

A PROGRAM FOR THE STUDENT VOICE, INC.

PREFACE

The Student Voice, Inc. is one year old. It has grown from an idea, to a printing and production operation producing millions of sheets of finished printed matter a year. SNCC and the Student Voice, Inc. must be viewed in historical perspective. It is equally important to look at long term goals and programs. This affords one the opportunity to check progress and to move in specific directions. All the contents of this proposal will, of course, not be put into effect in the near future. It will, though, lend direction to future expansion of the Student Voice, Inc.

HISTORY

The STUDENT VOICE, the newspaper of the Student Nonviolent Coordinating Committee (SNCC) was first published in June, 1960, shortly after the historic Raleigh Conference at which SNCC was conceived.

The communications section of SNCC and specifically the STUDENT VOICE were one of the first programs set up by the committee. For, one of the original purposes of SNCC was facilitate communications and publicity of the various protest groups throughout the South.

The first issue of the VOICE outlined its original purpose, "The newsletter will contain feature material, editorials, news reports form various areas and letters to the editors."

It finished by saying, "This is our newsletter...our VOICE. 'The STUDENT VOICE exists in order to speak that which we want spoken."

Throughout the first two years the VOICE continued to publish when money was available.

During these years SNCC changed. It shifted from a confederation of local protest groups to an organization with a staff and an ever growing northern support.

During that time press coverage of SNCC activities were rare and far between. The STUDENT VOICE attempted to present to northern supporters news which the press was not covering. As late as the winter of 1963-64, the STUDENT VOICE was providing descriptions of events that few other communication media carried.

THE STUDENT VOICE, INC.

For the first three years of its existance SNCC produced a small amount of printed matter, almost completely for northern consumption. The literature was, in all cases, jobbed out to local printers. The need for a more efficient and productive method of obtaining printed matter became evident. In October, 1963, the Student Voice, Inc., the printing arm of SNCC was organized.

A grant of \$15,000 from the estate of an anonymous donor enabled the Student Voice, Inc. to purchase equipment and provide funds for operating from October 1963 to January 1964. Since that time all operating expenses have been provided by SNCC.

Minsiters, students and local people participate in a Freedom Day in Hattiesburg, Mississippi. Picketeters used leaflets printed by the Student Voice, Inc., as posters. Projects in North Carolina, Georgia, Alabama, Mississippi and Arkansas have been serviced by the central printing facilities in Atlanta.



FUNCTION

The Student Voice, Inc. has two main functions:

1. The publication of THE STUDENT VOICE, SNCC's official newspaper. More than 40,000 copies (as of August, 1964) are mailed to SNCC donors, northern friends, northern and southern college campuses and SNCC projects and affiliates throughout the South.

2. The production of varied propaganda for the Atlanta office and the staff in southern field offices. This includes brochures for "Freedom Days", voter registration material, tutorial material, stationary, recruitment brochures, posters, leaflets and flyers, and other printed materials for use in SNCC projects in both the North and South. For distribution in the North, we produce press releases, fact sheets, magazine reprints, informational brochures, fund raising and recruitment materials, and news release letterheads.

In Little Rock, Ark., a flood of posters and leaflets supporting a called school boycott forced negotiations where demands for the end of de facto segregation were met.

In Cincinnati, a fund raising group used posters to announce a benefit concert.

In Washington, D.C., a Senator received a 20-page pamphlet describing violence and intimidation in Mississippi.

In North Carolina, a voters group used leaflets to publicize a "Freedom Day" in which hundreds of people went to the courthouse to attempt to register to vote. Similar leaflets have been used in Freedom Days in Georgia and Mississippi.

In four deep South states, Negro candidates are using posters and leaflets to encourage people to register to vote.

In Atlanta, a student protest group used throwaways to rally students to protest discrimination in public accommodations.

At Negro colleges throughout the South, students receive information on how they can help change the South in which live to make it truly free.

In Pine Bluff, Ark., a civil rights worker publishes a local newsletter for inclusion in "THE STUDENT VOICE", reaching their community on local issues at the same time the STUDENT VOICE presents an accurate record of activities on civil rights front in other localities.

