

CARTON 143

THE GUARDIAN

NORTHERN CALIFORNIA OFFICES,  
ADMINISTRATION

1965-1967

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GUARDIAN OFFICE - NORTHERN CALIFORNIA

OFFICE PROCEDURES (January 1967)

I. RECORDS maintained in the SF office include

A. Correspondence

Filed chronologically (latest on top), with reply attached to original inquiry or incoming correspondence.  
(No correspondence is filed until it is acknowledged - a "Pending" folder or basket recommended.)

B. Subscriber files- 3 x 5 cards

Two card files are maintained of the latest subscriber list received from NY - one (the basic file) in Geographic order, the second (cross index), in alphabetical order.

When the latest group of cards arrives from New York (with needling, about every 6 months), it is organized by zip codes (in several groupings - it would help us immeasurably if New York would indicate the category of each grouping - some are probably regular subscribers, some trial, etc.). Since our basic file is organized geographically, we must reorganize the new file in geographic order to compare it with our "old" file (not difficult, since zips are by city). Then, as we compare it with our "old" file, we make a new card (current color) for each new card in the NY file, and remove those no longer in the NY file. We then alphabetize the new file from NY and destroy our "old" alphabetical file. (Cards removed from the geographical file may be compared with the new alphabetical file - to catch those who may have moved within the Northern California area - and could be used for mailings re events.....if this is done, be sure such file is accurately identified and doesn't get confused with the actual subscriber file.)

C. Evaluations and reports of all activities, events

Reports of committee activities are essential to maintaining interest and communication, as well as serving to let the NY Office know the current state of affairs. An "overall" report, rather than separate committee reports, which details each committee's current involvements, plans, etc., provides information and ideas to committee chairmen and members, and lets them know we are aware of their efforts. These reports should be prepared monthly if at all possible, and mailed to each committee chairman, with a copy to New York and copies for each committee file covered in the report.

As events are held, meetings to evaluate (criticize and self-criticize!) have been held as soon as practicable after the event. In this way, we've been able to record the sources of problems, suggestions for smoother and more successful operation "next time," etc. Copies of these reports have gone to all committee members involved, as well as to New York and a separate file for each event (or type of events).

D. The "Library"

Periodicals and publications from all facets of "the Left" are received in our office, and often serve as resource material for students, writers, etc. They are filed, by title, in chronological order (latest in front) in file drawers. This filing should be done by a volunteer.

(more)



I. RECORDS maintained in the SF office (cont'd)

D. The Library (cont'd)

Leaflets, announcements, reprints, etc., are filed by "area of interest" of various groups or on various topics (Art, Civil Liberties, Civil Rights, Employment, Farm Labor, Housing, Peace, Socialism, Trade Unions, etc.). Each category contains folders for each group. This file should also be maintained by a volunteer.

E. NATIONAL GUARDIAN Binders

Actually also a part of the "Library," a file of Guardians is maintained in the office for reference. We have binders for Guardians since 1961. Each week, when our bundle of Guardians arrives, a copy must be placed in the latest binder.

F. Financial Ledger

The ledger includes all monies received and expended by the office, including Office (per se), GUARDIAN Committee of Northern California, and occasionally, funds for other committees (in transit to those committees). It also includes a record of all payments by the office (cash or check), including monies sent to New York.

Financial data should be entered as promptly as possible in the ledger, and be as accurately identified as possible. This will enable quick evaluation of our progress on both a time basis as well as category basis (the ledger includes data re subs, events, literature sales, contributions, pledges, etc. in separate columns for easy comparisons).

II. SUBSCRIPTIONS

- A. Subs received in SF Office have been forwarded to NY weekly. New "Snap-out" forms should greatly expedite this process, permitting much speedier service.

Samples of proper entries on snap-out forms (as suggested by Irving Beinin, NY) are in the "Subs" folder. The original goes to NY, with a copy for our records.

Two 3 x 5 cards (currently blue to indicate subs new 11/66 - 10/67) must be made for each new sub. The "basic" card, which goes into the Geographical File, should include complete info - telephone no., date, affiliations, etc., and should be color-taped if relevant info known. The card for the alphabetical file needs only the complete name, address, zip code.

If organized properly, a volunteer can do this job. Suggest a folder ("New Subs") for the front of the correspondence file drawer where volunteers' work is kept. Each week, cards could be made for all new subs. They should, however, be filed by staff person. Yellow copy of snap-out form should be initialled or checked or ??? - anyway, some indication that cards have been made! - then filed in "Subs" folder.

III. FUNDS

- A. Funds are forwarded to New York as rapidly as possible.

Payment for subs should accompany order, unless subscriber is to be billed.

A balance of \$200 has been maintained in the Northern California Committee account to permit pre-event deposits, postage, etc. to be paid in advance.

(more)



### III. FUNDS (cont'd)

After event, only the net is sent to New York, enabling the \$200 balance to be maintained. (In the event of crucial need by NY office, \$195 should be forwarded to them immediately.....this occurred in August of 1966.)

When funds are temporarily deposited to the Northern California Committee's account on behalf of another committee, a check should be written immediately to the treasurer of the other committee in order that they may forward the money to New York. Again, account must be taken of any funds advanced to the other committee for the event, and this amount deducted before forwarding to them.

A potential problem exists in the fact that some events require considerably more than \$200 in advance expenditures - nearly \$800 was required for the 1966 Holiday Festival, which was advanced by BC. It may be possible to borrow whatever funds might be required from friends of the GUARDIAN, or arrangements should be made with the NY office. Now that we have some precedent to go by, this should be easier to handle.

Receipts must be obtained for all purchases and expenditures. These should be forwarded to NY if they accompany a request for reimbursement, or kept in the applicable file here if paid from incoming funds.

The snap-out forms appear to be ideal for reporting funds as well as subs. Source of funds should be detailed (Contribution, Literature Sales, Event, etc.), and amounts itemized.

Comments: You'll find the NY Office is great in terms of cooperation whenever we are able to be specific about our queries, requests for material, etc. A copy of this is going to Jane McManus - she may be able to suggest ways to streamline our operation, etc. Don't hesitate to call on her for help if problems develop!



N. CALIF. - SF GUARDIAN COMMITTEE MEETING 12/27/66

AGENDA

1. REVIEW November, December Events

Holiday Festival  
Candlelight & Wine Cabaret } NCalif Committee

Special Mailing (NCalif Committee

Forum (SF Committee)

New Year's Eve Party (SF Committee)

ALLOCATE RESPONSIBILITIES

2. PROJECTED Activities, January, February

Forum (SF Committee) - 1/20/66

???????

3. ANNOUNCE New Office Set-UP

4. Al Williams' Call to Participate in VIGIL at  
Federal Building, 8 - 11 a.m., M-F

5. Criticism of Guardian



GUARDIAN COMMITTEE OF NORTHERN CALIFORNIA---Meeting August 25th, 1966

The GUARDIAN Committee of Northern California will meet on WEDNESDAY, October 5th, at 8 p.m. AT OUR NEW OFFICE--55 Colton Street, San Francisco (One block west of Van Ness on Market to BRADY. South on Brady one block to Colton. Left on Colton  $\frac{1}{2}$  block.)

Discussion of plans for the year ahead centered around possible proposals to be made to the New York office. Barbara explained that discussion had been held with both Jim Aronson (in June) and Jane McManus (in August) regarding her own plans to return to college fulltime and the interest of Farrell Brody in carrying on the work begun during the immediate past months. She also stated that after discussion with many Committee members and consultation with Farrell, she had agreed to remain on the staff on a full time basis if New York felt the area warrants an additional effort to raise funds and extend circulation sufficient to justify two staff members. Otherwise, she was confident that it would be possible for one person to carry on the work already begun and that a steady growth would result from efforts underway.

The Committee reviewed experience to date (see attached), noting that in terms of our "Projected Income" last year we had been "way off base." However, it was pointed out that estimates at that time were based on guesses as to the current subscriptions, sustainer and contribution picture (we did not receive this information from NY until December). It was also noted favorably that the "Projected Expenses" had been fairly accurately predicted.

