

Mary E. King

CONFIDENTIAL MEMO IN RESPONSE TO STAFF MEETING, MAY 12

Since the bulk of the staff meeting dealt with the failures of the Communications Section to make use of available outlets, some interpretation of what problems exist is necessary. Communications cannot be the whipping boy.

1. There are two (2) staff people in Communications as far as news dissemination goes. To think otherwise is not analytical.
2. Those two people have most, it seems, of their time taken up with the following diverting tasks:
  - a) the everyday letters, acknowledgements, rebuttals (where necessary, not much time can be devoted to this,) answering questions by writing.
  - b) coordinating -- Julian with the Washington hearing, special info and packets to senators, news media, friends groups, keeping the files (very time-consuming), and more with Julian, administrating.
  - c) 2-3 hours each day with visiting press and interviews
  - d) doing WATS line reports or re-doing WATS reports because the initial data is not adequate for news.
  - e) keeping up - that is, reading carefully all clippings, and periodicals so to be half-way informed.
3. The following things are areas which, by usual definition, the Communications Section would handle and cannot give more than a lick and a promise to now:
  - a) advertising. I have lots of ideas, but no time to take the needed hours. It would not be insane to think that several hours or even days have to be put into an effective ad. This cannot be delegated to anyone now, I have tried.
  - b) press releases. When it comes time to stuff, everyone becomes a prima donna. It takes a good block of six hours for Julian and me to type the stencils (there is no one to type them) and handle the addressing (which Jesse now does well - that's a big improvement) and stuffing (bulk of the time.) We have received a couple of positive comments from newsmen about our release recently, it's a shame they have to go out weekly or biweekly in batches of 8 rather than biweekly in batches of 4.
  - c) unimaginative routine stuff that should be done is not getting done. For example, the following things should have already been done and are scarcely in the thinking stage: all 7 COFO brochures sent out with a special memo, each one sent separately spaced a week apart (COFO brochure #1 etc.); press kits to major pressmen in each of the cities where a Freedom recruiting Center is set up - or at the very least, the materials for such kits should be in the hands of the person handling press in those cities for them to assemble and send out; regular publication of the Student Voice - the last issue published required Julian staying up till 4:00 AM laying out, to get out on time; the Genocide in Miss. pamphlet should have been sent out with a special breakdown on all new laws passed or introduced in Miss. aimed at the project.

- e) by now it should be apparent that these two people cannot also do the very time-consuming job of getting stuff out to radio etc. It sometimes takes several hours just to reach a few stations.

f) a grant from a foundation/such as Taconic through Stephen Currier with the help of Margaret Long or even Dunbar is quite possible I beleieve. I have asked some help with prospective-writing from Connie Curry and begun to lay out some ideas for this, but againy that takes time and should be followed up with someone visiting such foundations. A tentative budget would be \$100,000 a year to enable us to go tabloid with different inserts for each region. Such a grant would pay the salaries of all in the print shop too.

- A further problem is the print shop. We simply don't have the materials we need now and can't get them quick enough. Julian has magic sway with the print shop, but the problem is not so much authority as priority for printing and overloading of the press.

Tenderly, not bitterly submitted,

P.S. This memo has not even attempted to deal with the horror-stricken sensation I have when I think of this summer.