

PROPOSAL
CIVIL RIGHTS INFORMATION SERVICE

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STATEMENT OF PURPOSE
CIVIL RIGHTS INFORMATION SERVICE

This project is an attempt to correct the major communication problems of the civil rights movement with a single effort, a single organization, that would operate as a clearing house for public information concerning the civil rights movement. Civil Rights Information Service addresses itself to the three major problems in this field with practical solutions and development of new techniques. It therefore is dedicated to efficient and economical satisfaction of need.

The three problems to which we commit our efforts are these. First that the area of dominant or "white" opinion is in the main apathetic and poorly informed about the varied demands being made by Negroes today. The second problem is that the U.S. Negro, though aware of a growing sense of solidarity among his fellows, has no reliable source of information as to the progress of the civil rights movement, nor is he exposed to any detailed accounts of action in other communities. The third problem is in the present sources of information. Through an organized effort to reach editors, librarians, and writers, we will be able to keep these people informed and supplied with material at times other than at the height of demonstrations. Also, we realize that part of this problem lies in the use of archaic techniques of news reporting. We shall continue our development of news gathering techniques more consistent with current social needs. It is hoped that the media themselves will adopt the practices that we initiate and refine.

STATEMENT OF GOALS
CIVIL RIGHTS INFORMATION SERVICE

The goals of Civil Rights Information Service explained below are predicated on actual need for such projects and a certainty that they can be in full function before the coming summer. It is probable that we would go into other areas of service, but under no circumstances would we commence a project at the sacrifice of one already under effort. Nor are we willing to stray from our purpose. As a matter of principle we will develop a project to the fullest before establishing any additional services. The priority of projects is below:

1. An audio news service to Negro radio stations that will give daily reports of civil rights activity and regular, deep accounts of the progress toward equality in both the urban North and South.
2. An accurate and current index of where information about the civil rights movement can be obtained, the channels for getting it, and a digest of the three hundred pamphlets and papers available with an index and cross index of that digested material. This would be mimeographed and bound looseleaf. We would mail it to perhaps five hundred newspapers, magazines, libraries, and church leaders. It would be brought up to date bi-monthly.
3. A library of films concerning civil rights that would be aggressively distributed to churches and civic groups. We will develop distribution channels with a film we now have near completion that explores the Chicago school boycott and its effects.
4. An information bureau that keeps on top of the daily action of the civil rights movement. This would function to make it easier for magazines and newspapers to cover all aspects of the movement by being something like a press relations office, yet remaining clear of any bias. This project would send a daily notice of current civil rights action over the public teletype system.
5. A system of distributing the less sensational, yet newsworthy, photographs of the movement to television stations and newspapers. It is hoped that a well rounded library would grow out of this.
6. A library of audio material for FM stations and church groups that produce radio documentaries.

7. A mailing service for churchmen, neighborhood groups, and citizens interested in obtaining pamphlets, books, and films.

Clearly these various projects are complimentary, yet they demand the effort of an independent, well-coordinated organization. The large scope that they share is what makes them in demand; and it is that demand that makes them necessary.

PROGRAM OF DEVELOPMENT

CIVIL RIGHTS INFORMATION SERVICE

We are committed to organizing a tax exempt, non-profit institution operating as an independent source of educational information concerning the civil rights movement. We will be staffed by those eager to make a direct contribution to the political peace of the nation at some personal sacrifice. The problems of developing such an effort are three: 1) a trained, dedicated staff; 2) equipment and techniques that are both reliable and economical; and 3) large scale financing. The first two problems have been solved in principle and in fact. So, they will each be expanded upon before giving a more detailed report on the money situation.

Staff members will work in a particular area, or field, of our operation for which they will have full responsibility. As many as is practical will sit on the Board where a monthly evaluation of their work is made. Thirty two people have asked to work for this project as a result of Mr. McNamara's travels to seven cities where recruitment efforts were made. The initial staff of six has been established, and most of this said staff are now working. The lack of funds for any salaries makes any organized effort impossible.

Equipment for the project is being engineered as a part of normal research and development procedures by large companies interested in new information distribution procedures. Bell Telephone, Western Electric, Ampex, Accoustech, Boom Electric and Gestetner have cooperated so far. This has happened despite the fact that we haven't had the money to incorporate. Illinois Bell and Ampex have provided legal help in several instances.

