

## Community Relations Department

The dramatic change in tempo and momentum of the civil rights movement during the past year represents a real challenge to those charged with interpreting CORE. There is undoubtedly a tremendous growth of concern and interest. However, much of this interest is relatively uninformed. This is true on every level.

We have the responsibility of moving the public. To do this we must also reach the writers, and analysts who are themselves only partially aware of our aspirations, our history and our methods. These are the ones only dimly aware of the unique function of CORE as a militant, interracial, national, nonviolent direct action organization.

We must also reach specialized groups such as student, church and union. Many of these groups have participated in CORE action and with increasing understanding can be still more useful in our common work.

### Baldwin Tour

To reach these publics we have used a number of methods during the past year. One of the most successful from every point of view was the three speaking tours made for us by James Baldwin. It was a real tribute to CORE that this major literary figure of our time was willing to give so much of his energy and talent to us. In October, he addressed enthusiastic student and faculty groups in Cornell, Harvard, Brandeis, and M.I.T. In January he gave us another week and toured New Orleans and North Carolina. Then in May he spent 10 days in 9 cities on the west coast before every type of group. These tours did a great deal to raise our prestige, to spread the message of CORE action, and to involve more of the community in our work. It also served to alert the press and the nation to the depth of the reaction against "gradualism." We plan other such tours by leading figures.

We are also developing a committee of correspondents. These are individuals in metropolitan areas who can be quickly mobilized to write letters to the editor on key issues.

We are increasing our work with radio, TV, and magazine writers and editors. Life, Look, Redbook, The Evergreen Review, and Esquire have done or are doing articles on aspects of CORE activity.

Films: The three films we have in stock continue to be widely rented. We are now expanding our film library to include the recent Eyewitness account of the demonstrations in North Carolina, the James Baldwin - Kenneth Clark interview, and up-dating of Freedom Ride. These films are especially useful in rural areas of the South.

Literature: The CORElator still is the major vehicle for interpreting CORE work around the country. The circulation is now over 65,000 and it continues to grow. Now that we have received a second class permit and no longer use envelopes (except in southern states) we can produce and mail a six or eight page issue for less than it formerly took for a four-pager.

We published 75,000 copies of Justice? This 33-page booklet describing the use of police dogs, police brutality, and judicial arbitrariness was widely read. Statesville, City of Progress detailed the work of the Freedom Highways campaign at Howard Johnson in one North Carolina community. Civil Rights, Northern Style is a reprint of the Ebony article on the work of Brooklyn CORE in fighting job discrimination at the Ebinger Bakery chain. Other newspaper articles were reprinted in more limited quantities.

Associate Membership: 28 chapters have indicated that they are participating in this major effort to secure wider support. However, most of the chapters have not yet reported and it is difficult to adequately evaluate the results. However, it does seem that we shall have to give more staff assistance to the chapters if the full potential is to be realized.

Fund-Raising: Our total income for the year was approximately \$525,000. In CORE we have two major categories of fund raising: direct mail and special. Direct-mail consists of (1) Membership maintenance--appeals to the list of national associate members for support, and (2) membership recruitment -- appeals to those on outside lists to join in support of CORE. We continue to do well in both categories.

Membership Maintenance: Contribution from our own list totaled \$211,000 during the year. This is the largest figure ever and exceeds 1961-62 by \$16,000.

Membership Recruitment: We sent 505,387 appeal letters to outside lists during the year.\* However, the CORE list grew from 45,000 to 61,000 during the year. Contributions from new contributors total \$104,000. The previous year our income from new contributors was \$78,000. While CORE membership continues to grow, it is growing at a smaller rate. This is one of the reasons for the associate membership campaign (results of this are not included in this year's report).

<u>Year</u>	<u>Members</u>	<u>CORE Membership Growth</u>	
		<u>Increase Over Previous Year</u>	<u>% Increase</u>
1962-63	61,000	16,000	36
1961-62	45,000	19,000	73
1960-61	26,000	11,000	73
1959-60	15,000		

Special Fund Raising: Last year's annual report indicated that special fund raising was both an opportunity and a danger. This has been borne out. In those special fund raising events planned by the national office we continued to do well. The Baldwin tours brought us almost \$20,000 and the art show and sale more than \$30,000, and the other special events did well. However, we did not sustain the high level of income from parties and benefits given by supporters across the nation. This kind of income is subject to the widest fluctuation because of the publicity of the moment.

This year we received approximately \$42,000 from the trade union movement. This shows a continued increase over past years. We believe that it is possible to continue to increase the amount received from the trade union movement. Income from churches is disappointing to us and to concerned church people. We have under-taken a program of greater interpretation of CORE work to church related publications. It is hoped that this will produce some results in terms of program and income during the coming year.

Holiday Card income was just over \$43,000 this year. This is a decline from the previous year. The decline is attributable to late mailing (because of lack of funds), the Cuban crisis, and carry over of slow moving cards. We expect a significant improvement this year.

Direct mail costs are being cut to compensate for increased postage rates. However, we cannot decrease the total amount of direct mail solicitation if we are to continue to grow in size and effectiveness. We must also increase the range of special fund raising projects.

The department could not possibly have been so effective without the assistance of many volunteers such as Jim Peck, Charlotte Devree, Will Chasan, Val Coleman and Dick Barnett.

\*This is an increase of less than 80,000 over the previous year.