

STUDENT VOICE PROSPECTUS

JANUARY 1967

When black people first came to this continent with Balboa and Columbus in the 15th Century there was a common tongue among the immigrants who established thriving colonies. Today black people somehow exist in the deteriorating ghettos of America's cities deceived and devoured by the force of state, by glory craving money hungry leaches, by holy prophet and true believer. And the black people of Harlem can not speak to the black people of Santa Domingo or even to the black people of Newark or Washington. Everyone suffers alone in his air tight compartment.

What happened between the 15th Century and today? In the late 16 hundreds the white man ripped the tongues from the heads of black Americans. Any common languages, religions or meanings were denied black people. They were white-washed.

It was only during the first part of the 19th century that those early wounds began to heal. For it was then the first attempts at mass communication among blacks were organized. Charles Abbott founded the Chicago Defender in 1906 because the white press only found it convenient to portray Negroes as criminals and buffoons. Abbott's newspaper reported Negro achievement as well as Negro crime.

Most black papers have taken their cue from Abbott's Defender and have adopted an editorial policy which said, "Black people are the same as whites. They give parties, dances and funerals."

This editorial line only has spoken to the middle class. The masses of blacks have never believed the road was open to them in middle class white society. From the assumption that blacks were the same as whites they would never struggle for their liberation. If blacks are the same as whites why fight segregation?

But with the advent of the 1954 Supreme Court Decision came the recognition among Americans that separate did not mean equal. Working from the assumption that black people are oppressed a thousand struggles have occurred. SNCC, The Nation of Islam, the Organization of Afro-American Unity, NSM, US and other groups have fought for black people's liberation.

It is the purpose of the publications department of SNCC to educate black people to the fact of their oppression and to speak of roads to liberation. Starting from the assumption that black people are not the same as whites, the Student Voice would speak of our oppression and thus help give the black man a tongue.

Because the language of the ghetto must be a dramatic one, the essential job of the Student Voice will be to place before the people--in writing and graphic form--spectacles which speak of oppression and liberation.

To accomplish this the Student Voice offers the following program:

I. A newspaper for distribution in Alabama called the Panther's Roar. The first edition of the paper has already been published by the Voice. Cornelius Jones, Lowndes County SNCC worker and his co-worker Michael Chutes are interested in working out the problems of circulation, backing and editorial questions with the people of Lowndes, Dallas, Macon and other parts of Alabama. Lowndes County people have said they will back the paper if the contents of it are acceptable to them.

II. A newspaper for distribution in West Point, Miss. . John Buffington and Ike Coleman have proposed the paper and will be able to do some of the necessary leg work.

III. The Nitty Gritty is already a famous paper although it has only published one-and-one-half issues. Circulation should be no problem. Several people associated with the Atlanta project have the skill necessary to produce the paper. With Donald Stone and Dwight Williams working on the paper it should be an important asset to SNCC. It would be an Atlanta based paper that would concern itself with a wide range of problems of concern to the black community in Atlanta and

elsewhere. Circulation should begin at 10,000.

IV. JU JU--a magazine of the black culture--has been proposed by Cleveland Sellers and George Ware. There is concern on the part of many staff members that such a magazine be established. People feel the form of the magazine allows more freedom and expression than many forms and could become a particularly useful organizing tool on college campuses. There has been a rash of insurrgent magazine and newspaper publication in certain circles, but few of consistently good quality. There has also been a rash of insurrgent magazine failures. To avoid the pitfalls of this sort of publication, SNCC has proceeded carefully in the instance of JU JU, SNCC staff members are attempting to organize an effective editorial board, circulation mechanism and production mechanism before production begins.

V. The Student Voice proposed to continue to publish dramatic posters. SNCC posters in the past have effectively conveyed the message of ONE MAN ONE VOTE, FREEDOM NOW, AND POLICE BRUTALITY. We hope to publish posters Sammuel Y ounge, the Atlanta Riots, Malcolm X, Slum Housing, Unemployment, black pride and self-protection, etc.

VI. The Student Voice will continue to publish booklets, cards, letter heads, leaflets, etc. that serve to "tell it like 'tis."

VII. We propose a sepecial project which would develope comic books' potential as an educational mechanism.

VIII. There are certain side effects that would follow from an efficient production department. If we produce close to the level outlined in this report, we would use \$2,600 worth of paper during the next two months. Through buying paper in such large quantities we would be able to purchase it cheaper than any Negro print shop in the city and

most in the south. Thus it would be worthwhile for other black printers to order paper through us. This could lead to some sort of cooperative paper company. The same is true of chemicals and other materials used in the printing industry. At the present time the Student Voice buys the paper used in the SNCC office.

STUDENT VOICE BUDGET ESTIMATE
(two month period)

Supplies

rollers	
one rubber from roller 2 5/8"	\$ 25.00
one rubber intermediate roller	13.00
five rolls red tape	5.00
five rolls clear tape	3.25
four pints R developer	8.80
five gals. gum arabic	16.25
four gals. process gum	26.40
package of chief 29 plates	50.00
package of ABDick plates	25.00
two packages 10 by 12 ortho film	21.75
two roles ortho film	140.00
two gals. plate conditioner	10.20
one lb. glaze remover	2.40
box of poly gloves	3.75
two packages of wipes	36.00
two gals. etch	11.00
two gals. fountain solution	11.50
one box plkote mats	10.06
masking paper Chief 29	10.00
masking paper ABDick 360	10.00
two cartons yellow ink	6.80
two cartons red ink	6.30
one lb. yellow phosphorescent ink	5.50
one 2 gal. fixer	4.75
five gals. (A&B) developer	39.50
five safelights	2.00

Drafting Kit	10.00
55 gals. blanket wash	96.25
four packages clean up mats 10 3/4 by 18 5/8	8.00
mechanical stencil negative 10 by 16	4.50
one box of carbons 5/8 by 12	22.45
two boxes razor blades	2.50
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COST OF SUPPLIES	<hr/> \$662.91

paper	2,600.00
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SUPPLIES PLUS PAPER	<hr/> \$3,262.91

STUDENT VOICE BUDGET
(two months)

Cost of Production

The Panther's Roar (newspaper)	\$520.00
West Point News (newspaper)	520.00
Nitty Gritty (newspaper)	1,600.00
JU JU (magazine)	410.00
Aframerican (edited by Fay Belamy) news report	120.00
Posters	95.00
Cards, letter heads, leaflets, etc.	400.00
Comic books	600.00
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	\$4,265.00

Personnel

1-Professional Printer \$80/wk	640.00
2-Assistants \$40/wk	640.00
1-Typesetter \$40/wk	320.00
1-Administrative-distribution-purchasing secretary \$40/wk	320.00
2-Graphic Artists- 1 full time-Atlanta based \$80/wk 1 free lance on commission	1280.00
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	\$3,200.00

COST OF PRODUCTION AND PERSONNEL

\$7,465.00