

# **young socialist the organizer**

**9-30-70**

***"The MILITANT newspaper is one of the best anywhere you go today...because everywhere I go I see it. I saw it in Paris...I saw it in Africa. I don't know how it gets there. But if you put the right things in it, what you put in it will see that it gets around."***

**MALCOLM X**



**Sell Militant Subs!**

**10 Cents**

## How To Sell Militant Subs

The target is 15,000 **Militant** subscriptions by November 15.

How is it going to be done?

Perseverance, drive, teamwork—dedication to spreading the revolutionary message—that's all crucial to mounting the campaign.

But there's more to it than that.

There is, for example, the question of where to sell subscriptions, how to approach an individual, what to say, how to say it. There is the knack of knowing when to stop your pitch, and knowing when to intensify it.

The subtleties, say long-time salesmen and saleswomen, are numerous, but the basics can be acquired by just about anyone.

Some **Militant** sales pros learn the skill in a few days. Anyone, they insist, can do it.

Interviews with a number of top **Militant** salesmen and saleswomen around the country tend to give credibility to the prevailing sentiment that anybody can do it. However, the YSAers and SWPers quoted in the paragraphs below offer some sound advice. Each of them notched more than 50 subscriptions in one of the last two sub drives.

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Robin Maisel of Philadelphia sold more than 100 subscriptions on the road last year as a YSA traveler during the sub drive.

**How did you do it?**

Maisel: The method was fairly simple. You set up a table on the campus and put a sign up for the subscription drive. Whenever a kid came by the table, you'd ask him for a dollar for a subscription. You'd tell him that he had to get a subscription. It was the most important thing he could do. It would take about a day before they would start coming in in any large numbers. That is, the first part of the day would simply be propagandizing them to get subs. In the afternoon, they'd come back with the dollar. Another method that was helpful was at public meetings, getting a whole mass of subscription blanks and before the meeting, leafletting everybody with a subscription blank. Then announcing that what they were supposed to do with these things was fill them out and return them at the end of the meeting with a dollar. And they'd get their subscription. That seemed to work fairly well. It was a low-cost way of doing it in terms of the amount of effort devoted to each individual person. And it's only paper you're handing out at that point. And they come back subscriptions.

**Let's go back to the literature table. You'd have a regular assortment of literature on it plus a pile of Militants. Is that right?**

Maisel: Right.

**And then you would put up a sign. What would the sign say?**

Maisel: It would say, "Special Subscription Offer to **The Militant**. Three months (now 10 weeks) for \$1. Buy It Here." And that was all that was needed. Since it was the only large sign, it was the sign that attracted attention and got the inquiries.

**Where did you put the sign?**

Maisel: I tried to put it above the table. Get your back to a wall, and put it up on the wall. **Now supposing someone walked up to the table. What would you say?**

Maisel: I'd say, "Do you have a subscription to **The Militant** yet? Do you know about our special subscription offer?" Or sometimes, I would ask someone, "Do you want the best deal on the table? Well, this is it. It's this piece of paper. Now, this paper doesn't do you any good like this. What you've got to do is you've got to fill it out with your name and address and your zip code and give it back to me with \$1. And I'll give you with that piece of paper and \$1, three months (10 weeks) of **The Militant**. That's a good deal. That's the best deal on the table. Without kidding, that's the best

thing you can do right now. That's the best way to spend your first dollar." Then, they would ask, "What is this paper?" And I'd tell them, "Well, browse through it. Sit down with a copy and look at it." And kids always returned the paper. They never stole a paper. And they would browse through it. An awful lot of the time, they would take less than a minute to look at it and decide they wanted a subscription. And if someone said, "Well, gee, I haven't got a dollar," you'd joke them along. You'd say, "You know this fellow standing over here?" He'd say, "No, I don't know him." You'd say, "Very good. Borrow a dollar from him right now and get the subscription. And let him try and find you after that."

**That worked?**

Maisel: Oh yes. All sorts of things. Being funny, making jokes to them and things like that worked very well. They felt you were not just selling them a bill of goods. You were willing to talk and joke with them.

**In some detail, how would you urge people at meetings to get a subscription?**

Maisel: They'd had this piece of paper in their hands all through the meeting, the sub blank you passed out. They've either doodled on it or made notes on it or something of that order. But during the announcement part of the meeting you'd say, "You have this piece of paper which is a subscription blank to **The Militant**. The most important thing you can do is fill that out with your name and address and return it to me at the end of the meeting with \$1. In exchange for that, you will get a three-month (10 week) subscription to **The Militant**, a weekly socialist newspaper." And you might pick up a copy of **The Militant** and describe what is in that issue.

**Here's a copy of **The Militant**. What would you say?**

Maisel: (taking a copy) I'd say, "This is a typical issue of **The Militant**. This week, for example, let's just open it up and see what is in it. 'Attack on the Panther headquarters in Philadelphia.' 'Is the Moratorium being co-opted?' The whole question of the American intervention in Laos is taken up. 'Socialists and the antiwar movement.' **The Militant** carries more news about the Black struggle, women's liberation struggle, the antiwar movement, than any paper you can purchase in this country. I think it's the best paper in the country. If not the world. So I encourage you at the end of the meeting to fill out that subscription blank. It's the most important thing you can do. If you want to find out what socialists think, you've got to read what they say. Not just listen to one speech. I could be lying to you for all that in one speech. But read what socialists say, consistently, over time. And that is what **The Militant** allows you to do. And evaluate their views. And see if you don't agree." **At what kind of meetings would you make that presentation?**

Maisel: At any public meeting of our movement. At forums, rallies, election rallies, or at that time, I was on the road, giving talks on the Cuban revolution.

**You were on the road for how long?**

Maisel: Three months.

**So you took a huge stock of sub blanks with you?**

Maisel: Oh yes. About six or eight thousand. **And how well would you do at a meeting?**

Maisel: If there were 50 at the meeting, and you handed out sub blanks at the meeting, you'd get back four or five or six subscriptions.

**Do you have any advice to people who want to sell a lot of subscriptions?**

Maisel: Persistence is the most important thing. There's a kid who says "No" at 10 o'clock in the morning at your literature table. And he comes back at noon to browse again. Forget that he said "No" at 10 o'clock. Just keep

on telling him, again and again, how important it is, how it isn't just a good thing, but that it's very important for him, it's very important for him as a radical to know what the hell is going on in the world. And if you keep on being persistent and telling him how important it is, eventually their resistance breaks down. It's worth spending the buck. And a lot of kids will also say, "Well, I haven't got a dollar now." So what I would do is give them a sub blank at the table and say, "You'll have a dollar later in the day. Go back to your room and get one." Or, "We'll take a check." It's very good, by the way, to take a check. Because most of them won't bounce. They can make their check out to cash. Then, someone later, a student, is willing to take their check, trade it to you for a dollar. So, if the check is bad, that person can bug them for it. Most of the time, the check isn't bad. Also, I might add, in selling subs, speed is important. The real top salesmen when they go to a dorm, they ask everybody. But they don't get bogged down in long conversations with people. And all that means, basically, is that you ask more people. The more people you ask, the more subscriptions you get.

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In the midst of the subscription drive last spring, Jeff Berchenko joined the YSA in Atlanta. By the end of the drive, Berchenko had sold 53 subscriptions and is now sales director of the local there.

**Was there any particular area of work in which you sold the bulk of your subscriptions?**

Berchenko: Yes. In Atlanta we had an AFSCME strike in which it was very easy to sell during the strike demonstrations and at the strike meetings. The people were really receptive to **The Militant**. They had these weekly demonstrations for a period of a month at which I sold.

