

JOB DESCRIPTIONS:

Mary E. King

Communications

Most of my work is the traditional work to be expected in a Communications office.

What I have been doing that is somewhat new, is to attempt to centralize and systemize general photography, audio work, and publications efforts within the Movement, in this office.

This is what I have been doing in connection with this attempt, in outline form:

SYSTEMIZE PHOTOGRAPHY

Establish a near-complete file of basic photographs - for historical purposes, but mainly so Communications has easy access to necessary documentary photographs for our stepped-up publications.

Start toward a file of contact sheets by staff members who have cameras e.g. Clifford Vaughs, Casey Hayden, Julian, Gerald Bray, etc. This helps to lay the ground work for the time when we will have a functional program of staff who serve solely as project reporters.

Exhibits by Danny Lyon, and the posters he is working on, are distributed through my desk. Danny has - roughly speaking - been using me as his liaison and the office person responsible to him.

Quality photographs for promotional use are handled through my desk.

Requests from newsmen and staff for photographs come through my desk. I have handled distribution of pictures for SNCC needs, and refer professional requests for pictures by Danny or Norris McNamara to them.

Another function of the file is so we can better document police brutality as such, for whatever the need.

SYSTEMIZE AUDIO:

Incoming reports from the field are taped, usually by me, for use by radio, also for documentary and historical purposes. I am trying to work out a formal means of filing the tapes - so they will not and can be easily located.

Editing and getting the tapes out to the radio stations has generally been done by me, with help from whomever happens in who can help.

As we get radio stations to take our stuff, we can get up a good file of solid radio contacts who will use our audio material. I have set up a tabulated card file of our "solid" contacts. We now have 27 radio stations in Atlanta, Boston, Chicago, New York, Rochester, Pittsburgh, San Francisco, and Washington and Philadelphia, which will take our stuff over the WATS line and use it, as far as we can ascertain. The groundwork for getting up the file and establishing relations with stations was through Friends groups in three of those cities. Other help in establishing relations has come from Jim's contacts, and Rob and Norris McNamara.

I also set up live interviews with - for example - John Lewis, or staff just into Atlanta from a trouble spot; and do some setting up of radio interviews from the radio station to the field. Also: taped interviews are sent out, by the WATS line.

I handled the distribution of the Gadsden tape on police brutality done by Ptolemaic Enterprises and gave some help on rewrite of narrative for the tape.

ATTEMPTS TO CENTRALIZE:

Because of the increasing number of pieces being written by SNCC staff or former staff for publication, or being written by non-movement people about SNCC, I have tried, informally, to centralize these efforts. There are several problems involved in this, which cannot be enumerated here (I am writing a working paper on this). Most specifically, I have tried to make it convenient for all requests for background material, back press releases, field reports, pictures, etc. to come through the communications office so someone in the movement has an idea of what is being done. And also there will be a check against our records going out indiscriminately to all who enquire.

At present, all such requests, and all offers of people to either write about us or film us, are channelled through communications, and I then route them or have them approved by Jim or Julian before anything is sent out. In this way, we now somewhat of an idea of what's being published--in independent or, as is more often the case, collegiate or leftist student periodicals.

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The substance of my work, as already indicated, is rather standard for a communications office. Much of my work, if not all of it, is supplementary to Julian and subject to his approval. This may be broken down roughly as follows

GENERAL NEWS GATHERING:

Taking down special reports of news value from the field, by written report or tape.

Assembling a file of resource material for future publications use - including news clips, SRC reports of interest, CRC publications, etc. - affidavits on brutality, job loss.

GENERAL NEWS DISTRIBUTION:

Writing copy for : THE STUDENT VOICE, news releases, occasional help providing material or copy for speeches, articles, etc. by SNCC staff. I would estimate that I write just less than half of the copy for VOICE and releases, Julian does rest. I also help with proofing, etc.

Writing the : Special Report on Americas, Mailing on Birmingham, Special Report on Selma, working with Prathia Hall to write Selma Pamphlet.