Each item of the alternate proposals for the coming year (see attached) was reviewed, with some figures adjusted upward on the Expense side and some lowered on the Income side. All present agreed that the final proposals were well within the area of probability and agreed to work with Farrell or Farrell and Barbara to achieve goals outlined.

FLASH--9/15/66. . . New York has agreed that Plan II is worth a try, for at least until February. . . at that time a "mid-year evaluation" can be made to determine if we are fulfilling our promise.

The Committee discussed the current financial crisis of the paper, with suggestions as to how we can be of help. Immediate fund-raising possibilities were considered, including the possibility of a "no-host cocktail affair" with Mark Lane, currently in the area promoting his new book. Efforts were made to reach Mr. Lane, to no avail. Mollie Zeavii offered to sponsor a breakfast at her home on a Sunday morning. . . September 18th was eventually set as the date for this affair. The decision was made to hold a "Winter Festival" or "Festival of the Americas". . . obviously, a "Festival"! on November 18, 19 and 20th, with many possibilities for holiday-type fun, entertainment and booths. Brenda Goodman agreed to be the chairman for this project, and all Committee members agreed to assist. It was also decided that all committees in Northern California would be asked to send their "revolving fund" balances to the New York office to assist during the current crisis. . . the total amount being approximately \$400.



PROJECTS FOR AREA COMMITTEES (SUGGESTIONS)

Essential in all areas:

- CLIPPINGS            Clipping of daily, weekly papers published in area of all articles on subjects pertinent to movements of people seeking change toward left.....clippings sent to New York Office of Guardian, to be used as background material for articles, clues to coverage needed. ("Guide for Clippings Volunteers" available from N. Calif. Office)
- RACKS -            Establishment of street racks where people can buy individual copies of the Guardian each week.  
(Arrangements to receive racks, reporting forms, etc., may be made through Vernon Bown, 1250 Delaware Street, Berkeley - Telephone: 526-5506)
- DISTRIBUTIONS - Whenever events or demonstrations or meetings are scheduled in area where those participating should be acquainted with the Guardian, copies of the Guardian (old or current, depending upon Committee's judgment) may be obtained through the Northern California Office. If latest issue desired, important to let Office know in sufficient time to order from New York.

Possibilities for Activities, Regular or Occasional:

- GUARDIAN FORUMS - Speakers, debates, films, dramatics, musicals, discussions - on issues pertinent to community.
- SEMINARS            Gathering of leaders, specialists, activists - on issues.
- FUND RAISING -      Outstanding speakers; films; picnics; River/Harbor Tours; special occasion dinners, parties, hootenannies, theater parties, etc.; regular (monthly, quarterly) sustaining dinners, parties, brunches, musical affairs, etc.
- PROMOTIONAL MAILINGS - to special lists as obtained.
- INVOLVEMENT OF ACTIVIST GROUPS - bundles of Guardians available for regular or special use by groups.
- SECURING OF SUSTAINING CONTRIBUTIONS TO GUARDIAN
- SECURING OF ADVERTISING (CALENDAR OR DISPLAY) - from local organizations, firms.

There are no doubt many possibilities that have not been listed above for Area Committee activities - each Committee knows its own Area and can extend efforts in whatever directions seem most likely to extend the GUARDIAN's influence and readership. It is suggested that Committee members each examine the list (plus other possibilities thought of locally, and assume responsibility for at least one effort!



TO: GUARDIAN COMMITTEE OF SAN FRANCISCO

FROM: Barbara Champion

There will be a meeting of the San Francisco Committee on WEDNESDAY, MAY 18, at 8 p.m., at 1530 O'Farrell, Apt. 1.

The agenda for the meeting will include discussion of current projects (Connie's, racks, clippings, Forums, etc.), and the making of plans for the summer months ahead. Pat has had to drop the "Forum" project, so if we are to continue this excellent series, someone will be needed to organize and coordinate it. The possibility of a Summer Picnic has been suggested - this, too, would need to be organized, etc. There are many possibilities - the Committee will evaluate and make decisions based on realistic appraisal of present and possible efforts.....everyone's ideas are needed. (Also, we'll try to take an honest look at spring semester campus activity in SF and determine if there's more help we can be giving to Campus Reps.)

Following is a report of the Committee's latest venture - our "Monthly Dinner at Connie's" - the first dinner was held on Monday, May 2 (they'll be on the first Monday of every month), and all Committee members who participated learned much with this first experience, including how to make coffee, cut coconut bread without crumbling, run a dishwashing machine, and serve without dumping pilau down people's necks! Guests' comments indicated they plan to return, in spite of some time lags due to our inexperience - all in all, felt to be a successful beginning! New York was delighted with the contribution we've been able to make, and the prospect of monthly sustaining contributions of this size is very encouraging.

COMMITTEE Twelve Committee members assisted.

<u>RECEIPTS</u>	Dinners.....\$231.00	
	Tips..... 5.05	
	Literature..... <u>3.41</u>	
		\$239.46

<u>EXPENSES</u>	Connie.....\$115.50	
	Printing..... 29.64*	
	Guest Book..... <u>1.28*</u>	
		<u>-\$146.42</u>

<u>NET</u>		\$ 93.04
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\*Expenses one-time-only.

COME TO THE MAY 18 MEETING - OFFER YOUR IDEAS - HEAR ABOUT A WEEKEND SEMINAR IN JUNE

FOR GUARDIAN COMMITTEE MEMBERS ONLY

N. Calif. Office: 1530 O'Farrell, Apt. 1  
SF 94115 Telephone: 921-8432



*N. Calif. Comm.*

## GUARDIAN COMMITTEE MEETINGS - NORTHERN CALIFORNIA - May 1966

### MARIN COUNTY

Meeting on May 25 at Anona and Marshall Black's charming home in Sausalito, a dozen Marin County supporters of the Guardian decided to form a GUARDIAN COMMITTEE OF MARIN. Members present offered to clip Marin County papers, explore street rack possibilities and book store outlets, and to plan on a possible showing of "Salt of the Earth" in August. Several Committee members will attend the weekend at Asilomar with Jim Aronson, and a second Committee meeting is planned for June 22 at David and Helen Morris's, 123 Sir Francis Drake, in Greenbrae (near San Quentin).

### SAN JOSE AND NORTHERN CALIFORNIA

The Guardian Committee of Northern California met with the San Jose Committee on Sunday, May 22, at the Graves' home in Campbell. Discussion by members of the San Jose Committee included the decision to show "Salt of the Earth" as a Committee project, probably in late July or August. John Bernstein will be Chairman of this undertaking, and plans to rent a commercial theater, leaflet widely on campuses, among labor unions, etc. He also assumed responsibility for developing the placement and servicing of street racks throughout the San Jose area, and will be in touch with Vernon Bown, Northern California Committee member who is Rack Coordinator, when locations, bundle size, etc. are decided upon. The importance of distributing and selling National Guardians at public events was discussed. San Jose Committee members planned to distribute (free) Guardians at the civic auditorium on May 27, where Carlton Goodlett was to speak.

The San Jose Committee then proceeded to plan a "Picnic Barbecue" for Sunday, June 19, to be held at Betty and Ray Anderson's, west of Highway 101 on the Watsonville Road in Morgan Hill, where Jim Aronson, Guardian Editor, will be the honored guest, and slides, movies and commentary on the Soviet Union will be presented. Donation for the Chicken Barbecue will be \$2 for adults, \$1 for children and students.

Elton Maas, San Jose Committee member, gave a resume of his lecture on "Christianity and Communism," using bible revelations to support his conviction that communism is the "Kingdom of God" predicted in the bible so many hundreds of years ago. The Committee has been considering presenting Mr. Maas's talk as a "Guardian Forum," but some opinion was expressed that it might be more meaningful to basically Christian religious groups rather than the Guardian's supporters generally, who undoubtedly include a large number of other religious attachment or no religious attachment, and who are more politically oriented. Appreciation was expressed regarding the amount of research Mr. Maas has done, and the weight of his evidence was acknowledged.