**Did you sell subs anywhere else?**

Berchenko: I sold some to high school students that I knew at school. And also when I was at a literature table at the different campuses.

**What did you say to the people on the AFSCME demonstrations?**

Berchenko: Well, I'd say, "Have you seen a copy of **The Militant**? It's an antiwar newspaper. It supports the antiwar movement, the Black liberation movement, women's liberation movement. In fact, look here, there's a story on the strike. Look at this analysis of the strike where we were saying..." whatever we're saying about the strike. "And here's an article about our campaign. You know, Linda Jenness is running for governor of Georgia. And we have an article on it. Do you support the campaign?"

**You would show **The Militant** to them rather than handing them the paper to read it. Right?**

Berchenko: No. Most of the time I handed it to them and sort of peered over their shoulders and pointed to different stuff.

**Did you start by selling the subscriptions?**

Berchenko: No, usually, the case would be, I would sell a person an individual copy and once they forked over 15 cents or appeared interested in **The Militant**, I'd start talking about our subscription drive.



**Are there any particular things you say to people you're selling subscriptions to?**

Berchenko: Well, sometimes people confuse it with an underground paper. One of the things you point out is that it is different from an underground paper. It doesn't carry hippy news per se, it's a political paper with political analysis of the movements. It takes stands on the movements of the day, and it's a socialist paper. Do you think *The Militant's* coverage of the strike was crucial to selling the subs?

Berchenko: I think it was a big help. I don't know about crucial. The enthusiasm of the strikers for the paper was just tremendous. They saw the title and they were feeling pretty militant about the strike themselves, so they were very receptive to the paper. And then when you pointed out in the paper that there was an article specifically on the Atlanta strike—I'd say, "Look here, here's a nationwide newspaper with an article on the Atlanta strike," or "Here's an article different from the articles printed in the daily papers condemning the strike. Here's an article that's behind the strike and supporting it completely." They were totally receptive to it.

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John Naubert, a sophomore at Tacoma Community College in Tacoma, Washington, sold 50 subscriptions. He says that he mainly sold subscriptions at the literature table and to people he knew at school.

**What were some of the ways you sold subscriptions?**

Naubert: One of the initial things I did to reach the Black students at school was that I made a great big banner giving Malcolm X's quote from *Malcolm X Speaks*. (This is the quote by Malcolm X: "The *Militant* newspaper is one of the best in New York City. In fact, it is one of the best anywhere you go today because everywhere I go I see it. I saw it even in Paris about a month ago; they were reading it over there. And I saw it in some parts of Africa where I was during the summer. I don't know how it gets there. But if you put the right things in it, what you put in it will see that it gets around.") The statement, made during a talk at the *Militant* Labor Forum in New York, appears on page 155 of *Malcolm X Speaks* (Merit, 1965.)

Naubert: I got a few Blacks to subscribe as a result of the banner. But it helped even more to get the white students to subscribe.

**Where did you put the banner?**

Naubert: At the entrance to the cafeteria. That's where I had the literature table.

**What would you say to people to get them to subscribe?**

Naubert: Well, basically, that here was America's leading socialist newspaper. It covered the whole aspect of the movement, and that to keep abreast with what was going on, you needed to read it. We took a pretty high-pressured approach in getting most of the sales.

**What if a person wasn't sure?**

Naubert: Then I would encourage them to read a copy.

**Buy one?**

Naubert: If need be. Or if I had a back issue, I would give him a copy—if he pulled out his pockets and didn't have any change.

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During the spring subscription drive, Natalie Harary worked at New York University part-time and chalked up 71 subs.

**How did you sell 71 subscriptions?**



Harary: At every single coalition meeting like antiwar meetings, women's liberation, or whenever there was a meeting of that sort on campus, I would sell subscriptions. It was the number one thing on my mind. You have *The Militant* with you. You have last week's issue of *The Militant*. You show it to people and show them the types of articles it has which people are deeply interested in. The main thing is to have it the top most thing in your mind.

**What would you say to get someone to subscribe?**

Harary: I'd say, "Excuse me, do you know about *The Militant*? It's the weekly socialist newspaper and it features reports on the antiwar movement, women's liberation, the Black struggle, labor movement, Chicano movement and this week it has a special report on the whole question of a single-issue antiwar movement and the question of mass mobilizations." I open the newspaper, showing it to the person. "You can see the kind of coverage it has. It has a report on what's going on in the Chicano movement. And it has these reports every week. And if you want to keep up with it, you can buy a subscription. You can get 10 issues for a dollar. And I can start right now by giving you this one free." And so I give them last week's issue free.

**Do you sell to all types of people? Do you, for example, sell to old people?**

Harary: No. I concentrate on people who are young since they are the most likely to buy it. They are the ones active in the struggles of today.

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A member of the San Francisco local and branch, Laura Dertz, sold close to 100 subscriptions.

**How did you sell so many?**

Dertz: Well, not being complacent around conscious people. Showing them a copy of *The Militant* and asking them to buy a subscription. At a couple of parties I sold up to 20 at a time.

**Parties?**

Dertz: Parties. There was a period of time when there were a number of conventions in town of various hip people — photographers, artists, things like that. And I was invited to the parties they had. So I figured that I might as well sell subscriptions while I was there.

**How did you get invited to them?**

Dertz: Through another comrade who was around those circles.

**What happened?**

Dertz: Well, one was a convention of photographers from the United States and the islands. And they had a party in this enormous warehouse in San Francisco. And I was able to sell a lot with the help of another person at the party who thought it was a joke but I took it very seriously, and he saw I took it seriously so he just lined people up for me to talk to and I managed to convince people to buy a subscription. I sold about 20.

**How did you convince 20 photographers to buy subscriptions?**

Dertz: Besides telling them that it was a good newspaper, that it was their duty, that if they weren't going to participate actively in a political movement, that at least they should know what's going on with young people today across the world and that *The Militant* was the best place to get that information. And if they didn't subscribe, then they weren't as hip as they thought. And they shouldn't be walking around with a camera getting awards. The old liberal act.

**And they bought.**

Dertz: Yes. They bought like crazy. Of course some of them were a little drunk at the time. But a lot of them were pretty straight.

**How else did you sell subscriptions?**

Dertz: To friends. I sold a lot to teachers in my school and convinced a lot of the libraries in various high schools to take *The Militant*.

**What school were you going to?**

Dertz: At the time I was going to Mission High School in San Francisco which is mainly Chicano. We were carrying a lot of good articles on the Chicano movement.

**How would you sell subscriptions to your high school teachers?**

Dertz: Well, teachers I knew that were half-way hip, I went up to them and I showed them *The Militant*, especially if we had issues that concentrated on high school blow-outs. I would show those to them and they would buy them.

**How would you sell a subscription to an average person — could you give the actual dialogue?**

Dertz: I didn't have any set spiel. I might say, "Have you seen the latest issue of *The Militant*?"

"No."

Dertz: "Well, you should. If you're interested in the antiwar movement, especially what's going on internationally in terms of the Vietnamese struggle, you should take a look at this newspaper. Also buy our special subscription offer for a dollar." And then I would give it to you and you would look through it and I would point out some worthwhile articles. And just go on talking.

**You would point out the articles while I am looking through it and you would be looking over my shoulder?**

Dertz: Right. Or standing next to you. Like I would say, "Or that one on the New York high school student strike on April 15. No other paper or underground paper really covered much on it. Matter of fact, we have interviews, eyewitness interviews with a lot of people who were there."

**What if I seemed hesitant?**

Dertz: I'd at least try to get you to buy a copy and then give you a sub blank and at least take down your name and contact you later.

