

REPORT TO CORE SOUTHERN REGIONAL  
CONFERENCE  
November, 1964

Gainesville CORE, Florida

History of chapter

Gainesville CORE was formed in late March of this year as a response by local citizens to the "go slow" attitude evidenced by other groups in the area. Initial membership was small but militant, and a successful program to obtain non-discriminatory hiring policies was adopted by the city commission. CORE also participated in a city-wide protest against charges of "communist dupes" leveled against the NAACP, CORE and a student group in Gainesville. CORE members were active in voter registration efforts and presented their bodies in St. Augustine against the forces of the KKK there.

Present Activities

Gainesville CORE reorganized in late September. Our first project was to attempt to get Negro cashiers hired at local grocery stores. Negotiations have been opened with the district personnel manager of Winn-Dixie. In conjunction with a local "job-bank" being formed at the University of Florida, we are hopeful of filling a number of positions in the near future. This past Saturday Gainesville CORE conducted the first city-wide and comprehensive test of the 1964 Civil Rights Act. A suit is now being brought against four establishments on the basis of the testing, in which approximately 35 persons took part. Friday evening Gainesville CORE had its first mass meeting at which Rev. Elton Cox, John Due and other CORE people spoke. It was the largest mass meeting Gainesville has had since the rioting of a year and a half ago, and many people signed up for CORE activities.

Future Plans

Projects are under way with regard to school desegregation, the formation of a Negro parent-student organization, the desegregation of a county school camp and a community organization project in a rural community outside of Gainesville. CORE is also providing some support to a University of Florida student project to recruit Negro students for this institution. We expect to operate as the direct action generating unit in conjunction with similar efforts of less militant local groups.

Needs

Gainesville CORE is not, as of yet, affiliated with national CORE, although we have received unaffiliated status. We are anxious to be affiliated as soon as possible. We have much in the way of resources in direct action and voter registration in the city itself, but we need servicing with regard to federal programs. As of now our ties with the national office are very weak, and we would like these strengthened. We are also very much in favor of the proposal to locate a state CORE office for Florida in Gainesville. We feel that the centrality of our city, financial and manpower resources, and the receptivity for CORE would make such a location very desirable and would benefit CORE programs in the state.

Respectfully submitted,

Gainesville CORE