

CARTON 6:31

STRONG IN THE STRUGGLE

PEOPLE'S (DAILY) WORLD,
CORRESPONDENCE AND CLIPPINGS

1981-1991

2017/193

FUND DRIVE '91 NEWSLETTER

Make a Difference **91** *Make Your Quota*

February 15 – June 30

FEBRUARY 1991

Now more than ever – we need the World

1990 was a year of turbulent developments around the world and at home. While history's jury is still out on a number of questions, some things are very clear. Capitalism is not going to solve socialism's problems, and it certainly has not let up on creating misery for the people of our country. In fact, 1991 has opened with war and an economic crisis that threatens to be painfully long and deep.

The Communist Party and the People's Weekly World are greatly needed to help expose capitalism as the root of the problem, especially now, and to help mobilize a bigger and more effective movement for peace, equality and social change.

The PWW has been through changes this year as well, from a daily to a weekly – and through much examination on how to adjust to the new financial realities. With sub rates that more than pay for the cost of the paper, with bundle rates that come closer to actual cost, a new approach to soliciting advertising, developing a sustainer campaign (Worldbuilders) and especially with a successful 1991 Fund Drive, we will be able to meet the projected budget for the year (See page 2).

How can we do this at a time when all publications, even commercial papers, are feeling the squeeze? *We can do it by tapping into our most important resource – the respect for, and appreciation of the World among forces in the people's movements.* By organizing events that bring these people together, by speaking to activists about becoming Worldbuilders, we can make this paper not only survive but grow!

Never has a Fund Drive been more important! The national goal for the year's drive has been set at \$450,000. We must assure completion of this year's crucial drive, which runs from February 15 through June 30. And each club's commitment to making its goal will be what gets us there.

The 1991 Fund Drive begins February 15, with a kickoff tour by the World's Washington correspondent, Tim Wheeler. Tim will speak on the war in the Middle East, the explosion of peace activity,

and his perspective on Congress and the White House. These events will also be the opportunity for clubs and readers to turn in Day's Pay contributions to get the drive off to a big start! Using February meetings to collect these contributions will guarantee the best kickoff for this year's drive.

In early February, each club should develop a plan of work. A sample of a club plan appears on page 3. The Newsletter is eager to share ideas and plans throughout the country so please send us your club's experiences for future issues.

In addition to May Day ads and club and district events, this year clubs have a new opportunity to raise money toward their quotas. The Worldbuilder campaign to get 1,000 readers who regularly send in \$10 a month or \$30 every three months, or more, is part of this year's drive. And all of this sustainer money turned in during the drive will count toward the goal of the club that solicits it. *This provides a great opportunity for clubs to reach out to readers, develop new relationships and raise a sizeable share of their goal at the same time.* More details on this new campaign will be in the next newsletter.

Club events and activities, and large district events, emphasizing outreach, will guarantee the financial and political success of this year's drive. One large event already being planned in New York is a 50th birthday party for Jarvis Tyner, featuring his renowned brother, jazz pianist McCoy Tyner. What exciting event can your club or district plan for your area?

This year we must finish the Fund Drive on time, with June as the wrap-up-and-turn-in-the-final-money month. With the national convention in August and district conventions in July the summer of 1991 will be a full one.

PWW Budget	page 2
Plan of work and Sub Drive report	page 3
Tim Wheeler tour and Drive calendar	page 4

We've got to seize the opportunities

Following is the paper's projected budget for this fiscal year, October 1990 – September 1991.

We are making this rather detailed information the property of the Party as a whole, because the task of turning these figures into dollars – that will keep our presses rolling – comes down to a lot of hard work, planning and organizing, above all by Communists.

A look at this budget shows immediately how crucial the 1991 Fund Drive is for the paper. It is by far the paper's biggest source of income for the year. The budget also indicates how important subscriptions, bundle payments and sustainers (Worldbuilders) are.

Please keep in mind that, like all budgets, this one involves estimates and speculation – so it is far from exact. But we think it is as realistic as we are able to make it.

Clearly, it is a very tight budget, with no breathing room whatsoever. We are not alone in this – not only are all movement publications experiencing a financial squeeze, so is almost every commercial publication.