**Do you look over a person and determine whether or not he is going to buy a subscription before you approach him?**

Dertz: I try very consciously to do that. Where he is and how he's dressed. Whether he smiles at me when I come up. Whether he's scrubby or clean. Whether he's taking me seriously or not or whether he just wants to flirt.

**Do you prefer a person who has long hair or short hair?**

Dertz: Long hair.

**Scrubby or clean?**

Dertz: Clean.

**What happens if they flirt with you?**

Dertz: I still try and sell it to them. But I try to get more straight. I don't joke around as much.

**Does that help?**

Dertz: No. But it helps me personally.

**Do you give away back issues with a subscription?**

Dertz: Yes. I usually give them a couple of back issues for free so they can look it over.

**Do you have some general advice to people who want to sell 100 subscriptions?**

Dertz: It was difficult for me to get started because I don't like going up to people that much. You've got to just make yourself do it. And make sure you read the stuff before you sell it so you know which articles you want to point out. Just force yourself. Go up and do it. And once you sell a couple, you feel kind of reinforced.

**Do you try to be really friendly to the people you sell it to?**

Dertz: Yes. You know, go up and smile. Ask how they are.

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YSAer Steve Bloom was a big salesman in Los Angeles.

**How many subs did you sell?**

Bloom: Well, in the first blitz last fall, I sold 160. And in the last blitz I was only in the country for one month during the drive and I sold 59 in that month.

**How did you do it?**

Bloom: I think there are a number of factors involved. One is obviously, you have got to go out to do it, spend the time selling subscriptions. But there are a number of things that make people want to buy subscriptions from you as opposed to just turning off. One of the important things is that if you're friendly and you joke around and make people feel good, entertain them a little bit, then they're much more sympathetic, much more willing to listen to you, and buy the paper. The key is to sell the news-

paper. That is, I always try to emphasize the political things you can get in *The Militant* that you can't get in any other newspaper. And point out the coverage *The Militant* did of the May/June events in France in 1968, the antiwar movement in the United States, the Black and Chicano liberation struggles, campus struggles, and now, of course, what happened in the May events in the United States, and the coverage which *The Militant* gave to that, which was far better than any other radical paper. Most people who are interested in radical ideas are interested in getting the paper and reading it. So that of course they are receptive to getting a subscription. You also point out that a dollar is very cheap. It isn't very much money. You spend a dollar for a lot of things without thinking about it and here's a tremendous value for a dollar.

**Where do you sell the bulk of your subscriptions?**

Bloom: I find the easiest place to sell subscriptions is where you can actually talk to people. For example, the cafeteria on campus is a good place. They might be eating or they might be just sitting, talking in a group. This is just standard on campus. Now during a demonstration, which is actually the best place to meet people who want to buy subscriptions because they are more radical people and more sympathetic generally, people aren't sitting down. However, if they are, you can talk to them more easily and introduce yourself more easily.

**If there were a number of people in a school cafeteria, how would you decide who to approach?**

Bloom: Well, what I generally did at first was to try to pick out people that I thought would buy subscriptions. But I found that it didn't necessarily jibe. Somebody who has a beard or long hair is not necessarily sympathetic. And a lot of people who look very straight are very interested. So I just went up to everybody. Except people who looked like they were studying and would be upset if I interrupted them. I would just say, "Excuse me, are you familiar with *The Militant* newspaper? It's the best newspaper in the United States. It has more news of the antiwar movement, Black and Chicano liberation struggles, campus struggles, the international revolutionary movement, than any other paper in the country. This particular issue has articles on the socialist election campaign," and so on.

**What other suggestions do you have?**

Bloom: You sort of make a parody of the salesman. People find it entertaining. It warms them up. I do the same thing when I'm selling single issues or when I am selling anything. The *ISR* for that matter. People don't like to be sold to, I don't think. And so, if you sell to them in such a way as to spoof selling, it makes them more sympathetic to buying.

**Would you give some examples?**

Bloom: One of the lines I use when I'm selling a single issue of *The Militant*, for example, is, I say, "Well, *The Militant* is 15 cents. Now there was a time when *The Militant* was 10 cents. At that time an ice cream sandwich was also 10 cents. An ice cream sandwich is now 20 cents. And an ice cream sandwich has shrunk while *The Militant* has grown larger, which simply illustrates the fantastic value and bargain which *The Militant* represents." You can point out how cheap a dollar is. That you can't even buy a meal in the college cafeteria for a dollar. But you can buy 10 weeks of *The Militant* for a dollar and *The Militant* lasts much longer than a meal in the cafeteria. A lot of it depends on the response somebody might make to you. Sort of pick up on things people say.

**What if someone says, "The Militant? I'm not militant."**

Bloom: Well, I might say, "You shouldn't judge a newspaper by its title—why don't you read it and see what it says." You could add, "It depends on what you mean by militant." A lot of people confuse the title of the paper with violence and window trashing. You can point out to them that the cause of violence in society comes from the ruling class, etc. You explain politically what we mean by militant and that's why we call our newspaper *The Militant*. You try and get people to subscribe at demonstrations who are sitting on the ground rather than standing up?

Bloom: Right. I find it easier to talk to people who are sitting rather than people who are rushing by. If they are marching, you can talk to a smaller percentage. The more people you can talk to in a given period of time, the more you can sell. If you can get close to people and have some sort of really personal dialogue with them, it makes them much more interested in buying the paper.

**Could you give an example?**

Bloom: As you talk to them and you have a standard rap and some people may say, "Wow, man, you say it just like you've said it a million times." And you say, "Well, I have said it a million times because I sell the paper, I think it's a great paper," and you respond to that reaction on their part, that is, you respond to the thing that they say, try to do it in a personal way, make them feel like you are actually listening to them. You can generally see on people's faces whether they are just turned off, it's not worth talking to them. That's another thing—getting a feeling early talking to somebody whether it's actually reasonable to try to sell them a paper. And if it's not, go on to somebody else, rather than getting into a long political dialogue with somebody who's hostile.

**You don't try to sell them a single issue first?**

Bloom: No. I try to sell a sub and if that fails, then I try to interest them in a single issue. I say, "There's a sub blank in it and you can send it in on your own. Of course you don't get the advantage of getting the free issue with the subscription that way."

**You always mention the free issue?**

Bloom: Yes. I find that it's a gimmick that makes people feel they are getting something a little extra. And makes people feel interested, sympathetic, more willing to buy.

**You give them the current issue for free?**

Bloom: Right. Although sometimes I'll say, this is the current issue, I'll give you a back issue for free with the sub. It depends on what your stock is. If you have a lot of the current issue left and it's toward the end of the week, you can afford to give it away, but if you have got a big sale coming up, you wouldn't. I find that it doesn't depend that much on whether it's a current issue, or the back issue, it's just that little added impetus.

**Do you sell in spurts or constantly?**

Bloom: What I find that you have to do is set aside a certain time when you are actually going to go and sell and then find a place and go and sell. You don't sell a lot of subscriptions—you'll sell some—by just approaching somebody you meet on the street, or picking up a hitch-hiker or talking to a relative or a friend. You have to be conscious of those situations. But that's not going to be the main bulk of the subscriptions you're going to sell because we don't know most of the people who are ready to listen to our ideas.

**How often do you sell?**

Bloom: I find that on an average, I was able to sell two or three subscriptions an hour, and on a demonstration, you can sell much more than that.

**Do you sell at antiwar meetings, radical meetings?**

Bloom: Yes, these are often the people most receptive to you.

**Do you sell before the meetings?**

Bloom: Right. I come maybe half an hour or forty-five minutes before the meeting starts. You get the largest number people who are coming in early.