Layout of:(for example) New Republic reprint; Recruitment brochure for the Selma Literacy Project; Freedom Ballot mailing

Special gathering and distributing of news information for: Friends groups (e.g. staff biographies for fund raising on the basis of an individual worker, memo on federal intervention, etc.). National Student Association College Press Service doing features on a specific area, liberal senators, and representatives, people doing films, pamphlets and articles, northern visitors, e.g. Shirley Smith of National Womens' Comm. on Civil Rights; Dorothy Height

Phone calls - to the standard news media, wire services, Friends groups (working with Dinky on this), college dailies - which naturally go with communications

As enumerated above - distribution of photographs and taped statements when crises occur

Visits with visitors to office who want special angles from the Communications point of view

MISCELLANEOUS:

This would include: correspondence that normally filters into a communications office. I seem to have become a sort of liaison with womens' groups who make inquiries

trying to keep a thorough file of all that goes out of this office; help with design for new button and proposed bumper sticker, drafting of telegrams, etc.

FUTURE:

I have begun assembling materials for the following projects:

1. An internal publication for staff members to come out approximately monthly, mimeographed, containing such things as : Negro history (or lesson plans on teaching Negro history); "how to set up a project library"; the McNamara directive and what it could mean to SNCC; implementing agricultural programs and retraining things like MDTA, ARA, RAD, ASCB, cooperatives, credit unions; hints on photography (Danny and Norris are drafting a thing now); most of this stuff is already on hand or could be obtained easily. All that is really required is editing and mimeographing. Hopefully this would become a vehicle for getting more staff to write for staff and would encourage sound record keeping.

2. A "Know Your Rights" pamphlet - a la SNCC - what to do when you go to trial without a lawyer, what rights when arrested; several things like this have been done. They need modification and editing and then we are ready to go.
3. A simplified pamphlet on The Vote - perhaps geared to the hows of organizing as well as detailing significance of the vote.

PERSONAL TESTIMONY:

I enjoy this work, see great potential for SNCC in getting good and better propaganda out - and improving record-keeping - and want to continue.

I would appreciate open criticism of how I work, the quality of what I do, and how I jive with the master plan.

I could work better, I am convinced, if I could occasionally take off a couple of days.

Blessed be the tie that binds, tra la...

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SOUTHERN CAMPUS COORDINATION: A WORKING PAPER

ROBERTA YANCI

THE JOB:

The present tasks of the Coordinator are: to introduce Southern students to the movement and to clarify for them the goals and beliefs of SNCC; to keep them informed about SNCC's day-to-day activities; to suggest ways of dealing with problems centering around civil rights and academic freedom, and to offer SNCC's support for their activities; and to recruit support and workers for the movement.

Contact via mail, phone, and campus travellers have been made with 64 colleges. 45 Negro....19 white. Campus visits have been made in the following states:

North Carolina	4	Alabama	3
South Carolina	5	Louisiana	3
Florida	2	Texas	4

The mailing list now includes approximately 300 contacts from 15 states.

THE METHOD:

All persons on the Southern contact mailing list have received special press releases, THE STUDENT VOICE, information about the Thanksgiving Conference, and SNCC posters (as of December 23). A revised version of the pamphlet for Southern students, "The Movement Needs You" will be ready for mailing by January 4, 1964.

All mail from Southern contacts, except SNCC staff is answered from the desk of the Southern Coordinator. The usual requests are for literature about SNCC, the film, or records.

The contact list has been expanded through new names on incoming mail, names submitted by established contacts, and campus travellers.

PROSPECTUS:

In its present stage, the movement should be viewed as no less than a supplement to academic training, and should have a status on campuses at least equal to that enjoyed by such projects as Crossroads Africa or the Domestic Peace Corps. It is important for students to see SNCC in its proper perspective as a society building force.

This project needs 4 people travelling full-time with the goal of recruiting 5 potential workers from each campus visited. They should attempt to elicit faculty and administrative support, and be very conscious of the image which is projected to students. (for example: dungarees should not be misconstrued as an act of beatnikism, rather students should understand the role that such dress plays in the movement.)

Literature, records, films, and pins should be widely distributed on campuses (with discounts on items to be sold when this is necessary). Since the STUDENT VOICE is being published weekly, items about activities on Southern campuses should be included regularly.

The names of key contacts and information about student activities should be forwarded to Atlanta promptly, so that good contact can be maintained. The possibility of setting up small workshops should be kept in mind, especially for areas where there is new student activity or those which seem particularly ripe for action.