But there can be no doubt about it: **the paper needs every penny of the \$450,000 national goal for the '91 Drive.**

In getting through the months since the end of last year's drive, we have used up our cash re-

serves and extended our credit to the limit. Thus we have no leeway. If we fall short on the Fund Drive this year, it will affect the kind of paper we are able to produce.

But the hard figures don't show the paper's greatest resource, our asset that is growing, which holds great potential for the future of our paper: the support and appreciation of a growing number – activists especially – who benefit from the paper and see its importance.

Now, especially, the two things that are foremost in people's minds – war and economic crisis – are areas where our paper has a great legacy and much prestige. Many are seeking out our opinion, many more are looking for answers without knowing where to find them. Our opportunities to reach out are tremendous.

This means convincing friends, co-workers and fellow activists to come to fundraising events, to join the new Worldbuilders' club and give donations, and, of course, to subscribe. It sounds simple, and it is, but somehow we don't do it often enough.

That's what will make it possible not only for us to balance our budgets, this year and into the future, but to greatly expand this paper's use and service to the causes to which we are all dedicated.

People's Weekly World Budget, October 1990 – September 1991

Projected expenses	Fiscal year	Misc. expenses			
Gross wages	278,700	Projected savings	31,200	• Renewals (70%)	85,000
Printing	520,000	No bundles 3 holidays	16,500	• 500 new full (net)	10,000
Medical	91,000	Reduction in Prompt bill	60,000	• 15% trial renewals	5,000
Rent	94,900	Reduction of 4 pages	50,500	Bundle payments	84,000
Correspondants	20,800	Misc. savings	29,500	Newsstands (NY)	10,400
Amtrak / UPS	41,600	Expenses less savings	1,163,100	Advertising	32,000
2nd class postage	58,750	Cash on hand 10/90	155,000	Contributions (post-drive)	44,800
Telephone	31,200	Projected income		Fund drive	450,000
Eqpt. svce. & repair	3,750	Subscriptions		Interest from accts.	200,000
Supplies	23,000			Foreign subs	56,250
Other postage	19,500			Worldbuilders (post-drive)	25,000
Wire services	36,400			Income + cash totals	1,157,450
Payroll taxes	52,000			Net totals	-5,650
Other taxes	16,800				

Building a solid base for the paper

Friends of the **People's Weekly World** everywhere can be proud that we achieved over 1,200 new subscriptions during the circulation campaign that just ended. We did not quite reach our goal of 1,500, but it definitely shows that a lot of people are ready for our paper and, in fact, as our letters show, welcome the breath of fresh air we provide.

The campaign also proved that when states and clubs went into the drive with a positive outlook, the results were also positive. You've already

Circulation Drive Results		
District	Goal	Achieved
Alabama	5	1
Arizona	20	49
Cal (North)	225	103
Cal (South)	150	63
Colorado	15	9
Connecticut	50	97
DC/Virginia	25	20
Florida	25	25
Illinois	150	80
Indiana	15	8
Iowa/Neb	15	13
Kentucky	5	11
Maine/NH/VT	15	8
Maryland	35	45
Mass	45	24
Michigan	50	27
Minn/Dakotas	35	21
Missouri/KS	20	20
New Jersey	40	42
New Mexico	5	6
New York	300	143
Ohio	110	110
Oregon	35	20
Pa(East)/Del	50	19
Pa(West)	45	23
Rhode Island	25	17
Texas	30	61
Utah	5	6
Washington	20	14
Wisconsin	20	9
Other		75
Total		1211

read that the Maryland district reached their goal in the one week-end of the Phonathon. Ohio, whose goal was 110, achieved it through steady work with contacts and former subscribers. Their own Phonathon in January took them over the top.

What's amazing is how much we accomplished even though several districts never really got into the drive. Think how far we could have gone with full involvement of every state, club, and individual. It shows the potential for dramatically increasing our circulation and, in the process, making an

even bigger contribution to the people's movements.

This potential can also be seen in the response to our coverage of the Gulf war. Since the January 26 demonstrations we have been flooded with requests for copies of the issue covering that coast-to-coast event, and, more importantly, for subscriptions.