**Do you give the paper to people to look at themselves?**

Bloom: Yes. It's very important that people get a look at the paper, that is, they feel it in their hands. It gives them a closeness to it. So as I show it to them I hold it in my hands. I flip through it. Then, I always hand it to them. They won't necessarily reach for it, but you sort of put it in front of them and they have a natural response to take it and you always say, "Why don't you take a look through it, I don't want to push, you take a look through it, see if you're interested."

Mike Alewitz was on the Kent State campus as an organizer during the spring drive.

**Mike, how many subscriptions did you sell?**

Alewitz: Close to 75 in the fall. A little over 50 for the spring.

**How did you sell that many?**

Alewitz: You got to get off your ass and go out and hustle and just keep selling constantly. Have a blank with you wherever you are. Have it in every pair of pants you have, in every jacket. The first thing you say to anybody is not "Hello" but "Do you have a subscription to *The Militant*?"

**Is that the way you'd start off?**

Alewitz: Well, I found that selling a lot of single issues of *The Militant* regularly was the biggest help. This is how you can sell subs. If you're always out there selling *Militants*, and you know the people who are buying them week after week, those are the people who are going to buy subscriptions.

**You got to know the people who were buying the issues?**

Alewitz: A good way to do it was to sit in the same spot or stand in the same spot at the same time of day, one day a week, for instance. People get used to seeing you there. I would be sitting in front of a door with a pile of *Militants* every week and people would walk up to me, give me 15 cents and pick up a *Militant*.

**How would you sell a subscription?**

Alewitz: First I would sell you a single issue. I would be selling out in front of the student union. I'd get there early in the morning and I would hawk. I would scream out different headlines in the week's issue.

**What would you scream? Here's a copy of *The Militant*.**

Alewitz: Well, I used to give a rundown of the whole *Militant*. It would take about 30 seconds when I was really going nice and fast. It would go something like this: "Atlantans protest police brutality, Moratorium being co-opted, Military writings of Leon Trotsky, High schools and the antiwar movement, American intervention in Laos" and I would just keep going. People couldn't understand you all the time. So they would walk up and see what you were saying. And then you would sell them a *Militant*. I would put it in their hands.

**You say you sold them a single issue first?**

Alewitz: I would sell them the single issue. Now, they have *The Militant*, you have their money. You put their money back in their hands, showing what complete faith you have in them as people. And you say, "But I have a special deal for you. And it's a special deal we run twice a year. We lose a lot of money on it. But we find it's necessary to reach out to people like yourself who are interested in radical ideas. So we suffer this loss. We make it up out of our own pockets and we're happy to get the newspaper to you, even at this reduced rate. We'll give you three months (10 weeks) for a dollar which is a splendid deal and you can't go wrong on it." Then, of course, they would buy a subscription.

**Do you have any general advice?**

Alewitz: The best advice to people who are selling *The Militant* is to look upon it as a full-time job, to always have *Militants* with you, to always have subscription blanks with you, and that doesn't mean during sub drives. It means all the time. Every person you talk to. That's not just a person. That's a potential *Militant* reader and a potential recruit.



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Mark Ugolini is a member of the Chicago branch of the SWP. He also belongs to the YSA and he sold 85 subscriptions in the spring.

**How did you sell the subscriptions?**

Ugolini: You've got to hit as many people as possible. If you're selling on the street, you've got to stop a person and talk to them. I go up to people and say, "Would you like a subscription to *The Militant*? It's put out with the support of the Socialist Workers Party and the Young Socialist Alliance and it has articles on every aspect of the radical movement."

**Do you sell on campus?**

Ugolini: Yes. The key thing you have got to try to do if you're going to dorms is to give the paper to the student and have him look through it himself. The paper sells itself and if you have him look through it, he'd be impressed with it.

**And you would be talking meanwhile?**

Ugolini: I'd go into how cheap it is. "It's only \$1 for 10 weeks—only 10 cents an issue. You get it every week, you get it sent on a regular basis. You get it sent to your dorm. It would come to your dorm every Tuesday. All you have to do is fill out this form, give me a dollar. I'll give you a receipt and we'll send it in to New York tomorrow and you ought to be getting your first issue the week after next. It's very simple." I'd say something about the circulation. "It's the most important paper in the radical movement. It has a circulation of over 15,000."

**You sold subs as part of your YSA work?**

Ugolini: Yes. Selling subs should go hand in hand with the work you have to do with people on campus. My being on campus actually helped me sell subscriptions. The whole fraction was sub conscious. Selling subs complements your daily work.

**How often did you sell?**

Ugolini: From 8 to 10 at night, on Monday and Thursday, stretched out over three months. We had two subscription mobilizations a week to the campuses at the University of Chicago and Northwestern, going room to room.

**What happens when someone says, "No."**

Ugolini: Just about everybody will shake their head "No." But you have got to keep talking in a very friendly way and give them *The Militant* to hold. And stand there until you're done. You don't want to stand there too long. You don't want to get into a long drawn-out conversation. As soon as you're sure that they're not going to buy a subscription, then you leave and don't get bogged down in a long political discussion. Sometimes that happens to people. They go out on a mobilization and wind up talking to someone for 45 minutes. Although you don't want to get involved in a long political discussion, you should stay there, even if they shake their head, "No." A lot of times they'll shake their heads "No" and then get progressively interested as you get into your sales pitch. When he's getting to the point where he's right on the borderline—should I or shouldn't I subscribe—then you say something to the effect of "If there's any doubt in your mind, what do you have to lose? It's only a dollar. It's delivered very conveniently . . ." and then you go into those points again about how cheap it is.

\* \* \*

Sharon Cabaniss of San Francisco sold more than 50 subscriptions on the last sub drive.

**How will we make the goal this fall?**

Cabaniss: I think that the SWP campaign will be the key way of gaining subscriptions—more than any other way. A lot of student's attention this fall is going to be focused on the elections and that includes the attentions of antiwar activists. We'll be having a big campaign intervention, presenting ourselves as an alternative, through the campaign and through the YSA campaigners. In California so far, we have over 1000 campaign endorsers. Only 33 percent subscribe to *The Militant*. There is no reason why they shouldn't all be subscribing to find out more about the campaign. We plan to take independent supporters on trailblazes and into mass meetings to sell subscriptions because it is the campaign newspaper.

**You are really going to use the campaign to sell subscriptions.**

Cabaniss: There are over 200 college campuses and five full-time candidates in California. As the campaigns heat up, we're going to try to have each of them speaking five times a day. The candidates shudder. We're going to literally run their tails off. Each talk by a candidate will plug *Militant* subscriptions as the newspaper that gives the truth about whatever they happen to be talking about. They will be sure to mention *The Militant* address, 873 Broadway, New York, N.Y. 10003 and the campaign address. They will mention it on the radio, too. Every time a candidate speaks, we'll have the table of literature, with a team getting endorsers, making contacts and selling subscriptions.

**How will you get the subscriptions?**

Cabaniss: For people who don't want to endorse the campaign yet, *The Militant* is the natural thing to get. It's the campaign newspaper and a subscription is the way to see what we stand for. If they come up to the campaign table, ask them "Have you endorsed the campaign?" Tell them that the campaign is the only one that supports the antiwar struggle. I compare what the peace candidates are doing, which is to co-opt people to enter the Democratic Party, and our answer, which is to support and build October 31 and support the antiwar referendum. We discuss that further, point out the literature they can buy or the free campaign literature they can take depending on what they are interested in or where the conversation is going and tell them that really, the only way to find out about the antiwar movement, October 31, and all the areas of action we support is to read *The Militant* because it gives week by week coverage to these struggles. They can endorse the campaign and the first thing they can do to support the campaign is to give a dollar donation and get a subscription with it. Or, if they feel they want to find out more about the campaign and all these struggles going on, get a 10-week subscription. If you don't get a subscription to *The Militant* you won't know what's happening in the campaign or in the movement. It's the only newspaper on the left that tells you what's going on in the world and it's the truth.