The Northern California Committee expressed their unanimous pleasure at being



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SAN JOSE AND NORTHERN CALIFORNIA (cont'd)

permitted to share this Area Committee meeting. Several remarked that it is interesting to note the parallels in problems faced by all Committees, and how heartening it is to see such a constructive approach to the challenge of making the GUARDIAN a dynamic part of the community.

SAN FRANCISCO

The Guardian Committee of San Francisco met on May 18, and concerned itself with largely ongoing projects. Farrell Brody outlined our initial experience at Connie's (monthly dinner), and reported on his discussion with George Brooks, maitre d', re more efficient organization of our volunteer crew for the future. Twelve volunteers will be needed each month, to work as waiters, waitresses, bus boy or girl, kitchen helpers, pantrymen and dishwashers. In addition, Committee members must man the door and the Guardian table. This is a lot of work, but the opportunity to reach new people and the profit for the GUARDIAN (approximately \$100 a month), warrant this investment of our time and interest, the Committee agreed. Unanimous appreciation was expressed of Connie Williams' contribution, not only of the opportunity for us to give these monthly dinners, but for her own involvement - she bakes and prepares for many hours ahead of time, plus working like a trooper during the evening. We hope that many of our supporters will not only attend the monthly dinners, but will return to Connie's during the months ahead when they otherwise "dine out."

John Raymond and Judy Case agreed to come up with a Forum for the month of June, tentatively on the subject of "Protest Possibilities." Marie and Judy will plan a Forum for July, tentatively on "Civil Rights in San Francisco." As dates are set and plans firmed up, announcements will appear in the GUARDIAN and leaflets will be distributed and posted.

BERKELEY - PENINSULA

No meetings were held by Guardian Committees in these areas during May. Plans are currently underway to try again in the Berkeley area to call a group together - about ten people have said they want a Committee in Berkeley, but have thus far been unable to make meeting night connections). Peninsula Committee members have been devoting their energies and attention to action and demonstrations of protest against the napalm plant in Redwood City.

REMINDER - WEEKEND AT ASILOMAR FOR GUARDIAN COMMITTEE MEMBERS, WITH JIM ARONSON, GUARDIAN EDITOR - FROM DINNER ON FRIDAY, JUNE 17 through LUNCH ON SUNDAY, JUNE 19.



GUARDIAN COMMITTEE OF NORTHERN CALIFORNIA  
Meeting April 21, 1966

The next meeting of the Northern California Committee will be held on Sunday, May 22, as a joint meeting with the San Jose Committee, at 935 Stonehurst Way, Campbell.

(Northern California Committee members will meet at Barbara's at 6:30 p.m. and will depart promptly at 6:45 p.m. for the meeting in Campbell.)

At our April meeting, a long agenda included

- 1) Report on the March mailing activity
- 2) Bob Randolph's new appointment
- 3) Virginia Walter's resignation
- 4) Greenwood Lodge project
- 5) Campus Representatives meeting 4/17
- 6) Racks
- 7) Job Corps study group
- 8) Status of Area Committees
- 9) Proposed weekend at Asilomar or similar location
- 10) SF Committee Project - Monthly GUARDIAN Dinner at Connie's
- 11) Possibility of bumper strips for promotion of the GUARDIAN
- 12) Proposed stipend for photographic processor

1) A report of mailing returns to date was not available for the meeting. A letter from Jim Aronson, Guardian Editor, expressing appreciation to all who participated in this major promotional effort was read to Committee members. (Since the meeting, a report has been received from New York - as of 4/15/6 a total of 127 new "Special Offer" subs had been received as a result of our mailing.)

2) Bob Randolph has been appointed by New York as the official Guardian News Representative for Northern California. Bob will be responsible for the assignment and coordination of news gathering and reporting for the area. Approval and congratulations were extended to Bob, whose role will no doubt be rewarding to both the Guardian and himself.

3) A blow to the Committee, the resignation of Virginia Walter as Treasurer was read to the Committee and discussed. All present agreed that Virginia's contribution to the work of the Committee has been consistent, of the highest quality, and a real mainstay of Committee organization. Deep concern was expressed, and Barbara was asked to contact Virginia to see if reconsideration could not be encouraged, and if necessary, a lightening of her load which would enable her to continue. Consideration of the resignation was tabled until next month's meeting.

4) The Greenwood Lodge Weekend project was reported on by Barbara in Jeanette's absence. Eight reservations were on hand, most from the Los Angeles area, and an additional ten guests have accepted the Committee's invitation to join in the program. The goal for the weekend is sixty paying guests.

The Committee's guests will include Felix Greene and his family, and representatives of New Left groups - SNCC, SDS, DuBois Club, YSA, PL, PROC, ODAC, etc. Ann Ginger Wood and Jim Wood will present one of their "narrations with music" on the theme, "The Old Left and the New," and there will be ample opportunity for music, hiking, dialogue, etc.



4) (Greenwood Lodge - cont'd) Saturday afternoon will be free for "Dialogue around the Pool," and Sunday afternoon open for whatever guests decide they'd like. A telephone campaign will be undertaken beginning the weekend of April 29 - May 1 to develop reservations from Northern California. Committee members are urged to place their own reservations as soon as possible.

5) Denis reported on the April 17 meeting of Campus Representatives, outlining some of the problems encountered on various campuses to date. (See Campus Rep. Meeting Report enclosed.)

6) Vern reported on the current status of rack distribution in the area. Problems encountered with the used racks purchased two months ago are gradually being solved, including the installation of plastic blubbles and the building up of backs and shelves to support papers properly. Forms have also been devised by Vern for the keeping of uniform records and these will be distributed to rack servicers during the next few weeks.

7) A study group of 15 young people enrolled in the Job Corps has asked us to sponsor 10 week trial subs for the group - a cost of \$15. The Committee felt that the study group should pay at least one-fourth of the cost (\$3.75) if at all possible, and the Committee would then make up the difference. Barbara was asked to contact the group leader to make such arrangements or, if not possible for each youth to pay the 25¢ per sub, the Committee will raise the necessary difference.

8) Barbara reported on the current status of Area Committees: San Francisco Committee involved in two major projects - the Forums, and a monthly "Family Dinner at Connie's West Indian Restaurant. Other projects include the expansion of rack distribution and continuing to send to activist groups clippings from the Guardian of possible interest to them.

Peninsula

Committee members are currently involved heavily in their community's fight against the napalm plant in Redwood City.....they have postponed other activity until the demands of this project decrease.

The San Jose

Committee met weekly for over a month, and continues to meet at least bi-weekly. They are planning a forum, to be given on campus at San Jose State College sometime in May, as well as additional mailing of special offer materials to newly acquired lists. Plans are also in the mill for a "Barbecue Picnic" to be held during the summer months as a Guardian benefit.

A Berkeley

Area Committee organizing meeting held in March was poorly attended. Further effort will be necessary to develop activity there.

Although a

meeting has been planned in Marin County, the necessary follow-through of calling and setting a specific date has not been accomplished yet, due to the involvement of the host-to-be in many other activities as well. It is anticipated that this meeting will be held, however, during the next few weeks.

9) The possibility of a non-fund raising (at cost) weekend for Guardian Committee members at Asilomar or similar location, hopefully during the third week of June, was discussed. The possibility of having Jim Aronson, Guardian Editor, as well as other staff members, present was suggested. Barbara was asked to ascertain the availability of facilities and to ask New York re the possibility of Jim's presence at such a gathering (as well as other staff members). The purpose



of such a weekend would be 1) to discuss programs to date and progress of the Northern California Guardian program; 2) a critical evaluation of our work and of the structure of our efforts; 3) an evaluation of the Guardian's role in Left activity here on the west coast; and 4) to hear from Jim re the overall national and international picture and movement.

10) Farrell reported on plans for the San Francisco Committee's monthly "Family Dinner at Connie's." Tickets have been printed and distributed to Northern California Committee and San Francisco Committee members. An ad will run every week in the paper, and it is hoped that we'll be able to sell at least 100 tickets each month - this would assure New York of steady income of \$75 to \$100 per month, as well as create and increase interest in the Guardian, etc. Farrell stated that the project is dependent upon the cooperation of committee members for both ticket sales and volunteers to serve, help in the kitchen, etc. Posters are needed and will be prepared during the coming month, in time for the June dinner, to be displayed in laundrettes, bookstores, etc. Artists on the San Francisco Guardian Committee will be asked to help with the preparation of these.

