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JAN 9 1974

TO ALL SWP ORGANIZERS:

Dear Comrades,

Circulation of our press will be one of our key propaganda activities this spring, along with the launching of the 1974 election campaigns and supporting the Watergate suit. Most branches have indicated they are confident that single copy sales of The Militant can be increased this spring, especially with the advent of good weather and the election campaign activity. This spring The Militant will be conducting an ambitious circulation campaign to increase weekly single copy sales and the subscription base of the paper. This campaign will coincide with a sales campaign for the Young Socialist.

The Militant and YS sales campaigns will run for four months, from the beginning of February to the end of May. Branches have been asked to take weekly Militant sales quotas, which are slightly higher than their fall goals. The national goal will be 10,000 weekly, and the campaign will begin with sales of the issue dated February 1.

Many areas are beginning now to plan out how they can reach and maintain their goals as early in the campaign as possible. Especially important for increasing the number sold locally is regular and sustained participation by as many comrades as possible every week. Each branch will concentrate on improving sales on campus; in the Black, Chicano, and Puerto Rican communities; at plant gates and work places; at political meetings and events; and in other working class locations and neighborhoods. Some branches have suggested turning Saturday into a major propaganda day for all comrades to participate in. Sidewalk tables can be set up for Pathfinder sales, campaign activity, subscription sales, and sales of The Militant and Young Socialist. Others are considering assigning one comrade on the sales committee to organize work area sales. Branches will also try out new locations, as well as concentrate on highly increased sales during a special political event. One idea that was suggested, for example, was to try selling to people waiting in lines at gas stations.

For the spring campaign we would like to have sales directors send in weekly written reports instead of calling in their sales figures. This will save branches the expense of weekly long distance phone calls. However, the written report must be sent in promptly each week so that every branch's figures can be included on the Sales Scoreboard.

A number of report forms (copy attached) will be sent to each sales director, and one should be filled out as soon as all money is collected and then mailed by air mail no later than Monday following the date of the issue you are reporting on. For example, the report on sales of the issue dated February 1 should be in the mail no later than Monday, February 4. Branches which receive their bundles by air freight

should try to mail their reports on Saturday or Sunday, if possible. There will be enough forms for each branch to keep a duplicate copy for their files.

Since the weekly sales column is based on material and information provided by local sales directors, it will be helpful if any anecdotes, stories or incidents about each particular issue are included in the report. Also, the sales figure reported should be based only on the money collected.

The Militant will also run a subscription drive for a goal of 7,500. This drive will be kicked off with a national blitz mobilization around the weekend of February 16. Areas are encouraged to make 50% or more of their goals at that time. Again, the "weekend" can be flexibly worked out to include as many week days and nights as areas think necessary to meet their goals. Comrades should note that February 18, the Monday after the blitz, is a holiday. Areas may be able to involve many working comrades in single copy and subscription sales that day. But you should also check to see which campuses may be closed and adjust your blitz plans accordingly.

After the blitz, the subscription drive will run for about four weeks, winding up on Sunday, March 17. By extending the drive over several weeks, areas will be able to sell subscriptions on the city campuses, which are often slower but politically valuable. Subscription sales can also be integrated in with sales/campaign tables in the community and on campus, forums and educational, and all other areas of political activity. After the drive ends, we can expect that subscription sales will continue at a high level.

Last fall most branches found that they could make their goals if they had a separate subscription drive director and if the entire drive and blitz weekend were carefully planned out in advance. Back-up locations and contingency plans can be organized to cover most problems, and some areas may want to have a second mobilization if necessary. The subscriptions should be sent into the business office as soon as possible, with zip codes on them. Only those subscriptions received in the business office will be credited on the scoreboard. Also, subscription directors should copy the names and addresses of subscribers in case they get lost in the mail.

The International Socialist Review will be conducting a subscription drive for 1,200 at the same time as The Militant drive. Emphasis will be placed on selling \$2 combination subscriptions and integrating the ISR drive into the national blitz mobilization, as well as watching for special political meetings for ISR sub sales. The ISR business office proposes that the current issue of the magazine be given to new subscribers if they want it. They would then receive two more months in the mail. The business office will be sending out detailed instructions on how to organize this financially. Also, if branches prefer, they can continue to give a free copy of the special Middle East issue with a subscription. Additional copies can be ordered from the ISR business office.

The Young Socialist teams will participate in the Militant and Young Socialist sales campaigns with weekly sales goals of 100 Militants and 100 YSs each. Each team will also aim to sell 140 subscriptions during the four-week drive. It is therefore important that branches carefully coordinate their regional subscription sales with the team to avoid duplication.

Suggested quotas for the weekly Militant sales and for The Militant and ISR subscription drives are attached. After discussing the goal, branches should return the attached quota acceptance forms to the business office no later than January 25. Also, be sure to give the names of the sales directors and the subscription drive director.

Comradely,

Lew Jones

Lew Jones
SWP National Office

Sharon Cabaniss

Sharon Cabaniss
Militant Business Office

PROPOSED SPRING CIRCULATION GOALS

<u>BRANCH</u>	<u>WEEKLY MILITANT SALES GOAL</u>	<u>FOUR WEEK SUB DRIVE</u>	
		<u>Militant Goal*</u>	<u>ISR Goal*</u>
Atlanta	500	275	50
Austin	75	75	10
Boston	700	400	100
Brooklyn	450	300	50
Chicago	700	500	100
Cleveland	350	325	50
Denver	450	275	50
Detroit	400	300	50
Houston	500	275	50
Los Angeles (East)	350	250	50
Los Angeles (West)	350	250	50
Lower Manhattan	500	300	55
Oakland/Berkeley	800	500	100
Philadelphia	425	275	70
Pittsburgh	350	125	30
Portland	325	175	35
St. Louis	325	150	40
San Diego	375	200	55
San Francisco	575	400	75
Seattle	425	300	60
Twin Cities	350	275	40
Upper West Side	475	250	55
Washington DC	<u>400</u>	<u>275</u>	<u>45</u>
TOTALS	10,150	6,450	1,270

YS Team Goals:

YS: 100 weekly
 Militant: 100 weekly
 Militant Subs: 140 total in 4 weeks
 ISR Subs: 20 total in 4 weeks

*Areas should aim to get approximately 50% of their subscription goals during the kickoff blitz weekend, although this may vary according to local circumstances.

WEEKLY BRANCH SALES REPORT FORM

(Please mail by air mail as soon as each week's sale has ended, but no later than the Monday following the date of the issue you are reporting on.)

1. Area _____ Report by _____ Date _____

2. Report on issue # _____ (dated _____) Bundle size _____

3. Number sold (only on money collected) _____ Goal _____

4. Number of comrades participating _____

5. Breakdown by location (use back if needed):

1. Campus _____

2. Black, Puerto Rican, Chicano communities _____

3. Other working class neighborhoods _____

4. Work places, plant gates (list place and number at each):

_____	_____
_____	_____
_____	_____

5. Political events and meetings (list each event and number):

_____	_____
_____	_____
_____	_____

6. Other locations (list):

_____	_____
_____	_____
_____	_____

6. Anecdotes and stories for sales column; how this particular issue sold; etc. (use back):

7. Organizational tips and questions (use back):

8. Bundle change: Issue # _____ (dated _____) Size _____