\* \* \*

Mike Arnall is New York campaign director and a good salesman.

**How many subscriptions did you sell?**

Arnall: I sold 77 in the fall of 1969. I was campaign director in New York in the spring so I pledged 25. I sold 25 or 27, something like that. In the fall, I concentrated on the dorms at Columbia University and sold room by room. By hitting rooms systematically, and by keeping records on the rooms I'd hit, including a notation that I hit only one out of the four people in the room, I could come back—not just letting that room go. And by keeping these careful records I was able to sell those 77 subscriptions on 10 floors of one dorm. It's a very important point of organization. A lot of people just randomly walked around in the dorms, not keeping any records and they lose a great number of subs as a result.

**How, exactly, did you compile your record book?**

Arnall: I kept a record of every room on each floor, what the first response was so you'll know if there was any further possibility of selling that room or not. For instance, if the person in the room says he doesn't have any money now, then you come back the next week when he might.

**Did that sometimes work?**

Arnall: Yes. Or, if there's more than one person in the room, you want to make sure you check all the persons in the room, before you cross that room off.

**How did you know how many were in the room?**

Arnall: You'd ask the person if he had a roommate. Using this method, we got on some floors, one and in some cases two out of three rooms.

**What was your approach?**

Arnall: Well, above all your approach is polite and open. You ask permission to take a few minutes of the person's time, to tell them about a special subscription offer to a socialist newspaper.

**Could you go through it, using the exact dialogue? Here's the new issue of *The Militant*.** Go. Arnall: You knock on the door. The person answers the door and you say, "Hi. My name's Mike Arnall and I'm from the Columbia Young Socialist Alliance. We're out here in the dorm tonight selling our literature on a special subscription basis. Have you ever heard of *The Militant*?" As soon as possible after you say that, you want to launch into a description of *The Militant*, no matter what they say, whether or not they've heard of it. Because the articles in *The Militant* and the ideas in *The Militant* are going to be the best selling point. So I'd continue, "*The Militant* reports on all the radical movements in the United States including the antiwar movement, the Black struggle, women's liberation, and also covers issues of international importance like the Palestinian revolution, what's going on in China, the economics of the European capitalist countries. And so forth. For instance, in this issue, there's a four-page spread on the August 26th women's strike, an analysis of Nixon's attempt to test the reaction of citizens in the United States to a possible intervention in the Mideast, a report on the police attack on Chicano antiwar demonstrators in Los Angeles and a lot of news on campaigns that the Socialist Workers Party is running in various states across the country. It's a very good paper. It reports things from a socialist perspective. It takes a serious approach to the issues and doesn't report everything in terms of curse words and rhetoric but tries to deal substantively with the issues. For the next two months we're offering *The Militant* on a special subscription basis, only \$1 for 10 issues. You really ought to try it out because in addition to all that I've described, any radical activity going on here at Columbia will also be reported." That's the end of the rap. Then the trick is to break through any protestations about lack of money, lack of interest or whatever. If the person claims lack of money, ask him to split the cost with one of the other roommates. If the cost can be reduced to 50 cents or 25 cents per person in a rooming combination, then it's more attractive. If the person claims lack of interest, ask him if he's ever been on an antiwar demonstration or has been interested in reading about antiwar demonstrations. The chances are that he's done one of those two things and you should point out to him that he can't get the whole picture on the antiwar movement or any other movement without a subscription to *The Militant* because the Socialist Workers Party and the Young Socialist Alliance are heavily involved in the leadership of those movements. And then give examples of how it's the case. You can give examples of the role Froben Lozada plays in the Chicano movement, Antonio Camejo's election to the committee to organize the Chicano demonstration against the police attack in Los Angeles, Ruthann Miller's being the coordinator of the August 26 women's strike demonstration in New York. The role of our organization in the antiwar movement, especially during the period of the 1968 elections when every other force retreated into the campaigns of the bourgeois candidates. If the person finally doesn't want it, you should end off the interview cheerfully with no hard feelings and thank the person for his time. And that's as much to maintain your own good attitude toward selling subscriptions as it is to avoid getting on people's nerves just because they don't yet have the consciousness to buy *The Militant*. I want to say something about selling to groups of students standing in a hall, talking in their room, or playing a card game, or whatever. Going through the routine I have just described to a whole group, as long as you have a sense of humor about it and can be sensitive to the group's sentiment with regard to your presence—your sudden appearance—can really pay off. Passing around issues of *The Militant* while you're talking and answering well the questions that are asked about our political line can yield multiple sales at no extra effort. It's important. One time to a group of students playing monopoly and having a party, I sold 14 subs to only 10 students. Several of them bought some for their friends. This has happened with

less spectacular results at other times. The only other thing that I think that's worth mentioning is at each room you go to, you have to take a fresh approach. In other words, be personable, and interested in the person who answers the door and sensitive if he is under pressure for his test, or involved with his girl friend and above all, don't give your rap as if you were doing it by rote.

**How do you avoid giving it so it doesn't sound like rote?**

Arnall: The trick I use for myself is to always look at the person full in the eyes when I'm speaking. This prevents me from speaking as though I'm talking to a wall and makes me

present my argument to a real human being who at that particular moment in time has certain sentiments and attitudes toward this intrusion into his privacy.

**One last question. What do you think of The Militant's goal to get 15,000 subs by November 15?**

Arnall: I'll tell you. It's entirely realistic and if YSAers and SWPers have an organized and sensitive approach to this matter based on their own political conviction this goal will be no problem to make and even go over.

**RANDY FURST**  
New York YSA



## Organizing the Fall Fund Drive

### NATIONAL

The semiannual fund drives are the major source of income for the national YSA. The greatest part of this income goes for a national office staff; printing (including pamphlets, bulletins, brochures, posters, buttons, *The YS Organizer*, and part of the costs of the *International Socialist Review*); travel (including field work from the center, national tours, and special trips for direct consultation with the locals on organizational work, antiwar work, Third World work, and defense); postage; rent; office supplies; phone; and convention expenses.

As the YSA continues to expand very rapidly it becomes necessary to expand the functioning of the National Office. As pointed out in the last fund drive report, this will concretely mean 1) increasing our staff for better national coordination of antiwar, Third World, and women's liberation work, and so that we can meet the projections for increased national attention to regional organization, publications, and finances; 2) increases in travel and all standard office expenses, corresponding to the higher level of activity; 3) publication of new buttons and posters, more large-format pamphlets, including a new edition of *Organizing the YSA*, a new *Join the YSA* brochure, more Young Socialist pamphlets, etc.

To finance this expansion the fall fund drive for \$36,000 was projected by the National Committee Plenum, the largest fund drive in the YSA's history, and an increase of more than \$8,000 over the drive last spring.

To facilitate completion of the fund drive the National Office will publish regular reports and scoreboards in *The Young Socialist Organizer*, publish articles on fund-raising projects and other aspects of organizing the fund drive, and work closely with the locals and regions on any specific problems that arise.

### REGIONAL

The regional organizations which are now being formed all over the country will have two important tasks in connection with the fund drive. First is working with all the locals, and particularly the many new locals that will be formed during the fall, in organizing their finances efficiently. Past experience has shown that when small locals have difficulty meeting their fund drive quotas, it is not because they are unable to raise money, but rather because they are not familiar with the best ways of organizing finances—the motivation of high sustainer pledges to the local, planning productive fund-raising projects, developing a budget, setting up financial books, bank account, etc. The regional organization will provide speakers who can give educationals on this aspect of the YSA's organization (as well as others), and will consult directly with the local organizers and financial directors.