11) John proposed that the use of bumper strips for Guardian promotion be considered, to bring about more familiarity with the name of the paper in the Bay Area. He stated they are available for \$55 per 1000. After brief discussion, it was decided to table the matter at this time, since even this amount seems a lot at this time.

12) The need for a stipend or other arrangement to pay the man who processes rolls of film for reporters and photographers covering events was raised. The matter was tabled until the next meeting.

(Reminder: Next meeting to be a joint one, with the San Jose Area Committee, on Sunday, May 22 - meet at Barbara's at 6:30 p.m.)

Barbara Champion  
Northern California GUARDIAN Rep.  
1530 O'Farrell, Apt. 1, San Francisco

Telephone: 921-8432



CAMPUS REPRESENTATIVES  
Meeting 4/17/6

Representatives of the Guardian on Bay Area campuses met during the afternoon of Sunday, April 17. Discussion covered a wide range of aspects of campus promotion, with diverse problems revealed on each campus.

Campus representatives have been asked during past months to assist with the distribution of leaflets advertising the Guardian Forums held in San Francisco. Campus representatives all agreed that 1) leaflets must be attractive to get results, and suggested that 2) the printing should be better, possibly achievable with an electro-stencil). Denis offered to design and have stencils printed when Forums are planned in the future, since he has access to inexpensive, expeditious printing facilities. Estimates of amounts needed on various campuses were: SF State - 2000 for each distribution; UC - 3000 for each distribution; SF City College - 100 for each distribution. All agreed that leaflets are needed three days before an event.

A mailing of "What Makes a Radical?" is contemplated at SF State College, accompanied by a cover letter localizing the value of the paper to students.

A program may be planned around the Guardian tapes of Bond, Genovese and Hayden at San Francisco City College and SF State (tentative dates 4/28 and 5/2 respectively). Roland and Jeff to listen to the tapes before scheduling.

Denis maintains a table (with a campus "committee") where the Guardian is available and subscriptions are sold. Depending upon reception and success of the tape programs at SFCC and SFS, he may consider same for UC.

The problems of record keeping and procedures for reporting were discussed. It was agreed that monthly reports would be submitted to the Northern California Office, with money collected, and that a check would be issued by the Northern California Committee monthly to cover the previous month's activity. However, it was pointed out that in distributing brochures and other promotional material, many subs may result which are not handled locally, but go directly to New York, with no way here of knowing how much success may be involved in various distributions, discussions, etc. Denis showed the group present his own way of identifying material distributed by him - a rubber stamped signature (initials) and his 'phone number. He stamps this identification on the sub blank itself, so New York can readily identify subs they receive as the result of his efforts. The group agreed this seemed to be a good idea and will consider this method on other campuses. Each campus representative will let Barbara know whatever method he or she chooses and New York will be notified.

Alex led a discussion of Guardian content, recognizing many strengths in the paper but noting that some criticism has been expressed re "the one-sidedness of some articles," an occasional tendency to introduce a subject then drop it, etc. The group decided to try to do the necessary research to be specific and to put together a critique which can be forwarded to the editorial staff of the Guardian for their consideration.

A discussion was held about the problems inherent in the racks currently being used on campuses, and Vern presented some answers. He has devised a "bubble" to protect papers from dampness, as well as a sheet metal backing and shelf, enabling papers to be displayed much more favorably. These racks will be provided as soon as practicable for all campuses.



GUARDIAN COMMITTEE OF NORTHERN CALIFORNIA  
MEETING 3/16/66

The next meeting of the Northern California Committee will be held on Thursday, April 21, at 8 p.m., at 1530 O'Farrell, Apt. 1. (Now's the time to mark your calendar!)

Our March meeting was opened with an hour or so of stuffing for "the mailing," which will be completed and in the mail on Tuesday, 3/22.

Discussion of the May 1 Event, which had been projected as the major fund raising effort for the Guardian this spring, revealed that Felix Greene has a prior commitment to speak for the Haight-Ashbury Vietnam Committee on May 15. He is willing to speak for the Guardian on April 29, but members of the Committee felt that this could draw away from the H-A VC affair. In view of the availability of Greenwood Lodge for the weekend of May 13-14-15, it was decided that our efforts would instead be concentrated on that project, with the summer picnic planning to begin at this time also. Jeanette will work with members of the San Francisco Committee, and coordinate efforts by other committees to assist with this project. The Greenwood Lodge Sub-Committee will meet on March 24 to outline plans.

The need for coverage for the Guardian of the March 25, 25, 27 International Days of Protest was discussed. John suggested that stories should be sent on the Friday and Saturday events for the Monday deadline 3/28, while the conference and workshops to be held on Sunday (the 27th) should be covered "in depth" for the following week's paper. The Committee concurred, and the suggestion has been passed on to New York.

Suggestions were made regarding the Forums being held by the San Francisco Committee, and Pat was congratulated on the success of February's program. She described the program for the the March Forum - "Agit Prop Theater," with Nina Serrano Landau directing. This is to be an experiment involving the audience's participation in meaningful spontaneous dramatic action. Those who attend have been asked to bring props of "things," "sound-makers," and "light makers." The Committee agreed that this program sounded like another "discussion-instigator" which will undoubtedly enhance the Guardian's reputation as a "dialogue-creator."

Discussion of our financial situation raised some problems. At this time, we have a need for \$250 as a deposit for Greenwood Lodge, and a total of \$1100 for postage for the mailing. We had a balance of \$250 in the Northern California Committee account (\$200 "ours" and \$50 Berkeley Committee funds which will be given to them when they are organized). \$125 has been withdrawn for postage for the Peninsula Committee's mailing of 2500, leaving us a balance of \$125. A check for \$500 from New York has not cleared the NY bank and the additional \$600 needed to complete the mailing has not been received from NY. Barbara has asked New York to make the \$600 a cashier's check so that it may be immediately available and will notify Greenwood Lodge of the necessity for a short delay in their deposit requirement.

The meeting ended with a discussion of the possibilities of inviting Guardian staff members to participate in programs we may be able to develop in the area. It was suggested that we should contact SNCC, for instance, about building a program around Bill Price. Also suggested was the possibility of inviting Jack Smith to share a program with a panel from SDS, the DuBois Club, PL and YSA, on "The Old, New and Future Left." It was remarked that Dr. Genevieve's article is being widely discussed and has sparked some pertinent dialogue in the "Mail Bag." (Several New Left groups here are using the article to build discussion groups within their programs.)

REMINDER: Next meeting - Thursday, April 21, 8 p.m., 1530 O'Farrell, Apt. 1.



*M. C. G.*

GUARDIAN COMMITTEE MEETINGS REPORT  
BERKELEY - PENINSULA - SAN FRANCISCO - SAN JOSE

March 1966

Due to the pressure of time, since we're all in the midst of mailings, this report includes highlights of four Guardian Committee meetings in areas as listed above.

A Berkeley meeting was called on March 3, with minimum response - only three attended (same history as San Francisco!). However, those three discussed the urgent need for a campus representative at the University of California, and two members followed up by checking the student roster against our subscriber list and it is planned to invite all student subscribers to meet with Berkeley Committee representatives during the weeks ahead (after the mailing is completed). From those who respond it is hoped that a campus committee may be formed, with one member designated as Campus Representative. The rack situation was reviewed and all agreed the Berkeley situation is in good shape. In view of the limited attendance, no plans were made for future activity, but it is planned that the next meeting will go further into program planning for months ahead.

The Peninsula Committee met on March 10, with six members present. The main part of the meeting was devoted to allocation of mailing responsibilities and the distribution of materials for the mailing. (Enclosed is a sample of the material that is being mailed on March 22, 23, 24, to approximately 22,000 Northern Californians, including peace, civil rights, civil liberties, etc. activists, and faculties of three campuses.) The Peninsula Rack Sub-Committee received four racks which will now be painted, stenciled and placed in likely spots. Plans for an afternoon fund-raising Tea have been postponed until after the mailing has been completed.

