for party comrades assigned to attend YSA convention would be subsidized, except for \$3 per day. Agreed that all departments should give Maceo list of comrades attending.

3. January 13 LERN Action

Maceo reported. USWA, UAW, and NOW leaderships have been placing obstacles in way of building the action. We will continue helping to build action. Sales of press and general propoganda intervention will be organized, and Matilde and Andrew will participate. Agreed to continue discussion at future meeting regarding level of participation of branches in the area.

4. Travel

Maceo reported. Proposal that comrades in national office and on Organization Committee who are planning trips should notify him beforehand so there can be some centralization and coordination. Agreed.

5. London Trip

Maceo reported on discussions in London following world congress about U.S. tour of South African trade unionist in spring. Agreed to move forward on arrangements. Tour would be organized by organizing committee of a number of groups, possibly including union organizations.

Meeting adjourned.

TO: OC, MEQ, PMEO
FROM: Peter S.
RE: FACTS AND FIGURES ON FALL CIRCULATION DRIVE

12-10-79

Branches reported selling the equivalent in single copies and subscriptions of 114,153 papers during the fourteen weeks of this drive.

This was only 76 percent of the 150,000 goal branches accepted at Oberlin. It was only 86 percent of the goals branches wound up actually adopting by the end of the drive (that is, branches lowered their goals by a net of 16,450 points over the course of the drive).

Here is how these figures compare with other recent drives:

Spring '78	53,261	10 weeks
Fall '78	123,544	12 weeks
Spring '79	126,000	10 weeks
Fall '79	114,153	14 weeks

Only 10 branches reported making their overall goals for the drive. Another six came within 10 percent (see cumulative scoreboard). This compares badly to last spring's drive, when 36 branches made or exceeded their targets and another 5 came within 10 percent.

On single copy sales. These averaged 5,756 papers per week. This was 103 percent of the branches' accepted weekly goal of 5610 as of the end of the drive. Here is how this compares with other recent drives:

	<u>total papers/week</u>
Spring '78	5326
Fall '78	7305
Spring '79	7601
Fall '79	5756 (a 24 percent decrease from Spring '79)

The decline in the weekly average was all in sales of the Militant.

Single-copy PM sales actually made substantial progress, achieving our Oberlin goal of doubling these from the previous spring. These sales went from 354 copies/week to a reported average of 707. This was 100 percent of the branches' PM sales goals of 705/week at the end of the drive. Altogether, 28 branches adopted PM goals for the drive.

The 6 branches with the highest percent of PM sales as part of their total single-copy sales were:

Washington, D.C.	30.4
San Francisco	28.0
NYC	27.9
San Jose	25.9
Dallas	25.9
Houston	25.8

On participation of comrades. Branches report that an average of 63 percent of their members sold each week. This is about the same as last spring's drive.

However, there was a sharp decline in the number of papers branches

reported sold/week by comrades participating in the drive. The trend is:

Papers sold by cds participating

Spring '78	6.0
Fall '78	8.1
Spring '79	9.4
Fall '79	7.7 (drop of 18 percent from previous spring)

(This could reflect--at least in part--a decline in Saturday sales, as well as the absence of any really big special sales weeks during this drive such as the ones around Three Mile Island last spring. The highest sales week in this drive, for example, was 9349. The highest week last Spring was 15,238).

Despite these overall lower results, we did register strong progress with industrial sales (in addition to PM sales).

Branches reported selling an average of 515 papers every week at plant gates and 387 to coworkers on the job, for a total average of 902 papers sold in industry/week. PM industrial sales were 3.2 percent of these. (These figures are based on an average of 73 percent of the branches reporting industrial sales each week--but they undercount our progress because ^{some} big industrial sales centers like the New York branches never reported their results in this category)

Reported sales to coworkers on the job went up 32 percent above the last drive. Reported plantgate sales increased by 25 percent.

Reported industrial sales were 15.5 percent of total single-copy sales. Allowing for the non-reporting noted above, this figure means we came very close to ~~XXXXXX~~ our goal of doubling last spring's industrial sales of 9.2 percent.

Here are the figures showing our long-term progress:

	<u>plantgate sales</u>	<u>coworker sales</u>	<u>ind total</u>	<u>% of total</u>
Spring '78	480	103	583	11.0
Fall '78	357	167	524	7.2
Spring '79	410	294	704	9.2
Fall '79	515	387	902	15.5

Reported campus sales averaged 589 papers per week. This was 10.2 percent of total weekly reported sales (We don't have figures for campus sales compiled for last spring's drive. But one year ago, campus sales averaged 959 papers/week--or 13 percent of total average weekly sales.) Only about half the branches report selling on campus every week.

PM sales were only 3.4 percent of total sales on campus.

Subscriptions are the area where we fell farthest behind during the drive--achieving only 33,570 (56 percent) of our projected goal of 60,000 sub points.

Of these subs,

1,673 were for ten weeks (65.9 percent of total)
506 were for four months (19.9 %)
155 were for six months (6.1%)
205 were for one year (8.1%)
2,539 subs sold altogether

This figure is 36% of the ^{new} 7,000 subs we've sold so far this year.

Among ~~these~~ ^{this drive's} new subscribers, 579 (534 Militant and 37 PM) identified themselves as members of trade unions. At 21 percent of the total new subs, these industrial subscribers brought us very near our Oberlin goal of 25 percent.

Among these new subscribers,

157 Militant and 8 PM readers said they were steelworkers (6.5% of new subs)
112-10 (4.8%) said they were auto workers
63-3 (2.6%) said they were members of various unions
56-2 (2.3%) said they were railroad workers
43-6 (1.9%) said they were electrical workers
34-3 (1.5%) said they were IAM members
24-2 (1.0%) said they were teachers
16 said they were in the UMWA
15-1 said they were in various public employees unions
14-2 said they were in the IBT

In addition, 422-18 of these new readers said they were students. ^(17.3%) Thirty identified themselves as members of NOW. Six said they belonged to various antinuclear groups.

(For comparison's sake, 663 of the 3,158 people who bought subscriptions during the last drive--21%--identified themselves as members of unions. However this figure includes 170 subs--mostly sold 'on credit' to Newport News steelworkers. Discounting these for purposes of comparison, the percentage of industrial subs in last spring's drive was 15.6, only three-fourths of this drive's industrial sub rate.)