The regional organization will also have major responsibility for discussing the fund drive with at-large members and encouraging them to make contributions. The spring fund drive demonstrated conclusively that the at-large members can and will make significant contributions to the fund drive, and for this fund drive the at-large quota has been projected as \$1,000.

Sustaining the increased regional activity and apparatus (which has been projected as a minimum of one full-time regional organizer in each region) must be part of each local's budget, to be taken into account along with local activities and the national fund drive.

### LOCAL

Locals have used two different basic methods for meeting their fund drive quotas. In the system still used by most locals, a special pledge is taken from each comrade at the beginning of the fund drive with the total of these pledges equalling or surpassing the local's quota. (Occasionally, the local will figure on getting a certain percentage from outside fund raising, but the bulk of the quota is made up of contributions from local members.) A few comrades may pay this special pledge all at once at the beginning of the drive, but most comrades pay in weekly installments spread out over the three months of the fund drive. Payments are periodically sent in to the National Office.

When the fund drive is organized in this way, the main tasks facing the financial director or fund drive director are 1) discussing the fund drive with each comrade, evaluating his or her personal situation, and motivating high pledges from the members; and 2) collecting the pledges.

The main problem that arises when this method is used is that, because the comrades are being asked to make a special pledge which is not part of their normal budgets, they may find it difficult to make regular payments on the pledge. This can lead to a last-minute scramble to collect the pledges, and in some cases such a scramble can jeopardize the local's ability to make its total quota.

An increasing number of locals are avoiding some of the difficulties of this method by using the *sustainer system* to meet their fund drive quotas, just as they use it to meet their local expenses. With this method a weekly or bi-weekly payment to the National Office becomes a regular part of the local's budget—not only during the periods designated for the fund drives but

for the entire year. When a fund drive begins, all of the local's payments since the end of the previous drive are credited toward its quota in the current drive, as are all subsequent payments made during the drive.

The sustainer system has several advantages:

- The local member is not approached for a special extra pledge; his or her contribution to the national organization is a regular part of the sustainer. This makes it easier for each comrade to plan his or her budget and evaluate his or her financial commitment to the YSA.

- The local also is able to see its payments to the National Office in closer relation to its over-all budget and financial functioning.

- Because payments are received during the entire year rather than just during the two fund drives, the National Office's income is regularized, making it easier to do efficient budgeting on a national level.

When a local goes over to the sustainer system, it obviously becomes necessary to raise the weekly sustainer income so that the money formerly included in the fund drive pledges can be included along with money for the local's work. This requires discussion in the local to motivate the change, and individual discussions between the financial director and each comrade to arrive at the necessary increases in regular sustainer pledges.

The amount of the weekly or bi-weekly payment to the N.O. should be periodically reviewed, along with the rest of the budget, to consider the possibility of increasing the amount of the payment. Even locals using the sustainer method may want to organize special fund-raising events during fund drives to supplement the regular payments.

For all locals, whether on the sustainer system or not, an evaluation of the fund drive quota and all other aspects of the local financial situation is an important part of every Tasks and Perspectives discussion. The necessary preparations for meeting the local's quota should be undertaken right away, along with the other preparations for the whole fall offensive.

If the fund drive is efficiently and consciously organized on the national, regional and local levels, we can be confident of victory in the campaign to raise \$36,000 by December 15 and to continue expanding all aspects of the YSA's work.

**RICH FINKEL**  
Fund Drive Director  
YSA National Office

**Without financial consciousness, there can be no revolutionary movement.**



# Regional Organizing Panel

*Editor's Note: The early fall regional conferences which were projected in the Organizational and Financial Report to the YSA National Committee Plenum (see The Young Socialist Organizer, September 2) are already taking place in many regions. The Greater Midwest, Northern California, and Southern California regions met over Labor Day weekend. The New England region will meet September 12, and the Pacific Northwest on September 19.*

*The National Office should be informed as soon as the dates are set for regional conferences. As mentioned in the report to the Plenum, a representative from the N. O. will attend each conference as an observer.*

*Arrangements should be made for tape recording the reports and discussion at these conferences, and a complete report, including either the tapes or transcriptions of them, should be sent in to the National Office as soon as possible. The Young Socialist Organizer will print material from these conferences as soon as it becomes available. We hope to facilitate as much discussion as possible this fall as the new forms of regional organization are developed around the country.*

*Beginning in this issue, we are printing excerpts from the panel and discussion on regional work held at the Socialist Activists and Educational Conference. The first two reports were presented by Rich Finkel, who was YSA National Field Secretary this spring, and by Bob Schwartz, who was one of the Ohio regional travelers.*



## **RICH FINKEL:**

I think that in any discussion on regional work, the first key thing is to assess the period we're in and the potential that is open to us in this area of work as in all our other major tasks. I think to set the right tone of what is facing us this fall not only in our regional expansion but also in the antiwar movement, the women's liberation movement, and so on, we have to recall the tremendous upsurge last May when millions of students were galvanized into the most mammoth strike this nation has ever seen.

The fact that there were meetings on hundreds of campuses involving hundreds of thousands of newly-activated students, and the impact that these campus upheavals had not only in mobilizing millions of college students but also in reaching out to hundreds of thousands of high school students and in spearheading the most massive mobilizations and demonstrations that we've yet seen in the antiwar movement, all point to what we can expect to be recurring this fall and in the future.

This fall we have to set ourselves the task of reaching these millions of new activists with a revolutionary socialist program. Our plans for regional expansion and coordination have to be seen in this light, and we have to project taking the fullest possible advantage of the historic opportunities before our movement.

## **HISTORY OF REGIONAL GROWTH**

Just a few years ago the regional work of the YSA was really limited to the national tours which were conducted as regularly as possible. Sometimes through the election campaigns we made gains in regional expansion, but it was all on a very minimal level. When I was in Cleveland doing regional work, I went

through some of our old files and came across a newspaper clipping from the DeBerry-Shaw campaign in 1964. Some of our comrades had gone down to Columbus, to Ohio State University, to present the views of the Socialist Workers Party campaign. The headline of the clipping was "Marxists Invade Campus." Comrades had been arrested and had been accused of trying to do the most fantastic things to Columbus, Ohio. Today, of course, we have an active local in Columbus which played a big role in the strike at OSU. The last Ohio regional conference was in Columbus. But that was the period when comrades talked about "trailblazing," and that was really what it was — even going into some of these major cities in the early sixties.

We began to make some of our first real gains during the 1968 Halstead-Boutelle campaign through taking the "Choice 68" referendum to scores of campuses. We were able to reach out significantly during that election campaign, as we will be again during 1970 and 1972. Following the Halstead-Boutelle campaign we saw expanded regional work on the part of some of the centers, and it became evident that if we did send a comrade out from a major center full time it had remarkable results. It's been in these past two years since 1968 that the YSA has been really transformed from an organization centered in several key cities to one with a breadth and scope which is far beyond any other radical tendency. As we'll hear on the panel, many of the branches and locals have been doing excellent regional work in relating our regional tasks to all our different areas of work.

We hope tonight to move into some sort of discussion on how we can further develop and extend our regional work. I think one of the reasons we are able to have a discussion like this with some very real substance to it is because we have consistently understood for the past period the increasing necessity for placing important emphasis on regional expansion. Our concerted efforts all around the country have really borne fruit. Close to 40 locals estimated (in forms sent to the National Office) that they had played key and leading roles during the May upsurge. Our regional growth is expanding. We have locals today in over 21 states in the country and at-large comrades in an additional 18 states. There has been a tremendous increase in our at-large membership; today we have close to 200 at-large comrades. But I think it's above all the events of May that showed the role our movement could play not merely in the centers but all across the country. The possibilities for our movement in the future in the realm of national coordination and real leadership for the entire student movement are worth seriously considering.