Seven members of the San Francisco Committee met on March 9, spending part of the evening addressing envelopes. Discussion of the February Forum produced the following suggestions: 1) more Guardian-centered identification in the lobby and in the hall itself, as well as during the program;

2) more heat needed in hall;

3) provision of an adequate public address system.

Those who had attended the Forum agreed that it was a success in terms of attendance (approximately 100), and audience participation following the panel. Comments were made that the program was uneven in quality, three speakers made the program seem long - however, no-one regretted having attended, and it is obvious that there is a need in San Francisco for the type of program the Forum represents, with opportunity for dialogue on serious issues confronting "the Left" today. The March Forum, on March 18, will be "Agitprop Theater," produced by Nina Landau - announcement enclosed. The possibility of a Jazz Concert as a fund-raising activity in the near future was discussed, with note made of its primary appeal to youth. A Guardian Weekend at Greenwood Lodge is being planned, to be held in the middle of May. San Francisco Committee members are working on these projects. It was agreed that a telephone committee is needed, as well as a volunteer to clip the San Francisco Examiner each day for the New York office.

A meeting of the San Jose Area Committee was held on March 5, with eleven members present. The group reviewed the experience to date of other Area Committees, agreed to the challenge of doubling the circulation in their area, elected "officers," and agreed to meet again the following week! Plans for specific activities for the months ahead were to be drawn up at the second meeting. Definitely on the agenda is a summer barbeque picnic, and several members immediately agreed to clip area papers for NY. The Guardian's San Jose State College Representative reported on her experiences to date and was assured by the Committee of their assistance and support as needed or desired. (No report has been received of the Committee's second meeting as of this writing.....it will be included in next report.)



TO: GUARDIAN COMMITTEE OF SAN FRANCISCO

February 28, 1966

FROM: Barbara Champion

The San Francisco Committee will meet on Wednesday, March 9, at 8 p.m., at

1530 O'Farrell, Apt. 1

EVERYONE IS NEEDED. Be prepared to

- 1) help with addressing envelopes (THE big mailing),
- 2) discuss the Forum of 2/25, offer criticism, make suggestions, and
- 3) hear reports on plans for a Jazz Concert.....a weekend at Greenwood Lodge.....our next Forum.....etc.

RECAP - FIRST FORUM, February 25, 1966:

Place: Y W C A, 1830 Sutter Street, San Francisco

Time: 8 p.m.

Program: Revolutionary Potential in Latin America  
("Latin America - Its Revolutionary Fervor")

Speakers: Timothy Harding, Professor of History, Los Angeles State College  
"Revolution and Guerilla Warfare in Latin America"  
Don Waskey, San Francisco State College  
"U. S. Strategy of Counter-Revolution in Latin America"  
Jose Nun, Professor of Political Science, UC Berkeley  
"Bourgeois Political Instability in Latin America"

Attendance: Approximately 100

Receipts:	Door	\$ 45.00
	Collection	33.07 (including \$10 mail contribution)
	Coffee	1.00
	Literature	<u>3.45</u>
		\$32.52

Costs:	Transportation (THarding)	\$ 29.00
	Hall Rental	17.00
	Coffee, cups, pream	<u>6.00</u>
		\$52.00

Net: \$30.52

MARK YOUR CALENDAR NOW - MEETING, WEDNESDAY, MARCH 9, 8 p.m. (see above)



GUARDIAN COMMITTEE OF NORTHERN CALIFORNIA  
Meeting 2/15/66

The next meeting of the Northern California Committee will be on Wednesday, March 16, 8 p.m., 1530 O'Farrell St., Apt. 1. Please mark your calendar now.

At the meeting on February 15, a letter from Mexico City Guardian readers, with a contribution to support the San Francisco Committee's Forum Series (to begin 2/25/66) was shared.

Word from New York that Jim Aronson, Guardian Editor, will be "available" to us this spring for an event was announced. Jeanette, in charge of the May 1 Event, stated she will be contacting Felix Greene this week and will let Barbara know if she'd like Jim to share that program. (Other possibilities include having Jim spend at least part of a Guardian Weekend with us at Greenwood Lodge - mid-April or mid-May.)

The Committee discussed New York's suggestion that our imminent promotional mailing (to 22,000) be done at "bulk rates." After considering relative costs (\$1100 for first class, \$632.50 for third class), the nature of our mailing lists, and the material being mailed, the Committee voted unanimously to recommend to New York that this mailing be by first class mail.

The arrival on "our scene" of John Raymond, former reporter for the New York Post, who is investigating the possibility of a Jazz Concert as a benefit for the GUARDIAN (and is willing to organize such an event) was applauded.

Barbara informed the group that approximately \$37.50 will be required to put our newly acquired addressograph in working order. We have also learned that we may have plates made for this machine for 1¢ each. The Committee voted to expend the amount necessary to repair the machine.

A report of campus activities was made by Barbara in Alex's absence. SF City College Representative, Roland Young, has received permission to place a rack on campus and to receive Guardians at the Dean's office. Students for a Democratic Society included an announcement in their January Regional Bulletin of our desire to locate campus representatives. Alex has followed this announcement up with a letter sent directly to activists on several campuses.

Greenwood Lodge has offered their facilities for a Guardian Weekend if the Northern California Committee is interested in planning and promoting same. The rate would be \$9.50 per night, with all amounts received over that for the GUARDIAN. The Lodge's capacity is 100. After discussion, it was agreed that 1) if Barbara can recruit a committee, 2) we will plan a weekend in April or May, and 3) will charge \$20 per night. In this way we believe we can net at least \$1000 for the paper with a possibility of nearly \$2000. Barbara is to inquire re the minimum deposit required by Greenwood Lodge to assure us of a reserved weekend.

The value of the Key List Mailing (published by SNCC) was discussed, and Barbara was asked to ensure that the New York office is receiving same. If they are not, the Committee authorized the subscribing to KLM for the NY office.

The budget situation was reviewed and compared with budget submitted to New York, which estimated an average expenditure here of \$700 per month. Barbara reported that total expenditures for November, December and January were \$1297, including salary, an average of \$432 per month. Approximate expenses for February and March will be \$2000, due to the large mailing. This will bring the average for five months to approximately \$700. Since it is believed the greatest expenditures are past - those required to get underway - it is anticipated that expenses from April on should be minimal and the GUARDIAN should begin to realize consistent returns on their investment.

Meetings planned in the San Jose, Berkeley, Marin and Santa Rosa areas were discussed. (The Peninsula Committee did not meet in February and no representative was on hand to report on plans and progress there.) Barbara reported that Vivian Hallinan plans a Guardian Affair at her home sometime before June, and is also assisting with a Sustainer Campaign, which will be undertaken as soon as the large mailing is out of the way, with Jerrie, Jeanette and Barbara working together to implement a letter-telephone campaign.

The Committee received with interest a report by Dale re current efforts in several Congressional Districts to organize opposition to HUAC.

Problems of providing coverage for the GUARDIAN of local independent political campaigns were discussed, and a recognition of the necessity for us to organize our corps of



journalists and photographers in such a way that we can maximize coverage when needed. Bob offered to call a meeting of the approximately 20 journalists and six photographers who have indicated a willingness to serve when they can. An effort will be made to secure commitments re availability, ascertain special areas of strength, etc., and to work out a system of communication that will enable us to provide professional coverage for the paper whenever it's indicated. Barbara will provide the list of reporters and photographers, their addresses and telephone numbers. In the meantime, Dale will write an article on the Scheer and Keating campaigns.

The problem of the GUARDIAN not being listed in the yellow pages of the telephone directory was discussed. Barbara explained that in order for this listing to be achieved our telephone would have to be listed as a business phone, with all calls over 85 per month being charged for (we are now allowed unlimited calls within the SF area). It was decided that perhaps in May, when our other expenses are reduced we may want to reconsider this subject.

The addition of Dr. Jerrold Werthimer, of the Journalism Faculty, SF State College, to our Northern California Committee as a "resource member" was noted and welcomed.