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JOB DESCRIPTION: NORTHERN COORDINATOR

DINKY ROMILLY

The job of Northern Coordinator is, by now, rather well defined--both in terms of what the job actually involves, and also in terms of what it should involve. The main functions of the job at present are:

1. Communicating with the heads of the Friends of SNCC groups around the country. This includes the area Friends groups, the campus Friends groups and what I call active people, i.e. those who do not actually have an organization connected with us or who are active in some local organization but who spend considerable time pushing our programs and raising money. These people are the core who keep SNCC going financially and who render invaluable assistance in putting our story before the nation.
2. Helping people who are somewhat aware of SNCC become more familiar with our work and keeping them up-to-date on policy and program. This includes giving them ideas on how to evolve programs in their communities or campuses so as to involve more people.
3. Arranging speaking tours for SNCC representatives.
4. Answering all general queries as to the work of SNCC, "the status of the civil rights movement in America today," "the feelings and problems of the Negro," specific kinds of information for college and high school papers, etc.
5. Supervising the sending of those who support us financially.

I would say the job is primarily interpretative and educational. It is unfortunate that the time consumed in answering letters, getting out material, keeping track of SNCC representatives on tours, selling buttons, records, and books, organizing the film schedule, discussing organizational and political problems with the Friends groups, seeing that the mailing lists are kept up-to-date, does not allow for adequate handling of any of these jobs, nor does it leave time for initiating programs. The field secretaries who go on speaking tours are constantly making new contacts and I consider it unfortunate that I have not been able to follow these up properly. Just getting the new names on the mailing stencils often takes so long that I feel the initial interest must have somewhat cooled by the time these people hear from us. Many good ideas for new fund-raising gimmicks must go by the board for lack of time to carry them out. Much of the correspondence and details which fall on Jim's shoulders could be handled by the Northern Coordinator, freeing him for contact with the field and for more time to write.

I am hoping that the Staff Coordinator and the Executive Secretary will agree to add another person to this department. Betty Garman, head of the Bay Area Friends of SNCC, will be coming to Atlanta in February if her application is approved. I would like to request that she be allowed to work with me.

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JOB DESCRIPTION

JULIAN BOND

As head of the Communications department, I oversee production and distribution of all materials relating to publicity that leave the Atlanta office.

This involves: press releases reprints
 STUDENT VOICE fund appeals
 promotional literature leaflets
 tapes photographs
 and other materials

Working under Mary E. King Sanford R. Leigh
 my direction are: Mark Suckle Ed Nakawatase

It is my job to: hand out assignments for writing press releases,
 STUDENT VOICE stories, other literature;
 supervise printing (or mimeographing), layout
 distribution and mailing of communications mater-
 ials; originating press releases and stories for
 the STUDENT VOICE; correspond.

A typical week involves:

Monday: insure that STUDENT VOICE is correct, proof-read the
 last time, make sure printing and mailing schedules
 are ready and workable;
 Tuesday: make sure bulk shipments of STUDENT VOICE are going out;
 Wednesday: press releases that are generally timeless (we try to
 send out others as events happen);
 Thursday: begin STUDENT VOICE;
 Friday: more STUDENT VOICE;
 Saturday: write STUDENT VOICE;
 Sunday: get STUDENT VOICE copy set.

This work week schedule does not include talking to field people when crises occur, correspondence, press releases that may go out during the week, talking to newsmen, talking on WATS line to newsmen, using our tape set-up to give information to radio stations, etc.

The quality of the work presently put out by the communications section would be - and will be - improved if the following steps are taken:

get a full time helper for Mark Suckle;
 get field staff to send in more "feature" type news as well as facts and figures;
 get a staff photographer.

The communications section needs to consider - as does the Executive Committee and staff - enlarging the STUDENT VOICE to tabloid size and increasing the number of pages and coverage.

We are now working on increasing the quality of our news releases, both in content and appearance.

We are able to have in the mail 500 press releases about an event within three hours after we know all the facts concerning it. However, we need to in-

crease our content and coverage, not our speed.

We would like to do more "DANVILLE, VIRGINIA" type publications. One on Selma, Alabama is in the works now.

We use the WATS line extensively, and are able to tape conversations from the field people and play them back to radio stations across the country in a matter of minutes.

We need to work more closely with field people, to encourage them to write more. We need to write more ourselves, for external publication as well as internal distribution of our own thoughts.

We need a full time person to work on stencils that contain the addresses for the STUDENT VOICE list.