The vital ingredient now is money. Since it is also a long range problem, perhaps it is best to discuss it in reverse. A year and a half from now the project will have been established well enough to have its value recognized by a large segment of the so-called leadership community. It will, therefore, be possible to raise the necessary funds in many ways. Best would be to get a large annuity pledged by the Ford Foundation. Second to that, it would be possible to hire a fund raising firm to make a national appeal, much like the United Negro College Fund or the NAACP Legal Defense Fund. The latter is less desirable because it requires the establishment of our service as a "name x", and this can cause useless conflict. To get to that position will require a single large grant for one years operation. It is our feeling that the Council for United Civil Rights Leadership should thus function. Three of the six major members of that body agree with us in this. There is also substance to the possibility that the Field Foundation might grant us this one hundred thousand dollars. The problem, therefore, that we are now faced with is how we might finance three to four months operation that will demonstrate our capabilities. For this we need nearly fifteen thousand dollars and a group with tax exempt status that will receive funds until the Treasury grants our own status.

There are, of course, other possibilities. However, at present this is the clearest course for us to steer.

BUDGET FOR THE OPERATION OF THE AUDIO NEWS SERVICE AND PAMPHLET DIGEST

CIVIL RIGHTS INFORMATION SERVICE

INITIAL EXPENSES

Rental Security	\$	100
Insurance		400
Lawyer's Retainer		300
Incorporation Fees & Expenses		100
Phone Installation		148
Office Furniture		100
Carpentry, Electrical Work, Etc.		225
Office Supplies		300
Film Production		2000
Audio Equipment Purchase		700
2 tape decks		
2 preamplifiers		
2 monitor meters		
tape erasing machine		
splicer		
2 head phones		
patch panel and cords		
amplifier		
2 speakers		
miscellaneous supplies		
Audio Equipment Installation		175
		<u>\$4,548.00</u>

MONTHLY EXPENSES

Rent	\$	110
Salaries		800
Office Equipment Rental		100
Building Maintenance		40
Audio Equipment Maintenance		20
City Travel		140
Phone		600
Teletype		120
Recording Tape		80
Mimeo Paper & Supplies		30
Postage Meter Rental		20
Postage		85
Miscellaneous Office Supplies		150
Travel		300
Accountant		75
		<u>\$2,670.00</u>

4 Months \$10,680.00

\$10,680.00

4,548.00

TOTAL \$15,228.00

ONE YEAR BUDGET
CIVIL RIGHTS INFORMATION SERVICE

INITIAL EXPENSES

Rental Security	\$ 250
Insurance	400
Lawyer's Retainer	300
Incorporation Fees and Expenses	100
Electricity Deposit	50
Phone Installation	148
Phone Deposit	500
Teletype Installation	65
Teletype Deposit	200
Office Furniture	400
Carpentry, Electrical Work, etc.	750
Office Equipment:	
2 Electrical Typewriters	350
2 Mechanical Typewriters	250
Mimeo Machine	400
Postal Scale	25
Miscellaneous	450
Office Supplies & Stationery, including mimeo and teletype paper and supplies	1,500
Magazines & Newspaper Subscription (1 year)	2,600
Membership in publicity organizations, Press Club, City News Bureau, etc.	450
Automobile	2,800
to adapt for film crew use	225
Film Equipment purchase	
2 Projectors	700
Rewinds, Splicer & maintenance equip.	75
Film file and mailing cans	65
2 Movie Screens	250

Initial Expenses (Contd.)

Audio Equipment Purchase:

2 Tape Decks	\$ 600
2 Preamplifiers	300
2 Monitor Meters	50
Tape Erasing Machine	10
Splicer	10
2 Head Phones	30
Patch Panel & Cords	150
1 Portable Recorder w/batteries	450
1 Portable Recorder, power operated	650
Amplifier	150
Turntable	100
Speakers (2)	200
Tape	200
3 AM Radios	100
FM Tuner	150
Miscellaneous Supplies	250

Audio Equipment Installation

350

Total Initial Expenses \$17,053.00

SALARIES

5 People @ \$4000 a Year (Chicago subsistence) \$20000.00 a year

Miscellaneous part-time people \$5,000

FILM PRODUCTION:

For Film Crew (separate budget) \$18,000.00 min.

MONTHLY OPERATING EXPENSES

Rent	300
Heat	75
Maintenance of Building	180
Auto Maintenance	40
Auto Gas, Oil, etc.	100
Business Machine Maintenance	25
Audio Equipment Maintenance	40
Visual Equipment Maintenance	25
Phone	800
Teletype	120
City News Release Charges	40
Recording Tape	92
Mimeo Paper & Supplies	30
Postage Meter Rental	20
Postage	85
Miscellaneous Office Supplies	150
Expenses for Delivery of releases, attending meetings, etc.	500
Accountant	75
Lawyer	200
Emergency Fund	300
Total	<u>\$ 3,197.00</u>
For One year-	\$38,364.00