## **NEW PROJECTION**

In light of these increasing opportunities for the YSA in this area of our work, we hope to begin tonight some preliminary discussions on the proposal that the YSA National Executive Committee will be making on our regional expansion at the YSA Plenum. And we feel that by having a positive and productive discussion that we'll be able to go into the plenum and really arrive at the sort of program that can help us achieve the maximum benefits from our regional work. The key concept that we want to raise tonight and try to project is that the YSA and the Party can now really begin functioning as a vital regional movement, that we have to have the goal before us of not merely doing occasional regional trailblazing or occasional regional traveling but of really setting up the sort of structures that can allow us to function collectively on a regional scale just as we do on the local and the national levels.

One idea that we are projecting for this fall is the formation of regional coordinating bodies in all the regions. This committee would begin to allow us to take advantage of our regional growth and use the collective strengths of the whole movement on a regional scale. We're projecting that these regional bodies could be first called together in September. These committees would be open to all comrades involved in regional work throughout the area.

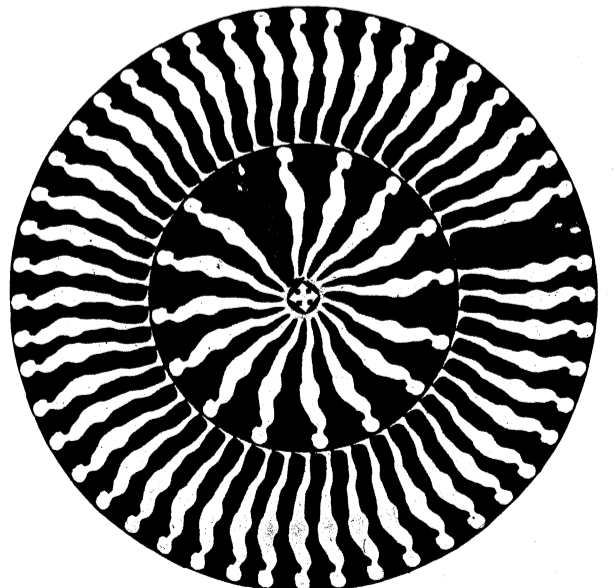
We project a regional committee composed of comrades from the field and center meeting on a monthly or semi-monthly basis. I would like to describe some of the tasks this committee could undertake and some of the opportunities that would be open to it. One of the first things we want to see coming out of the September meetings is a collective decision on the comrade to be the regional organizer for that region. We feel that regional work would no longer have to be limited to this comrade going to a new campus and trying to recruit. In some areas this regional organizer could spend a major part of his time going to the smaller locals, visiting the at-largers and helping many of these newer comrades get a better understanding of what the YSA is. We think that we can begin moving to a stage where we would have not only a functioning statewide or regionwide committee but a full-time regional organizer supervising the work of the YSA on a regional basis.

We also see the distinct opportunity for doing regional traveling not solely out of the centers. That is, as new locals develop, they should also do regional work. By just sending out cars we can, in coordination with the regional organizer, begin to take advantage of the hundreds and hundreds of campuses that we've never been to before.

It would be the responsibility of the regional coordinating committee we're projecting to ensure that the YSA locals in the region are carrying out their national responsibilities, that is, consulting with comrades on how the fund drive is coming in all the locals, coordinating our antiwar work on the statewide level, projecting regional women's liberation conferences, etc., and involving the comrades from all over the region in these projections.

Another aspect of expanding regional work is, of course, the finances involved. I hope that comrades will take the floor and explain some of the problems they've had in financing regional traveling and some of the ideas they have for raising money to pay for this work. But one idea we want to emphasize right from the start is that regional work is not just the responsibility of the major centers. Regional work is a collective responsibility, toward which all comrades in the region should contribute. The key responsibility and obligation for regional work in this period, of course, will still fall on the Party branches and the major YSA locals, but we think that in finances, as in all our areas of work on a regional level, we should begin trying to function as a team.

I think I will stop here, because I know there is going to be a lot of discussion on this. As a final generalization, I would say that we have to see our regional work in the coming period not as something separate from the other areas of our work, but as a key part of our antiwar perspective, our Third World work, women's liberation work, and of our fund-raising and sub drives. By moving to establish regional



coordinating committees we can take the first step toward setting up a formal regional structure for the YSA. We feel that taking this step in setting up regional committees this fall is an intermediate step to give us the opportunity to see how it goes and to help us begin developing the responsibilities which will enable the YSA to make this transition.

I think one thing we're going to see on all the campuses this fall is that, for an entire layer of students who were involved in the May upsurge, the idea of joining and building a revolutionary socialist youth movement has become a natural idea. And we're going to be the only ones this fall who've been able to analyze the events of May correctly and project a strategy for the revolutionary transformation of American society.

#### BOB SCHWARTZ:

I hope that comrades have had a chance to read the report Sandy Peck and I wrote in the August 19 issue of *The YS Organizer* because it sums up pretty well our experience as regional travelers in Ohio. Ohio is the largest of the regions in terms of the number of locals, and we learned a number of things from our experience. As the region developed during the last three semesters, we learned some valuable lessons, especially during May.

#### LESSONS OF MAY

In most of the Ohio locals, YSAers on the campuses were leaders of some sort in the strike. In some places, the YSA local practically provided all the coordination for the strike. But one of the problems we encountered was that the regional center in Cleveland did not know about any of it until afterward. We had very little idea in Cleveland what was going on in the other locals because we were tied up with our own activity, and we weren't able to devote the needed time to coordinating activity throughout the region. That's one of the things it will be very important to overcome in the next crisis situation like May; you want the locals to be able to function in a coordinated fashion.

To give you an example, three fairly small liberal arts colleges in northern Ohio played a significant role in the strike on a statewide basis. One was Oberlin, where we had a local; we had no locals or contacts at the other two. If we had had locals on all three campuses and if we had been in close touch with all of them, it would have been easier to have a major impact on the strike. It's very necessary for us to develop that kind of coordination as the number of locals and at-largers increases.

#### REGIONAL CENTERS

Rich touched a little bit on what a traveler can do. We found that that it's not possible to do the right kind of coordinating job if you just depend on the regional travelers because you can't operate something like this out of the trunk of a car. What is probably going to be necessary is at least one person, maybe a couple of people assigned to regional work in the center. They don't necessarily have to be full-time, but this would have to be their main political assignment. They would take care of things like the production of the regional newsletter, mailings, consultation with the traveler and with the locals the traveler is not visiting at that point, making arrangements for meetings and so on.

#### REGIONAL WORK AND THE MASS MOVEMENTS

The new regional set-up should make it possible to carry out regionwide activity in areas like antiwar work or women's liberation. For example, it's quite likely that we will want to initiate in the Ohio region some sort of statewide conference on opposition to the abortion laws and see if we can't develop a statewide movement for free and legal abortions. The opportunities for doing more things of this kind in the antiwar movement, the Black liberation struggle and other areas of mass work will multiply as the regional set-up evolves closer regional communication and tighter regional coordination among locals.

#### REGIONAL WORK AND EDUCATION

One very important function of the regional traveler and the whole regional arrangement will be internal education. By providing the resources, sending out somebody who can give a couple of educational classes to each at-large area and each local, the centers can make available to new comrades and comrades in smaller locals some of the benefits previously accessible only to YSAers in areas where there is a Party branch.