We need to be assured that field people are distributing the VOICE in the communities where they work-

We need to think about the possibility of a separate VOICE staff - if expansions warrant that - and machinery for decreasing the "last minute rush" we always spend on the VOICE.

We need a darkroom of our own - the past two weeks have proved especially frustrating without Danny Lyon here to print pictures for us.

We are developing a file of photographs from each area where we work, and a file of pictures of staff members.

We are also developing a file of information and pictures that could come in handy when and if the VOICE expands.

We need to return to last summer's conception of project reporters (while some project heads are adept at reporting events, others are not) or perhaps hold regional workshops in communications for staff members in the field.

In short, we need to increase our activities, our output, and to carry on!

Respectfully submitted, HJB

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JOB EVALUATION

SANFORD R. LEIGH

The following is submitted in response to your directive.

PRESS RELEASES

1. I do not take information regarding news releases since I do not answer the phone. However, am willing to ascertain fact if directed to do so. But I'm sure you're not interested in what I don't do.
2. I cut stencils, run the off on either the mimeo or the offset machines in the other building (if available and/or wanted), and, finally, prepare them for mailing. The latter, of course, is done with volunteer help.
3. In cases where news releases are to be done by phone, I use Mary King's index file to contact various radio and television stations over the WATS line. After giving a brief summary of pertinent information (I have declined, however, to make policy statements or personal analysis of the release), I play a prepared tape for the use of the media involved. This is usually recorded on their "beeper" system.

THE STUDENT VOICE

1. In most cases, the editing, proofreading, and final typing of prepared articles for publication in the VOICE are done by me.
2. I assist in the preparation for mailing of same (stuffing, stamping, etc., if need be).
3. In the planning stage is a series of articles, authored by myself. This series will comprise short studies of the various SNCC projects and personnel involved. I'd like to do it along these lines:

- b) if they don't complete it (which they probably won't) call them on the WATS line; or,
- c) visit areas, take pictures, make notes, write

OTHER INTERESTS

1. At present am working on an article for the ATLANTA INQUIRER about "Christmas in Mississippi" which will deal with hardships--life in general--in Mississippi, holiday activities there, and will conclude with an appeal for food clothing and funds.
2. Also in the planning stage is an article on the Greenwood library with emphasis on the community center and social aspects of the activities. Although there are several good photographs here of children reading books, Emma Bell at a typewriter with a real "booky" atmosphere, I'd like to go over and get some real good shots, and other data about this project.
3. Am working on presently, a leaflet for "Food and Funds" for Mississippi, with copy and photographs. This is near completion. Just need, at present, photographic equipment to reproduce in appropriate size, the photographs.
4. At this point, that is all.

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JOB DESCRIPTION

MARK SUCKLE

The best way to explain what I do is to list my daily schedule for the last week.

Sunday	1:PM - 6:PM	Supervised the production of the copy for the Student Noice (SV)
	7:PM- 4:AM	layout and compose SV
Monday	10:00 AM - 2:00 PM	Finish layout of SV
	2:30 PM	Take SV to photolithographer
	2:45 PM	Clean up, set up press
	8:30 PM	Pick up negatives for the SV
	9:00 PM - 4:00 AM	make plates and print and fold 5000 co
Tuesday	11:00 AM-3:00 AM	print and fold 15000 copies of SV
Wednesday	12:00 Noon -	Do odd printing that has accumulated since Saturday, /Do stationery layout for Pine Blu
Thursday	12:00 Noon	Do layouts for Xmas Card, labels, song book flyer, also order ink paper, envelopes, etc.
Friday	12:00 Noon	More layouts
Saturday	12:00 Noon	Print New SNCC posters - set up for SV

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JOB DESCRIPTION

JIMMY BOLTON

The position that I hold with SNCC is a bit hard to describe. I have now been working for SNCC for about eight or nine months; during that period of time I have been unable to come up with an accurate description of my job. Be that as it may, I have once again been asked to submit a job description, well.....

Maybe this isn't the exact order things are done, but---I arrive at the office each morning between 9:00 and 9:10. More than likely the first thing that I'll do is call the Answering Service and see if there are any calls for any members of the office staff. The stamp meter is changed if it wasn't changed the preceeding day. Then comes my most important task (or what I consider to be the most important segment of my day) : I check the general physical appearance of the office in which I work.