The YCL coordinated the distribution of

10,000 Worlds at the D.C. demonstration and the paper was passed out at other demonstrations and on buses around the country. The response was immediate. In the first week we received 45 new subscriptions from that one issue!

People liked the paper so much that many have written us letters, like this one from Knoxville, Tennessee:

"I was at the Jan. 26th march where I know there were at least 200,000. USA Today had only a column on pg. 11, stating 75,000 participated. I do not read government controlled newspapers . . . Please begin my subscription with your excellent coverage of the peace march in Washington.."

Or this one from Fayetteville, Arkansas:
"Picked the paper up at the Peace March in Wash. Jan. 26. Great paper!"

It's clear that, though the circulation campaign is over, this is no time to slow down on building the circulation. In fact, this is the best time to spread the word about our paper, which gives people the real news they're looking for. The country is in an emergency situation, with both a war and an economic crisis facing the American people. We can make the maximum contribution by putting our press work on an emergency level as well.

Sample Club Plan of Work for the Fund Drive

For clubs with a \$1,000 goal:

FEBRUARY - Collect Day's Pay (\$300 total). Develop plan of work for drive (beginning of month). Contact friends to bring to kickoff event with Tim Wheeler. Turn in Day's Pay money.

MARCH & APRIL - Organize club event (\$300 goal). Visit readers in club area for Worldbuilders (goal - five at \$10 per month for 4 months = \$200). Organize for May Day ad (1/4 page = \$200).

MAY - Hold club event. Organize for large district event (Tickets we sell = \$50.)

PROJECTED INCOME:

Day's pay (6 people)	\$300
Worldbuilders	200
May Day greeting	200
Club event	300
District event	50

TOTAL RAISED \$1,050

OVERFULFILLED!

On the road for peace and his paper

Tim Wheeler begins a coast-to-coast tour

From the beginning of this year's fund drive, Feb 15, in New York, through March 10, Tim Wheeler is taking a detour from his regular duties as our Washington, D.C., correspondent. He'll be traveling across the country, speaking on the war in the Middle East, the role of Congress, and the divisions therein, the impact of the peace movement, the effect this war is having on our economy and the peace dividend.

These rallies for peace and a deeper understanding of the Middle East crisis will also be important fundraisers for the World. At the time of this writing it is clear that the mass media reporting is not journalism but state department propaganda aimed at whipping up support for "our team" and hiding any signs of death and destruction that might elicit empathy with the Iraqi people.

It is therefore very clear how important alternative voices in the press and media are. Tim's in depth analysis at these speaking engagements, and the World's continued commitment to showing the "linkage" and bringing internationalist news reporting, are part of our special contribution to the fight against this war. These events should be of interest to many and be built among all our friends and contacts in the struggle for peace.

Raising as much money as possible to kick off the drive will also be a measure of success of these events. Can your club have collected all its Day's Pay contributions to turn in at the event in your city? Can you get your contacts to give at the event to help get you off to a good start on your club quota?

Tim Wheeler has been the World's Washington correspondent for 22 years, covering six administrations, from Lyndon Johnson

to George Bush. He has attended White House news conferences and since 1980 has worked out of the press galleries on Capitol Hill where fellow reporters treat him as the "resident Communist." He has travelled widely on as-

assignment both in the U.S. and abroad to Moscow, Mongolia and North Korea.

Long ago, he lost count of how many Washington demonstrations he has covered. His favorite assignments are on the road, especially in the South and Midwest, covering strikes, marches,

mass actions and election campaigns. These assignments filled with drama and mass struggle include the shipyard workers' strike in Newport News, VA, in 1978, the Great Peace march in 1986, the Wheeling-Pitt steel strike, the Rev. Jesse Jackson and the Iowa Caucuses in 1988, the Pittston coal miners' strike, and the recent Delta Pride catfish workers' strike.

He is a rousing and knowledgeable speaker who will bring new information and analysis to all who attend his appearances.