In Ohio, we set up sort of an "extension division" of our summer school this summer. We taped the Cleveland summer school classes and sent the tapes around to Columbus and Cincinnati. In both places the comrades set up classes where they would listen to the tapes and do the reading. It should be possible to do the same kind of thing in all of the regions for those comrades in locals or areas where there is no summer school, comrades who cannot get in to attend the summer school at a branch or another local.

#### REGIONAL WORK OF EACH LOCAL

Now I want to stress the importance of local regional work. In *The YS Organizer* (August 19) there were two articles, one by Duncan Williams and one by Rich Green, from Yellow Springs and from DeKalb. The titles, "Small Local Regional Work I and II," were misnomers. That should be "Local Regional Work I and II." There is no reason why every local, including the center locals, cannot carry out that sort of activity: sending people out one, two, or three times a week to set up literature tables, to sell *Militants* and *ISRs*, to speak, to set up other speaking tours, to sell subscriptions to *The Militant* during the first couple weeks of school. This is the sort of thing that can free up the regional organizer to spend more of his or her time organizing and consolidating the YSA in the region, helping locals to organize their finances, helping with education and helping to coordinate regionwide activity in the mass movements. Even in regions where the organizer will have to do a certain amount of this other kind of activity there is a law of natural science that says he or she can only be in one place

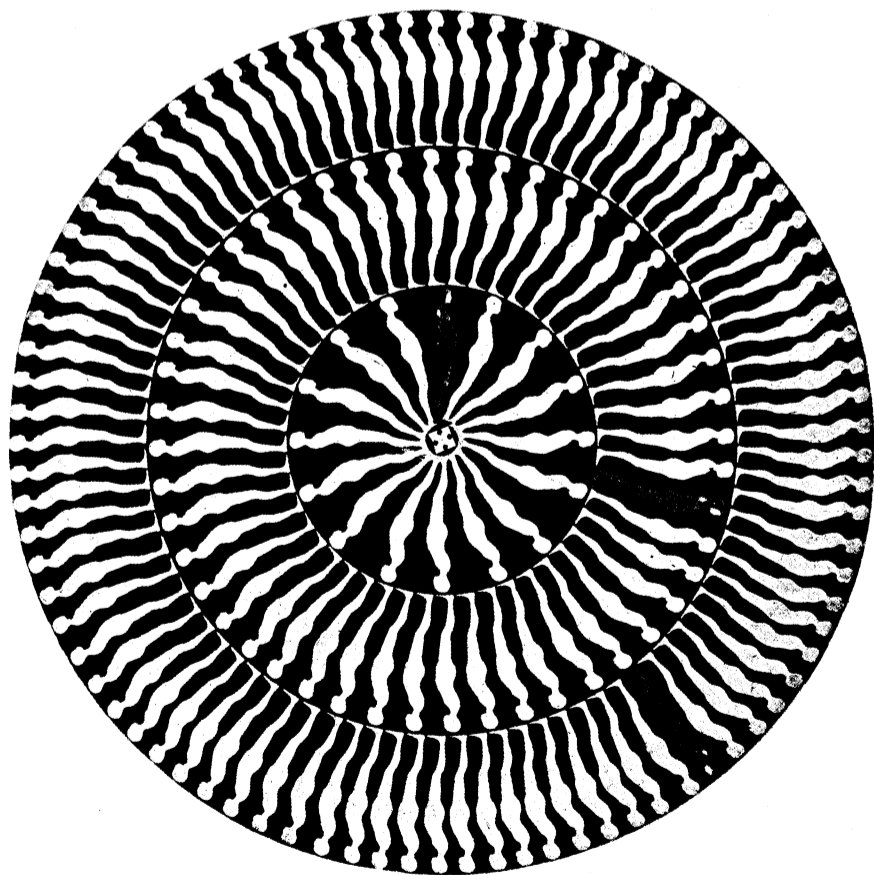
at one time. Any local can help augment what the organizer does. All you need is a car. (In fact, you don't even need to have a comrade in the local with a car; you can borrow a car from a sympathizer. If you can't get a car, you can take a bus.)

#### REGIONAL WORK AND FINANCES

Last year in Cleveland we considered discontinuing regional work because we didn't see how we were going to be able to pay for it. Well, that's just not an alternative we can consider. The opportunities which exist for recruiting and building our movement do not allow for neglecting this work, or for putting it off until we are in better fiscal shape. It is simply necessary for all of the locals and at-largers and Party branches to allot a certain amount of money to finance regional work.

Now it is possible to make regional work break even, especially if your traveler is an exceptionally gifted person at exploiting every conceivable source of income. I suspect that, especially if a local is just getting started, this is not going to happen. However, the cost of regional work can be considerably reduced for any local, even if it doesn't quite break even, by taking advantage of honorariums for speaking engagements. The traveler should have a speech prepared, and the tour should be planned well in advance so that programs can be scheduled in the areas visited. You can get anywhere from \$25 to \$75 with little difficulty at most schools.

The Columbus local had the best luck doing this. They were able to get \$350 from Capital University. They gave Sandy \$200 just to go around and talk to classes for two days—and Capital is the school where the students voted to keep ROTC—so you see it can be done. We didn't have any comrades at Capital at that time either; this was arranged for by the Columbus local based at OSU. You don't want to underrate what you have to say because all of these campuses are willing to pay—they expect to pay—for any kind of speaker, and they are all willing to pay an honorarium or an exorbitant transportation fee. You just have to find out who it is that one must talk to in order to get it.





# young socialist the organizer

A BI-WEEKLY ACTION PUBLICATION OF THE YOUNG SOCIALIST ALLIANCE, A MULTINATIONAL REVOLUTIONARY SOCIALIST YOUTH ORGANIZATION.

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## The Column

The August 19 issue of *The Young Socialist Organizer* stated that the next issue, to be dated September 23, would be postponed several weeks so that the staff could take a vacation. Contrary to that prediction, we found it necessary to publish a special conference supplement containing a number of important reports which arrived too late to appear in the August 19 issue and to publish a September 2 issue containing the initial articles on the fall sub drive and fund drive campaigns, as well as the Organizational and Financial Report to the YSA National Committee Plenum of August 16-17. We also felt it was essential to get the current issue out as soon as possible.

\* \* \*

Many comrades bought copies of the special conference supplement in Oberlin at the Socialist Activists and Educational Conference.

Some locals, however, did not receive enough copies for every member. These locals should order the copies they need from the N. O. The supplement includes articles on building the campus fraction, on building the high school fraction, strike reports from Chicago and Boston, a women's liberation report from Austin, a report on recruitment and consolidation of YSA cadre from Boston, and a report from at-large members in Utah. Each copy costs 15 cents.

\* \* \*

Many YSA locals and individual members may want to order subscriptions to *Rouge*, the

French-language publication of the *Ligue Communiste*, French section of the Fourth International. These can be ordered from Boite Postale 201, Paris 19, France. Write for subscription rates.

\* \* \*

The National Office does not have enough copies of the earliest issues of *The YS Organizer* for binding purposes or for the files. Locals with any extra copies of the issues dated March 18, April 1, April 15 should return these to the N. O. for credit on their *Organizer* bills.

\* \* \*

At the August plenum, there were 56 locals of the YSA. Now there are 60! The four new locals are Albany, N. Y.; Dallas-Fort Worth; and two new locals in Boston. The fall campaign to expand the YSA is off to a good start.

— EDITOR

LOCAL OR AT-LARGE AREA	
	NUMBER OF COPIES
FOR YSA MEMBERS	_____
FOR NON-MEMBERS	_____
TOTAL BUNDLE	_____