I have tried to divide my day up into parts; I have just related to you part one; now comes part two...If the mail hasn't arrived, I try to catch on my back load of field reports and thank you letters or the answering of John Lewis' mail when he isn't in town. In the process of doing the aforementioned things the mail usually arrives. If the mail does arrive I stop whatever I am doing and go directly to Shessie's office and give her the mail. If she isn't here, I proceed to op

(addition: Mark Suckle)

Since the time that these job descriptions were originally typed up I find that I must do more and more in conjunction with production of propaganda. Not only must I print but I have to layout, compose and take photographs.

In the near future we are going to get a larger press which means even more work.

At this time the production department is at least two (2) weeks behind and I am sorely overworked.

I need: two (2) full time workers to assist me in the production department.

the mail. After I have opened and read the mail it is distributed to the proper persons (hopefully).

The mail has been opened and distributed, now it's time to resume the task of editing the Field Reports, sending Thank You letters, etc.... If it is Thursday, I give each member of the staff a requisition form and ask them to submit this form to me with their needs (office supplies,) as soon as possible. Back to whatever I was doing before I left to distribute requisition forms. By this time, the forms have been returned to me and I make my usual call to Ball Stalker or to wherever is necessary in order to secure office supplies. After I have finished all of this the bank deposit is ready; I take the deposit to the bank (rain, shine, sleet, or snow... the bank deposit must go through).

After returning from the bank, if there is a car around, I go to Ball Stalker and pick up the supplies...or... LUNCH -----

Upon my return to the office, the afternoon mail is usually here. The same process applies there for the mail as did for the morning. Oh, yes, if Shessie isn't here when the mail comes in the morning or if she has said that she is going to be late (very late) or isn't coming in at all that day, I make out the bank deposit.

The phone rings:

Good afternoon, Student Nonviolent Coordinating Committee

"Jimmy, where are rubber bands, pens, pencils, carbon paper, etc..."

"Jimmy, can you fix the ribbon on my typewriter?"

"Bolton, get Burke Marshall for me."

"Jimmy, Joe is expecting some very important photographs..."

"Go to Western Union."

After I have solved everybody's problems, I go back to my desk and try again on the field reports. With this comes other responsibilities: writing Air Plan tickets, securing and issuing meal tickets, going to the redemption stores for Plastic Waste Paper Baskets, Calling phone company, Checking to see how much it costs to wire money, Bus schedules...

The phone rings

Hello

May I speak to Jimmy Bolton

This is Jimmy Bolton speaking

Yeah, Jimmy, Lefty

Yes

My gas has been turned off, I need money. You know that Righty is expecting and I can't have her stay in a house without any heat.

Okay, Lefty, what do you want me to do

Tell Shessie to send me money

Why don't you talk with Jim first

Well, you know man. Also, I haven't received my sustenance for the past two weeks

Talk to Shessie

Ah, I can't talk to that woman, you do it

.....

What am I, what's my title, well,..... I don't know. I'm just a member of the staff. If you must have a title.... I guess you could consider me the general Receptionist or Office Boy.

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JOB DESCRIPTION

NANCY STEARNS

1. Acting as receptionist (more in terms of receiving incoming calls and relaying them than greeting visitors, for Jimmy takes care of the latter).

2. Maintaining contact with the field (that is, the field in range of the WATS line -- therefore eliminating the Georgia projects). This includes calling each major project once a day if possible and passing their messages on to office people, other projects, and at times people or agencies not on SNCC staff (e.g. reaching Jack Pratt, Marion Wright, etc). Major part of this job seems to be appeasing field when money is not forthcoming, breaking news to office staff that money is desired, needed (?).

3. Clipping the various newspapers SNCC subscribes to for news re SNCC projects, civil rights news in general and articles which might pertain to areas where we have projects (i. e. relating to the economic and political conditions of the area, hints as to the power structure, etc.). The most relevant of these are then themofaxed for use of 'a northern newspaper' and all filed by subject. If there are a sizeable number of clippings under any subject they are then sub-filed by date, or other more convenient breakdown. Recording and filing all clippings received from the Burrelle clipping service.

4. (This is probably a sub-category of 1 & 2) Bugging certain office staff members to carry out the messages given to them,.....

My day generally begins at 9:30 A. M. and lasts until 7-8 P. M. (If I'm lucky).