The meeting ended with discussion of our October suggestions to New York and their implementation or consideration. It was decided that during Jim's visit during coming months we may have an opportunity to explore further some of the ideas we've mentioned, as well as to hear of future plans.

Barbara Champion  
For the Committee

NEXT MEETING WEDNESDAY, MARCH 16



GUARDIAN COMMITTEE OF SAN FRANCISCO CITY COLLEGE  
Meeting 2/2/6

Campus  
(Committee)

The organizing meeting of the San Francisco City College Guardian Committee was held on Wednesday, February 2, with five interested students in attendance.

The Committee began its deliberations with agreement that the situation at this two-year college is unique in that 1) student interest in issue-centered programs is less than at a four (or more) year institutions;

2) the administration at SFCC has restricted and inhibited free discussion of some controversial issues - related either to campus conditions or national or international affairs - resulting in an intimidated faculty and student body (with virtually no organizations involved in radical debate); and

3) at any rate, only a small percentage of students are ever involvable (at any college) in campus activities.

However, someone pointed out that these last conditions were indeed the same conditions that had always been assumed at U. C. and Stanford, and that some of their most vocal activists are transfers from other colleges - so really only two-year students at these schools anyway -, and yet leadership and the actual introduction of opportunity to participate had revealed a dynamic potential. It was also remarked that City College probably has more students, proportionately, from minority and working class backgrounds, who are likely to "know it like it is," than at some of the other colleges where tuitions and living costs are higher - so at least theoretically, the potential for involvement may be even greater at SFCC. The comment was also made that the Guardian's presence at events might be supportive and encourage increasing debate on many issues.

From this beginning, the group ventured immediately into how to achieve a goal of issue-centered dialogue on SFCC campus, with a goal of introducing the Guardian to as many students and faculty members as possible. The Negro Student Association, already formed and "accredited" as a campus organization, was suggested as possibly willing to sponsor on-campus programs which would spark such dialogue.....as an established group, they would be able to secure rooms, post bulletins, etc., and could assist in many ways. Some time was spent discussing the pros and cons of identification with a specific group on campus, particularly a group based on race.....it was, however, pointed out that the securing of rooms, posting of bulletins, etc., could be eventually accomplished by other interested groups also, and the campus committee itself would function with the Guardian Representative on campus to extend areas of dialogue in as many directions as possible. In the meantime, the NSA will be approached to ascertain their willingness to sponsor at least the first "campus forum."

It was suggested by Roland that a controversial topic for debate might be "Racial Implications of the U. S. War in Vietnam." (This led to heated discussion among those present!) The group finally decided that any topic which could cause as much dialogue as this group had had, ought to be a fine one for a forum! Plans will be developed as the Campus Guardian Representative, Roland Young, is able to contact the NSA, and to make arrangements for a Guardian rack on campus, to receive Guardians at the Associated Students office, etc.

Enthusiasm and interest of group were high, with conviction expressed that it will be challenging to experiment during the months ahead. An effort will be made by committee members to assist Roland in every way possible, and to involve other students and faculty members. An effort will be made to sell 50 Guardians each week, from the rack and individually, and Committee members will endeavor to secure subscriptions, using the special offer of a free copy of the Burchett book as additional incentive. Another meeting will be called as soon as Roland has been able to act on suggestions from the meeting. Those present asked that a list of Committee members be provided for all, to expedite communication (attached).

Barbara Champion  
WA 1-8432



GUARDIAN COMMITTEE OF SAN FRANCISCO CITY COLLEGE - 2/66

Tom Champion	720 Bay Street	673-7291
Cathy Ong	1454 22nd Avenue	681-1786
Florence Tamsky	279 26th Avenue	387-1799
Roland Young (Campus Rep)	531 Frederick Street	661-6321
(Ina and) Jack Zins	1550 O'Farrell, Apt. 4	346-9351

NOTE: GUARDIAN COMMITTEE OF NORTHERN CALIFORNIA CAMPUS COORDINATOR:

Alex Stein  
2013 Oak Street  
S. F.  
221-6981

NORTHERN CALIFORNIA GUARDIAN REP: Barbara Champion  
1530 O'Farrell, Apt. 1  
S. F.  
921-8432



GUARDIAN COMMITTEE OF SAN FRANCISCO  
Meeting 2/3/66

With eight Committee members on hand, the San Francisco Committee met on February 3 to discuss current and future plans for the San Francisco area.

Pat reported on the current status of the Guardian Forum series to begin February 25, on the subject, "Revolutionary Potential in Latin America." Speakers will be Timothy Harding, Jose Nun and Don Wasky. The Forum will be held at the Eighteen Thirty Sutter Street Center of the Y W C A, in San Francisco, at 8 p.m. (1830 Sutter Street - near Buchanan). She stated that, unfortunately, it was necessary to change the date of the first forum after an ad had already been placed in the Guardian (from February 18 to the 25th), and we've just learned that Ramparts Magazine has scheduled a forum for the 25th with Marriner Eccles as main speaker, with other eminent speakers on the panel as well..... she asked that the group help her to decide whether the date of our Guardian Forum should be changed again. The group discussed the implications of this news, but decided that after one change already, we would be off to a very sad start if we changed our date again. It was remarked that our panel, too, involves people travelling from far points, with no assurance that they would be available for another date. Also, the possibility (probability) of nearly always conflicting with some other program was noted. The group unanimously voted to keep the 25th of February as the date for our February Forum.

Pat also announced that the March Forum will be on March 18th (same location), with Cesar Chavez, Director of the National Farm Workers Association, and Mike Miller, Regional Field Secretary of SNCC, as speakers.

(Volunteers will be needed for many assignments at these forums - it is hoped that everyone who can, will be on hand to assist at the door, setting up, making and serving coffee, etc.)

The group selected officers for the months ahead as follows:

Chairman: Mathilda Seliger  
Secretary: Frances Bell  
Treasurer: Norma Grossenbacher

Barbara announced that Connie Williams, of Connie's West Indian Restaurant, 1466 Haight Street, has offered the San Francisco Committee one Monday night each month for a fund raising dinner, if the Committee is interested. Noone present felt able to assume responsibility for the endeavor, but Committee members and Barbara will try to recruit a volunteer to develop such affairs during coming months.

The desirability of expanding rack locations in San Francisco was discussed, with seventeen new locations currently being considered. Frances offered to service new racks in the Haight-Ashbury area as well as at U. C. Medical Center. Racks have been secured but must be painted and locks and chains purchased before they can be put into operation. Barbara will notify Fran when set to go, as well as notifying New York when bundles should be sent.

Several Committee members commented that they felt the paper should be presenting more information about events in Latin America. It was also noted that the report by Cedric Belfrage on the Havana Conference differed in tone considerably from that which appeared in the Peking Review, and a query raised as to whether the paper might not present both views. Barbara agreed to forward these suggestions to New York.

Barbara Champion



GUARDIAN COMMITTEE OF SAN FRANCISCO 2/66

Sylvia Acker (Clippings)	350 Arballo Drive	334-1289
Frances Bell (Office/Racks)	836 Clayton Street	564-5582
Ben Blankenship	1241 46th Avenue	731-8697
Bud Dillon	1460 Webster Street	921-3477
Jeff Freed (SF State Campus Rep.)	1015 Brussels Street	586-7560
Brenda Goodman (Reporter)	460B Noe Street	431-1324
Norma Grossenbacher (Librarian)	15 Western Shore Lane, #6	922-3849
Ernest Page (Office)	275 Turk Street	None
H. J. "Scoop" Phillips (Clippings/ Racks)	55 Western Shore Lane, #2	922-4913
Miriam Rothschild (Telephone)	35 Galilee Lane, #2	346-7350
Ed Ryden (Artist)	778 Kansas Street	846-1175
Mathilda Seliger (Chairman)	1931 Grant Avenue	781-0694
Manuel Sunshine	537 Eureka Street	285-3492
Pat Thalheimer (Forum Chairman)	76 Divisadero	431-8260
Roland Young (SFCC Campus Rep.)	531 Frederick	661-6321

RESOURCE MEMBERS:

Joe Enos (Audio/Visual Equip.)	1251 31st Avenue	664-4445
Van Izard	1335A Columbus	775-6254
Max Robinson	342 24th Avenue	221-5122
Alex Stein (Campus Coordinator)	2013 Oak Street	221-6981



BAY AREA RACK SUB-COMMITTEE MEETING 1/26/66 - NATIONAL GUARDIAN

Berkeley, Oakland and San Francisco Guardian Committee members who have volunteered to maintain street racks for the Guardian met on January 26, to discuss the current situation in their communities and to plan for the future.