In each of the above cases, printed matter was instrumental in the program that was being put into effect. And in every case one of them the printing was done by the Student Voice, Inc.

THE STUDENT VOICE, INC. AND THE MISSISSIPPI PROJECT

The Student Voice, Inc. has done almost all the printing for the operations in Mississippi. One of the first jobs to come of the press was a "Pay your Poll Tax" leaflet for that state. During the spring elections the Student Voice, Inc. printed all the leaflets, posters, for all the Negro candidates in Miss.

The summer project needed support and staff. Over a half million Mississippi Summer Project Brochures were printed and distributed in five months.

All phases of the summer project had supporting literature printed in Atlanta. Brochures covering the Freedom Democratic Party, Mississippi Student Union, Work-Study Project, Freedom Registration, Community Centers and Freedom Schools were produced. About 300,000 Freedom Registration forms were sent to Miss.

As of August 1964 there were 6 newsletters being mimeographed in cities throughout Mississippi with the newsletter head preprinted by the Student Voice, Inc.

STAFF

At present, the staff of the Student Voice, Inc includes two full time employees assigned to the production department. Their duties include printing, layout, folding, stripping negatives, making plates, composing, preparation for mailing, and other activities related to the operation of the press and production department. They receive a wage of \$40 per week.

PROGRAM

1. The Student Voice, Inc. would continue to produce various forms of printed matter for the Atlanta office and all field operations. This would include leaflets, brochures, posters throwaways, etc.
2. It would publish a newsletter at a frequency of no less than every other week. The name and format would be the same as the old STUDENT VOICE. The paper would be published on newsprint and be no less than 8 pages. It would provide in depth coverage of movement activities.
3. It would publish a series of community newspapers throughout the South. They would be local community oriented papers with a full time editor-distributor in each community. All local news would be provided by this person. Southwide and national news would be provided by the Atlanta staff as would layout and printing. The paper would be air-freighted to its destination and would arrive no later than a day and a half after the last story was entered.

A privately financed pilot project of this nature will be attempted in the fall of 1964 in Hattiesburg, Miss.

An experienced Negro journalist will set up an office and live in this community. He will receive subsistence plus a car and expenses.

The paper will be set up around a group of local movement leaders and staff.

The reporter will send, via air special delivery, his copy to Atlanta. If the paper has a Tuesday deadline than he would mail news through Monday. On Tuesday he would provide further copy through the WATS line (long distance flat rate telephone system.)

The paper would set and make up in the Wednesday AM and printed Wednesday during the day. It would be shipped Thursday morning via air freight ready to be distributed Thursday afternoon.

These papers would provide a means of verbalizing the feelings, ideas, and aspirations of the movement. The papers would be in communities that never had a written voice to present their criticisms.

The newspapers would have to feature material that concerns the life and activities of the people. Pictures would be abundant. Features about local churches and ministers, fraternal organizations, are essential. The paper would provide community news with a civil rights orientation. The local movement, the FDP, rights activities, freedom schools, and community centers would be prime material for stories.

These papers would also help train local students in writing. A teen-page could be included in every issue. Students could learn the essential art of writing.

Newspapers similiar to this could be set up throught Miss., Pine Bluff, and the delta of Arkansas, Selma, Alabama, and many other places in the South.

4. The Student Voice, Inc. would set up a number of small, easy-to-operate, self-sufficient production facilities in key areas throughout the South. They would be stocked with paper and supplies, and produce the literature, leaflets, throwaways, et c. that are essential to effective operation. They would be placed so that they would not be more than a few hours drive from any major movement activities area. These plants would also be a training ground for local people in printing and design skills.

5. Set up a single paper and supply buying and distributing company. The merchandise would be purchased at larger quantities and shipped to SNCC projects in the South. The centralization and quantity purchases would reduce costs.

6. Publish a quarterly research bulletin. It would be similiar in size to Freedom ways, Evergreen Review, etc., but with fewer pages. It would be sold by subscription.

The bulletin would be the main source of information of the structure of the southern economic, political, and social system. It would provide a media for verbalizing important information and would stimulate research on the South. The bulletin would be an important vehicle of the research department of SNCC.

7. Publish a monthly magazine of opinion and the arts. It would be similiar in concept to Liberation, only concerning itself primarily with the movement.