WHEELER'S TOUR

Fri, Feb 15 - New York
Sat, Feb 16 - Jersey City
Sun, Feb 17 - Philadelphia
Tue, Feb 19 - Pittsburgh
Wed, Feb 20 - Youngstown
Thu, Feb 21 - Cleveland
Sun, Feb 24 - Denver
Mon, Feb 25 - Salt Lake City
Tue, Feb 26 - Portland, Ore.
Thu, Feb 28 - Seattle
Fri, Mar 1 - San Francisco
Sun, Mar 3 - Los Angeles
Tue, Mar 5 - Tucson
Wed, Mar 6 - Houston



Thu, Mar 7 - San Antonio
Fri, Mar 8 - Austin
Sun, Mar 10 - Chicago

The People's Weekly World brings you this Fund Drive Newsletter to help your club create and organize its activities for the paper.

All club plans and ideas are invaluable experiences to share with other clubs throughout the country. Please send us yours:

Fund Drive Newsletter
235 W. 23 St., New York, NY 10011
or
520 Valencia, San Francisco, CA 94110

Monday, June 17, 1991

Report To Our " Views & News Letter":

I am reporting on the America In Crisis rally, Wednesday, May 15, 1991. The program included speakers on the issues of peace, war, poverty, housing and homelessness. There also was an open-mike and I was one of the official monitors to let people speak. And we had numbers of speakers, including Rep^l Barbara Boxer of the Congress, Lt. Gov. Leo McCarthy. There were over 2,000 people in attendance at the rally.

And all those who spoke at the mike called for people's health needs, housing and a cost of living increase and not to cut C.O.L.A. And called for unity. And we marched around the Capitol. Some went to see the representatives. They spoke on many issues for the good and welfare of seniors.

I, Lee Brown, am fighting for the protection of seniors. I am on the Crime Committee here in San Francisco. The organization is Senior Action Network.

This is Lee Brown, 1st Vice-President of Local 2, Retirees' Associatic
Brothers and sisters, I remain with you in struggle. God helps those
who help themselves.

Lee Brown

Lee Brown

COPY

Lee Brown
810 Fulton St.
S.F., 91017, Ca.

Sept. 5, 1990

People's Daily World
239 W. 23rd St.
New York, N.Y. 10011

Letters To The Editor:

My Views On Kendra Alexander's Article: " Socialist Upheavel
and the U.S. Left."

I, Lee Brown, a member of the party for 50 years, as I read Kendra's articles and particularly: " Socialist Upheavel and the U.S. Left" of August 1990, I encourage our comrades not only in California but nationally to read the article. I also encourage everyone to read these additional articles by Kendra: 1. the report of Jan. 27 and 28, 1990 at the two day conference, and 2. the article from " Conference On Equality In the 1990's" (Oct. 6-7, 1990, Winston Unity Center).

I got a lot out of these three articles. They encouraged me to move forward amongst the masses. After reading these articles, it encouraged me moreso to get involved in more mass organizations, working with retired and senior groups and national healthcare and housing. And that's the reason I encourage other comrades to read and study Kendra's writings because it's very encouraging.

It is extraordinary work that comrade Kendra is doing during this period. And my opinion of her today---to me in my views of her--- that she is a Harry Tubman and Elizabeth Gurley Flynn and I will always remain a brother to her in the struggle.

Keep up the good work!

Mark well!

Lee Brown

Lee Brown

PEOPLE'S WORLD

1819 TENTH STREET BERKELEY, CA 94710

(415) 848-1373

Lincoln smith
4/19

Dear Brother Brown,

Since your letter appeared to be directed at me and my credibility as a "people's " reporter for the People's World I feel I must answer you no matter what the discussion may be forthcoming in the staff.

There are problems inherent in reporting demonstrations and rallies with long lists of speakers, just as there are problems in serving large numbers of people at a banquet with not enough help and not enough trays.

As I am required to take photos and cover a rally at the same time (something that I hasten to add is against Guild rules) but due to the size of our paper and the financial problems we push along the best we can.

This mean, of course, that we can not always sit down and take copiuos notes of everything that is said.

The reason I failed to mention brother Martin is that I didn't hear Brother Martin speak or hear his introduction. If you where at the rally I did not see you, and comrade, if you saw me why didn't you come up and say a word or two??