Present stands were listed and problems, successes outlined. All expressed a need for new rack signs. After discussion, it was decided that the copy on the new signs should be simplified, and that they should be printed with green ink, rather than blue. Copy on the new signs will read "Read the NATIONAL GUARDIAN.....Find out what's really happening!"

There are currently seven stands in Berkeley, two in Oakland, and seven in San Francisco. We are able to buy new racks at a cost of \$8.05 (discounted), and used racks at a cost of \$2.50 each, if we buy a minimum of 50. The group decided that even if they require some sprucing up, the used ones would represent such a saving that we cannot afford not to buy them! (20 new racks would cost \$161 - 50 used ones will cost \$125.) Therefore we shall buy the used racks. In addition, we will need locks and chains for each, at an approximate cost of \$1.50 each for locks and 50¢ for each chain. These supplies will be purchased as needed.

Potential locations for additional racks in each community were discussed - with seventeen new locations in San Francisco, five in Oakland, and two in Berkeley finally decided upon as a goal for the next two months.....these to be in addition to the ones already in service. The Peninsula Committee has also indicated a desire for several, and it is anticipated that the San Jose and Marin Committees will also want some.

Attached is a list showing current and future stand locations, as well as those tried in the past but found to be unsuccessful.

A meeting of Rack Representatives will be called again in the fall, to compare notes and explore the experiences of all involved.

Barbara Champion  
For the Rack Sub-Committee



BAY AREA RACK SUB-COMMITTEE  
RE-CAP OF RACK SITUATION 2/66

Present Stands

SAN FRANCISCO

Foot of Powell (at Market)  
Front of Emporium (Market)  
Penney's (5th & Market)  
6th and Market  
7th and Market  
16th and Mission  
S. F. State (19th & Holloway)

OAKLAND

Kaiser Hospital  
(McArthur nr. Broadway)  
Fruitvale & McArthur

BERKELEY

University Ave. Co-op  
Cedar & Shattuck Co-op  
Webster & Telegraph  
Hearst & Euclid  
Sather Gate  
Oakland City College  
Moe's Bookstore

Unsuccessful Locations (Past)

SAN FRANCISCO

5th & Mission  
City Hall  
ILWU - North Point

OAKLAND

Mills College  
Montgomery Ward

BERKELEY

(None)

FUTURE LOCATIONS

SAN FRANCISCO

Potrero Hill (20th St.)  
18th & Castro  
SF General Hospital  
240 Golden Gate (BSEIU)  
Clement & 7th Ave.  
Clement & 9th Ave.  
\*U. C. Medical Center  
U. C. Extension  
S. F. State Extension  
Kaiser Hospital  
Public Library  
\*S. F. State College (Commons)  
\*S. F. City College  
3rd & Bryant (Teamsters)  
\*Haight & Ashbury  
\*Haight & Masonic  
Haight & Divisadero

OAKLAND

\*Greyhound Station  
\*Labor Temple  
\*Kaiser Clinic (Howe St.)  
\*Public Library  
\*Laney Trade School  
(McArthur nr. Broadway)  
Fruitvale & McArthur

BERKELEY

\*El Cerrito Coop  
\*Sacramento & Ashby

\*Volunteers available



GUARDIAN COMMITTEE OF SAN FRANCISCO  
Meeting, January 5, 1966

The next meeting of the Guardian Committee of San Francisco has been set for Thursday, February 3, 8 p.m., at 1530 O'Farrell Street, Apt. 1. You are needed, and it is hoped you will be able to attend.

A goal of doubling readership in Northern California has been set for the coming year. Each community Committee (and many are in the planning stage) will in many ways assist in the reaching of this goal. At the same time, opportunities will be provided for hearing interesting and dynamic speakers, for dialogue and discussion, and for the sharing of pleasant social hours with others of similar interest. Of course there will also be Jimmy Higgins-type work, but this will be at a minimum if many participate.

It is anticipated that Guardian Committees will be established in at least the following communities: San Francisco, Peninsula, Marin County, Berkeley Area, East Bay, Contra Costa County, San Jose, Santa Rosa Area, North Coastal Area, Sacramento, Santa Cruz, Monterey, Stockton and Fresno. Others may be formed as interest is indicated. As of this date, Committees are underway (in at least the formative stages) in San Francisco, the Peninsula, Berkeley, Marin County and San Jose.

San Francisco, Peninsula and Berkeley Committees all held New Year's Eve parties..... this was a beginning effort to bringing people together for the business of living - to share some hours of relaxation and fun with those with whom we share interests and ideas. Over 200 Bay Area people attended the parties, and all involved agree the effort was worthwhile.

A large (20,000) direct mail campaign is to be undertaken in February and March, using excellent lists provided by many Guardian friends. A special offer will be made, of a six months subscription with a copy of Wilfred Burchett's book, "Vietnam, Inside Story of the Guerilla War." (Help will be needed for the mailings.)

Rack distribution will be expanded in communities throughout our area. Experience in Berkeley indicates that additional racks, thoughtfully placed, may be indeed worthwhile. It is planned to add approximately 15 racks in San Francisco - at SF State College, SF City College, in the Mission district and near apartment house clusters in the Western Addition, Haight-Ashbury, and near UC Medical Center. (Two Committee members have been recruited to service the additional racks.)

A monthly "Guardian Forum Night" is to be held in San Francisco, with a Committee member presently working out details of location, program, etc. Plans include an extremely flexible approach, with possibilities for speakers, discussions, films, musical and dramatic presentations, etc. (Help will be needed in carrying out details for these programs.)

Although attendance was indeed small (three Committee members present), the first official meeting of the Guardian Committee of San Francisco was held on January 5. (All of you receiving this, however, indicated interest on the telephone, and it is certainly hoped the attendance in February will be higher with this much notice!) Obviously, results during the coming year will depend upon the participation of those who view the Guardian's unique position as worth individual efforts to extend its influence.

It was suggested at the meeting that in addition to the direct mail efforts to be made, we also plan distribution of Guardians, with "special offer" literature included, at the Unitarian Church and perhaps other likely large gatherings during the months ahead.



Guardian Committee of San Francisco  
Meeting, January 5, 1966  
Page 2

Those present agreed this would be an excellent project (two people would be needed). Other possible places for distribution should be suggested by Committee members.

As a result of discussion regarding bookstore outlets, all present agreed to be on the lookout for more possible outlets. It was suggested that we all ask for the Guardian in every bookstore selling newspapers, with Barbara to be notified if any store indicates interest.

The SF Committee will have a table at the Forum to be held January 14, at 7:30 p.m., at Nourse Auditorium (Franklin and Hayes Streets), sponsored by the Haight-Ashbury Vietnam Committee. (Speakers include Simon Casady, Robert Scheer, Marshall Windmiller and William Stanton.) A Committee member will distribute Guardians and "special offer" material, as well as accept names of persons interested in working with the SF Committee.

The Guardian Committee of San Francisco is indeed underway! We all hope you'll be with us February 3!

Barbara Champion  
WA 1-8432



PENINSULA GUARDIAN COMMITTEE  
Meeting January 6, 1966

Old Business

1. Report of New Year's Party at the home of Mr. and Mrs. Patterson. It was a decided success. The affair netted \$53.47.
2. Motion passed: Thanks to the President, the Host and Hostess and to others who worked so hard to make the affair a success.