EQUIPMENT ON HAND

The Student Voice, Inc. has the following equipment:

11 x 17 A.B. Dick 360 Offset Duplicator

10x x 15 A.B. Dick 320 Offset Duplicator

Folding Machine (11 x 17 maximum)

Platemaker (11 x 17 maximum)

Headline machine

Elliot Tablemodel addressor

EQUIPMENT NEEDED

In order to do more and better printing, the following is needed:

Press 17 x 22 or larger (preferably 22 x 28) used \$10,000.00

Folder- Baum or Cleveland (to fit press) used 2,500.00

Justifying equipment-cold type (Justawriter or ATF) 7,500.00

Camera (to fit press) 3,000.00

Platamaker (to fit press size) 750.00

Cutter 2,000.00

Stitcher 350.00

Panel Truck \$26,100.00

2,500.00

\$28,600.00

Of course a larger or more effective press would be extremely useful. The above list is minimal. Donations of more than one piece of the same equipment could be used in the program. All equipment, no matter how old, can be used. For, it can always be used for training.

BUDGET

THE STUDENT VOICE (40,000 copies weekly)

<u>Production*</u>	<u>Weekly</u>	<u>Yearly</u>
Paper	\$175.00	
Ink	10.00	
Supplies	10.00	
Plates	5.00	
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	\$200.00	\$10,400
 <u>Mailing**</u>		
Package mailing	\$75.00	
Third class permit	250.00	
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	\$325.00	\$16,900
 Total production and distribution costs of the Student Voice	\$525.00	\$27,300

OTHER PRINTING

<u>Production</u>		
Paper	\$200.00	
Supplies and Ink	90.00	
Maintenance	10.00	
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	\$300.00	\$15,600

SALARIES

Seven persons @ \$40 per week	\$280.00	\$14,560
Rent and Utilities @ \$175 per mon.		\$2,100

TOTAL BUDGET--STUDENT VOICE, INC \$1155.00*** \$59,560.00

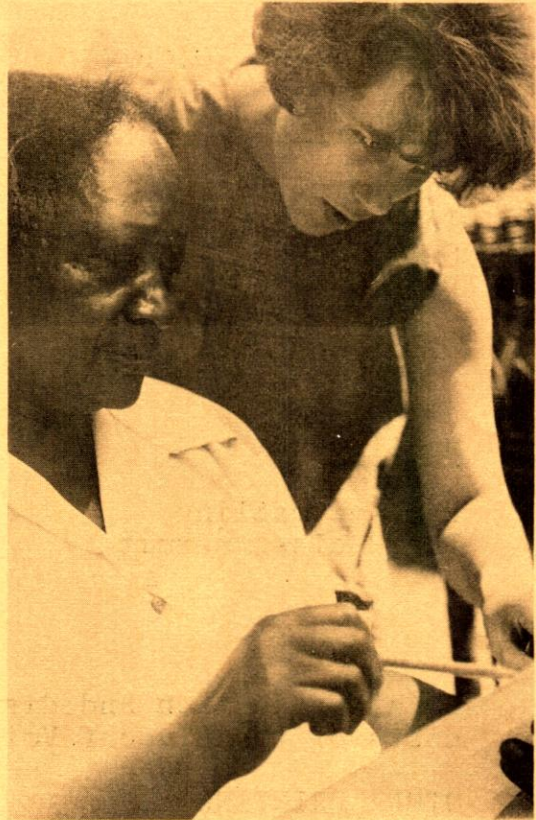
*Production costs are on the assumption that the Student Voice has the above equipment.

**A second class mailing permit has been tentatively approved for the Student Voice. This would lower mailing costs and speed delivery.

***Not including rent and utilities.

Mississippi rights worker (right) explains how to fill out a Freedom Registration form. The Student Voice, Inc. printed over 300,000 such forms for the Mississippi Project.

(Below) Rally in Atlantic City, N. J. used a leaflet printed by the Student Voice, Inc. The Voice presses have printed material for the Southern Christian Leadership Conference, NAACP and many local groups. [Newsweek photo]





The Student Voice Inc.
6 Raymond Street, N.W.
Atlanta, Georgia 30314