COPY

Lee Brown
P.O. Box 1031
San Francisco, 94101, Ca.

Carl Bloice
People's World
1819 Tenth St.
Berkeley 94710

Dear Mr. Bloice,

I'd like to call to your attention the P.W. banquet concerning Local 2 Culinary Workers that Wednesday Benny was not at the office. I brought in the money for the 10 tickets to make sure that we had a table at the banquet. Julia Anna called in and talked to someone on the Preparation Committee for the tables and when I arrived at Jack London Square and went up to check with my tables and the location for Local 2 Culinary Tables and we didn't have any tables scheduled for us. And I began to question the situation and inquired of an official about this apparent oversight. Our tables were not even listed on the directory which caused unnecessary consternation to our entire party of 14 members of the Culinary Union and I was personally quite upset over this apparent oversight which I hope will never occur in the future. The table for Local 2 wasn't even announced by the M.C. And since you know quite well that Local 2 is the largest union in the Bay Area, and we have passed more progressive resolutions through Local 2 from Salt II, the shorter work week, Transfer Amendments, Save The Children, and a number of other resolutions.

The only way I could get recognition for the Local was to inform Franklin Alexander who in turn spoke to the M.C. about this additional oversight!!

July 14, 1988

My Views On " The World We Preserve Must Be Livable"
By Gus Hall (Political Affairs: June, 1988)

I do agree with Gus' article in the Political Affairs with the burning issues of the day. This was true in Marx's days and it is many times truer in our days.

With my Marx and Lenin education, I feel that I can understand what Gus is saying today to the masses of the American workers. It's the idea of the class struggle. Capitalism, to my understanding, is going through several different stages. I'd agree with Comrade Gus on that statement. That is very true.

As being a trade-unionist, I understand the nature of capitalism and I feel that the working people in America are ready to move toward a left-center movement to rebuild our unions, to fight against U.S. Imperialism, and to fight against racism. We must build a united front and a class force to push capitalism in a different direction, e.g., in the direction of more nuclear disarmament.

The history of the workingclass movement must be built throughout the world. We can achieve the needs of the working people---national and international. That includes better education, a national health program and national houses, and a national job program and child-care centers for working-mothers. The time has come for equality for all working people: national and international. The workers must become class-conscious and that means a new movement, new struggle, new unity.

We suggest also that everyone reads, " We Are Building a Long-Term Policy" by Mikhail Gorbachev, and also " Leninism, An Effective Ideological Weapon." (Novosti Press, Publishing House, Moscow, 1969).

All in all, the entire article by Comrade Gus was extraordinary and should be read by more people.

Remain in struggle,

Comrade Lee

Impressive SF gathering eyes strategy for peace

By WILLIAM ALLAN
and ANN WASHINGTON
SAN FRANCISCO—At what
some call the largest Bay Area
peace conference in recent
memory on June 13, more than
300 people attended "In the
Common Interest—Strategies for
Peace."

They came from 60
organizations representing labor,
community and minorities.

Berkeley Mayor Eugene
"Gus" Newport, San Francisco
Supervisors Nancy Walker and
Harry Britt, and Alameda
County Supervisor John George
were active participants.
Newport chaired most of the
session. Co-chairing with him
was Chockie Goddard, national
vice-president of the U.S. Peace
Council. Newport and Walker
had just returned from a session
of the World Peace Council in
Stockholm.

Resolutions were adopted on:
The economic impact of the
military budget in the Bay Area;
nuclear arms and disarmament;
the struggle against racism and
its importance to the peace
movement; non-intervention and
solidarity with national
liberation struggles.

Supporters came from Intl.
Longshoremen's and
Warehousemen's Union (ILWU)
the San Francisco Building
Trades Council, Intl. Assn. of
Machinists, Service Employees
International Union (SEIU),
United Public Workers,
Communication Workers Union,

ANC official set for Freedom Day

SAN FRANCISCO — David
Ndaba, administrative secretary
of the African National Congress,
will be guest speaker at a
commemoration of South Africa
Freedom Day Thursday, June 25,
6 p.m., at 33 Gough st., SF.

