mary E. King

CONFIDENTIAL MEMO IN RESPONSE TO STAFF MEETING, MAY 12

ally unably of such. Since the bulk of the staff meeting dealt with the failures of the place Communications Section to make use of available outlets, some inter-pretation of what problems exist is necessary. Communications cannot be the whipping boy.

my number of things, and I me not

1. There are two (2) staff people in Communications as far as news dissemination goes. To think otherwise is not analytical.

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

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 noone 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 sentout 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 materaisl 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 Genecide in Miss. pamphlet shouldh ave been sent out with a special breakdown on all new laws passed or inbroduced in Miss. simed at the project.

- d) placement of special articles or releases. Julian is competant to write for any number of things; and I am not totally unable of such. There is no time. Further, a program of encouraging staff to place articles and getting them hints, or soliciting assignments from publications should be done. DeMuth is the only one able to do this now, and he can take, because his duties ask little else, two or more days to do a piece.
- al 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. for the Student Voice
- f) a grant from a foundation/such as Taconic through Stephen Currier with the help of Maragret 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 againm 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.
- g) Julian should be free to go to BC or NYC or Chicago for appearances. He can't be freed often now.

A further problem is the print shop. We simply don't have the materials we need now and can't get them quick encough. 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.

Therefore, to speak any more ambitiously for what communications should be doing is extraneous. Save your breath to cool your coffee. Two people ean do but so much. anyone now. I have to

Tenderly, not bitterly submitted, ిక్కింట్లో మండ్రిలో కొట్టిలో కొట్టిలో కళ్ళులు కళ్ళులు అద్దార్లు అద్దార్లు అది కళ్ళులు అది కళ్ళికి అది అది అది మహ్యంకు కూడాలో కళ్ళులు కళ్ళికి అద్దార్లో కోండరు అది జిల్లా కళ్ళులు అది మండ్రికి మండ్రిలో కూడాలో అయి మీడు మాఖ్యంకు మీడుల వర్శకున్నికి (వర్గులు కథ కృత్యంకాల కథ కళ్ళులు కళ్ళులు మండ్రికి కూడి అయినికింది

> Valos - the lear teamer LICO AN IN LAT SOR, to

payphlot sould are come a serie and

M King

of supplicions supports from newspan of the out of two as masently, isses P.S. This memo has not even attempted to deal with the horror-stricken sensation I have when I think of this summer.

రిక్ బూబుగు**డ్షన్సాడక**మ్మక గర్గార్లు ఆధ్యాగ్ ప్రక్షి వృత్తార్ అంద టేంద్రం గర్గులకు సందేశ్యం టేట్రామ్.

the rempeating which Josep now does wall - tout a to a improvedower mad sout fing (bulk of the time.) be seen descited a comple

The axample, the following boings social horse already uses done to subject the done of the axample, the following boings social horse already uses done one of the axample of the following the subject of the axample of the axample of the subject of the axample of the axample