

OFFICE ONLY

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MEMORANDUM, Sept. 14
To: Friends of SNCC
From: Betty Garman, Northern Coordinator

Please read this -- all the way through?

...This is only the first in a series of mailings which we hope will minimize the problems that have previously existed with respect to "servicing" Friends of SNCC needs and coordinating activities.

WATS line use

Before the year begins I want to make a n U R G E N T plea: that you not call here unless it is absolutely essential and that you also coordinate calls to Atlanta, i.e. collect from all the people who need to find things out in your office what it is they need and place one call to Atlanta. You must understand that I normally get 20-30 calls a day and, even if the conversation can be limited to 5 minutes (which it usually can't be) that means 2-3 hours on the phone. In addition there are always other calls to make which brings the total time I spend on the phone to a good four-five hours a day. And, not only is that a problem in terms of getting other fund raising work done, but it is a strain on the WATS line time needed by the other sections of the office. Then, when the schools and colleges are in session come late September we will have an added number of calls to return. ...And, not to belabor the point, it is my experience that things get done more rapidly if they are written in a formal letter rather than on a telephone scratch pad. We will try our best to get out twice weekly (or more often) mailings on fund raising, Northern support, our program, plans, etc. to keep you informed. In addition, I will be writing a number of "procedural" mailings -- like how do you turn cars over to SNCC, where to send food and clothing, what about people applying to work in the South and so forth. And, I want very much for each of you to let me know what kind of general information you want regularly from Atlanta.

Literature

There is a form enclosed for the purpose of indicating what kind of literature you need at the moment (and what do you have around presently). We have shipped to all of you over the weekend a supply of the Mississippi Freedom Project brochures just printed. In a few weeks you will receive another batch -- with different text and pictures since the present ones are not really adequate. Many new reprints are in the process of preparation, too.

The Student Voice will resume printing this week -- on a regular basis we hope. We are in the process of obtaining a new press to change the format from 4 pages to 8 pages on newsprint instead of offset bond. We hope that by November the new press will be in operation. In the meantime -- and even after -- we need to know how many copies of the Student Voice you can distribute each week providing we change the method of shipment so that they reach you sooner. I've enclosed here a copy of a mailing done last spring about ways of distributing the Voice and hope that some of the suggestions will be utilized.

Sale Items

1. The new Freedom Singer record, The Freedom Singers Sing of Freedom Now, should be in your local record store by now. Copies are also available from us -- in several weeks -- since we have not yet received our shipment. Can each of you check in the record stores to see if they are there? And also keep your eyes open for any promotion work Mercury records might be doing. Unfortunately they did not do a very good promotion job on the last record and so far little has been done on the new one (a great record, by the way). The record sells, as before, for \$4.00 and is a standard LP. Also we must know how many of the old records you presently have left to sell.
2. Buttons. All we have presently are the standard SNCC handclasp emblem pins which should be sold for 50¢ (or 25¢ if not for 50¢).

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3. Bumper Strips - One Man-One Vote. Still available. Sell for \$1.00.

4. Songbooks -- still available. Sell for 1.95.

5. POSTERS -- we still have thousands of posters available and must try to make them a top priority item in terms of sales. It should be fairly obvious that the campus and the high schools are the best markets for them -- and thus we hope that you will make every effort to distribute (sell) them in those areas. Adults will buy them also but less frequently. Perhaps you could put a poster flyer (see enclosed) in your next local mailing?

6. NEW ITEMS

Aside from the new Freedom Singer record we have two books being published this month. The first is by Howard Zinn, a former professor at Spelman, now in the Boston area, a SNCC advisor and very close to all of us. The book is a history of SNCC and is titled SNCC: The New Abolitionists. The publisher is Beacon Press and the selling price (hard cover) is \$4.95. We are in the process of making an arrangement with Beacon to ship these books directly to the major Friends of SNCC offices in quantity (there's a place for you to indicate how many you think you can sell on the enclosed form). Other groups will be sent bulk copies from Atlanta.

The second book is called The Movement, will be published in hard back and paper (\$4.95 and \$1.95 respectively) and is a book of photographs -- largely by Danny Lyon but including some big name photographers and other SNCC photographers shots as well. Again, we will arrange for shipment as above and you should indicate number of copies on the enclosed.

IN GENERAL you all ought to work out some ideas for promotion of these items -- suggestions will come along in a few weeks -- but in the meantime (and afterwards, too) use your own imagination. You might begin to investigate cost of campus newspaper ads in your community, possibilities for getting plugs on radio shows, etc...at least.

Documentary material

1. A Dream Deferred -- a new film, 37 minutes, shot in Mississippi and in Selma, Alabama last spring. There is a good deal of emphasis in the film (aside from stories of intimidation and shots of conditions in the South) on the role that Northern people must play in helping SNCC. It can be ordered from Bay Area Friends of SNCC (Mike Miller), 584 Page Street, San Francisco, California. The cost is \$60 -- covers the print, a film mailing box and shipping charges. Every major group should order one for film showings in your city; We will have several copies here for mailing out to other areas for specific showings.

2. There are two other films which will be available to Friends groups shortly. More information on them in a few weeks.

3. Tapes -- we are trying to build a good loan tape library and will be sending titles and descriptions along as they are made. In the meantime each group might try to procure copies for us of all tapes made on SNCC in your area -- particularly radio tapes, interviews, etc.

4. Photographs -- we are also in the process of making available on a larger scale than in the past photos by SNCC photographers. Send us a list (be specific) of your needs and your ideas for the use of SNCC photos. Letters should be addressed to SNCC Photo Department with a carbon copy to me in the Northern Coordinating section.

PLEASE RETURN THE ENCLOSED FORM IMMEDIATELY -- with any suggestions, comments or questions you might have on the above outline.

p.s. -- for the West Coast -- the WATS line goes national this week!!