The event, part of South Africa
Awareness Week, is sponsored by

among other unions.

Also represented were:
Writers Guild of San Francisco,
National Alliance Against Racist
and Political Repression, and
several senior organizations,
including the Gray Panthers.

Keynoting, Mayor Newport
said, "This is a great beginning,
bringing so many separate peace
forces into one conference
against Reagan's war program.
As mayor of a city that is being
hard hit by Reagan's budget cuts
there is no informed way to
address local concerns like ours
without addressing the issue of
peace and the arms race.

"This is a life and death
struggle between war and peace,
privilege and equality, corporate
needs and human needs,
fanaticism and
humanitarianism."

Newport said there are already
signs that President Reagan is
facing mounting opposition to his
\$57 billion proposed cuts in social
services. This is seen in the
recent Senate vote of 96-0 against
cuts in Social Security benefits.
Reports are that Reagan's mail
reveals strong public opposition
to his budget cuts proposal.

Special guest was the
Honorable Decima Williams,
ambassador from Grenada to the
Organization of American States,
who said, "The struggle for
peace is to win masses of
exploited millions, who make up
two-thirds of the world
population, who are struggling
for a living, and show to them
they benefit from World peace.

"Recent sessions of the World
Peace Council report that the
peoples of the Third World are
outraged against U.S. foreign
policies. In particular, the peace
forces in the Carribean, are
demanding that that area shall
be a zone of peace and
friendship."

She and Newport took sharp
issue with the Reagan
propaganda that the "Russians"
are the cause of U.S. needs to
bolster its armaments and so

coming fiscal year, and several
trillions of dollars between now
and 1985.

They both spoke strongly of the
struggle for peace by the Soviet
Union and called for renewed
world wide movements to win
SALT II, and to halt nuclear
missiles build-up.

Lee Brown, Black senior
unionists from the Hotel,
Restaurant and Bartenders
Union, Local 2, and longtime
activist in the struggle for peace,
was awarded a Peace Medal by
the conference.

Among the labor peace
veterans was the internationally
known Harry Bridges, vice-
president of the World Peace
Council who actively
participated during the entire
conference, in addition to helping
in its inception.

"The Economic Impact of the
Military Budget on the Bay
Area" workshop resolved that
"We stand opposed to these
drastic increases in military
spending that only heighten the
danger of war, rather than
providing security for the
American people; we oppose
Reagan cutbacks in human
services while he provides
increased profits to giant
corporations; we demand
reductions in military spending,
pursuit of arms limitations and a
dedication of our nation's wealth
to human needs."

The workshop on "Nuclear
Weapons and Disarmament"
resolved that, "the delegates
demand ratification of SALT II,
the prohibition of all testing,
production, stockpiling and use of
conventional, nuclear, binary,
chemical, and ethnic genetical
weapons, and the dissolving of all
military alliances and
dismantling of all foreign
military bases."

The "Struggle Against Racism
and its Importance to the Peace
Movement" workshop pledged
"our full commitment to the fight
against racism. We express our
determination to strengthen the



Ann Washington photo
CHOCKIE GODDARD, national vice-president of the U.S. Peace
Council co-chaired the historic peace conference last weekend in San
Francisco at which resolutions opposing U.S. intervention in El
Salvador were adopted.

people and organizations fighting
for arms control, for social
programs and for full equality."

The "Non-Intervention and
Solidarity with National
Liberation Struggles" workshop
resolved that "whether it be in El
Salvador or Central America,
South Africa, Southeast Asia, or
the Middle East, we oppose all
U.S. intervention in the just
struggles of the native peoples of
those countries."

Summarizing, Peggy Gannon,
co-chair of the U.S. Peace
Council Steering Committee, said
the conference was extremely
significant because of the large

turn-out of delegates, the
hundreds of members those
delegates represented, and the
unanimous passing of all
resolutions by the various
organizations.

Moreover, Roberta Goodman,
press organizer for the steering
committee added, the conference
was a success because it brought
together, through the topics of
concern, groups which have
historically not participated in
the peace movement; such as
Blacks, Hispanics, and other
minorities.

The conference was sponsored
by the U.S. Peace Council.

COPY