New Business

1. A committee was formed to try to get GUARDIAN racks set up in various places.
2. Next Committee meeting March 10, tentative. Notices will be sent to Committee members.
3. March 20, the date set for a TEA. Emmy Lou Packard will be asked to give a brief talk - with slides - of her recent Asian trip.
4. Projected mass mailing to be started soon as directions and funds are available.
5. Guests, from the Free University of Palo Alto, introduced. They explained that the Free University is being established to "provide education at a new level - to restore critical thinking to the American scene."
6. In response to questions regarding a rack at Stanford, it was stated that a rack can be installed if five students sign a petition. The opinion was also expressed that the magazine store on campus will handle the GUARDIAN. These possibilities are being looked into.

Old Business

Meeting Adjourned.

1. Report of New Year's Party at the home of Mr. and Mrs. Patterson. It was a decided success. The affair netted \$53.47.
2. Motion passed: Thanks to the President, the Host and Hostess and to others who worked so hard to make the affair a success.

*cc: N. Calif. Comm. + Reps*

*N.Y.*

*File*

1. A committee was formed to try to get GUARDIAN racks set up in various places.
2. Next Committee meeting March 10, tentative. Notices will be sent to Committee members.
3. March 20, the date set for a TEA. Emmy Lou Packard will be asked to give a brief talk - with slides - of her recent Asian trip.
4. Projected mass mailing to be started soon as directions and funds are available.
5. Guests, from the Free University of Palo Alto, introduced. They explained that the Free University is being established to "provide education at a new level - to restore critical thinking to the American scene."

6. In response to questions regarding a rack at Stanford, it was stated that a rack



cc: N. Calif. Comm.  
S. F. Comm. Chmn.  
Berkeley Comm. Chmn.  
N. Y.  
File

Guardian --Peninsula Meeting , Jan. 6, 1966

Old Business

1. Report of New Year's Party at the home of Mr. and Mrs. Patterson.

It was a decided success. The affair netted \$54.85.

2. Motion passed. Thanks to the President, the Host and Hostess and to others who worked so hard to make the affair a success.

New Business

1. A committee was formed to try to get GUARDIAN racks set up in various places.

Omar Kidwell, chr., Phyllis Patterson, Chuck Ewing, Mr. Pincus and Mr. Linebarger

2. Next Committee meeting March 10, tentative. Notices will be sent to Committee members.
3. March 20, the date set for a TEA. Emmy Lous Packard will be asked to give a brief talk--with slides--of her recent Asian trip.
4. Projected mass mailing of GUARDIANS to be started as soon as directions and funds are available.

Meeting adjourned

Flora Roberts, Sec.

STANFORD RACIS

Req: 55 students to sign  
petition mag. store.  
They will buy Guardian.

} Steve Smith.

True Univ.  
education now level  
more critical thinking to  
America scene.

/ new School St.  
Landel Sheer.

Mtg Day.  
1st Thurs in mo.



GUARDIAN COMMITTEE OF NORTHERN CALIFORNIA - MEETING 12/8/65

A review of responses to the request for indications by Committee members of their degree of commitment (mailed last month), reveals that the Northern California Committee now includes fifteen persons, with several of these fifteen to serve as "Resource Members." Resource members will be called upon as needed, but will receive copies of minutes and remain informed of activities and progress. All other members indicated their willingness and ability to attend monthly meetings and to participate in decision making. Since the Committee will also include representatives of Area Committees as they are formed, this is felt to be a fine beginning for 1966.

Local committees are being organized in several areas - the Peninsula group is well underway, commitments have been received to call together a Marin County group immediately after the first of the year, and Berkeley, San Jose, Eastbay and Mendocino are in the mill.....these areas should have Committees formed and active before our mailing in February.

The New Year's Eve parties are all underway - in San Francisco, Redwood City and Berkeley. Invitations, follow-up telephone campaigns, arrangements for entertainment, etc. are being handled by Committee members and volunteers in these areas, and judging from reports to date there'll be some fun affairs on 12/31/65 - 1/1/66! The Guardian is carrying a display ad for us, promoting all three parties. We'll hope the returns from all this activity really pay dividends in heightened local enthusiasm as well as fund raising.

Discussion during the 12/8 meeting included some disagreement regarding the amount to be charged for a "donation" at the door. Bob felt that \$5 per couple would be a proper sum, and the group agreed that it would be fine to get that much if it would not discourage younger people or eliminate those who would be likely to "drop in" while making the rounds to several parties. The Peninsula Committee had had a lengthy discussion of the pros and cons of \$5 per person, \$5 per couple, or \$1 per person.....their consensus that \$1 per person would be much the preferable, considering all the goals of the event - to reactivate the "Guardian Spirit" as well as to raise funds, etc. Since the ad had already been placed in the Guardian for \$1 per person, the point was a moot one, and the Committee agreed that they, too, felt that \$1 per person would involve more people and in the long run, probably raise as much money. Further discussion was held around the advisability of a "pitch" during the parties, with final decisions left to each Area Committee. Drinks will also be sold, of course, and this will also raise some money.

Monthly Guardian Forum Nights will begin in San Francisco in January - Pat has agreed to organize. Notices will be mailed to all San Francisco subscribers, and an ad will be placed in the Guardian as soon as definite plans are made re the time and place.

Discussion during the meeting revealed that investigation of the Cedar Alley Coffee House, suggested last month, had indicated it is not really suitable at this time. Roger suggested that the Forum Nights should not be on the same night of the week each month, but staggered if possible, since many people have commitments on every Monday, Thursday, etc., and are automatically eliminated if we set a definite night. The SF Committee will be so advised and of course will take the suggestion into consideration.

It is hoped that other Area Committees will observe San Francisco's experiment with interest and consider same for their own communities if they prove successful.

A ten-ton truck has been offered to the Northern California Committee, to be



used possibly as a Promotion Project for the Guardian while gathering food and clothing and household items for the Farm Workers Association in Delano. The Committee felt that this would be an excellent project if the FWA has facilities to store that much and if we could arrange for volunteers in each area to cooperate with an overall chairman of such a project. Barbara planned a trip to Delano on 12/9 and agreed to ascertain the farm workers' ability to handle such a quantity of supplies. Also needed would be Teamsters Union cooperation and the interest and support of many community groups. This, it is believed, would be forthcoming readily.

With regard to our large Spring Mailing, it has been suggested that we include the faculties of Northern California colleges, as well as libraries throughout the area. The Committee concurred. Each Area Committee will be asked to secure lists.

Roger suggested that he believed if the Guardian would furnish 1 column 4 inch mats along with free subscriptions to all Northern California newspapers (particularly smaller ones), we would receive occasional free ads in these newspapers since they're often looking for "space fillers," as well as acquainting editors with the Guardian and encouraging them to quote from it. Roger offered to secure the list of papers in northern California. A letter from Jim Aronson would of course be desirable, but if NY thought it ought to be handled at the local level, Roger offered to write a promotional letter to accompany such mats if NY will furnish them. Barbara to pass on this suggestion to NY.

New York has sent compliments on the amount and caliber of clippings being sent to their library from Northern California.

The Guardian Office in SF needs: a wastebasket, paper clips, rubber bands, manila folders and manila envelopes (all sizes). The NY office is sending a desk lamp as a Christmas present to the SF Office - good! (Much needed!) Also needed is a mimeoscope. Roger offered to donate an addressograph and 1000 plate holders. The Committee expressed thanks!

It was suggested that subscription blanks be made available to Committee members so that when they run across individuals who express an interest in the Guardian they can pin them down right then! Barbara will ask NY to supply.

Dale reported on a meeting held recently by the Western Regional Office of the National Committee to Abolish HUAC - main emphasis of NCHUAC during coming months will be to block appropriations and to secure further commitment from congressmen to abolish the HUAC.

Rack locations were discussed, with recognition of the need for more racks in all communities. Roger offered to secure racks for the Committee through his sources - with at least a 10-15% discount if we buy new ones, and he believes he may be able to track down used ones resulting from the recent newspaper merger in SF. He will let Barbara know results of his investigation.

The next meeting of the Northern California Committee will be on Thursday, January 13, at Barbara's - mark your calendar now!

(The San Francisco Committee will hold its first meeting on Wednesday, January 5, at Barbara's - to recap New Year's Eve party experience, review and firm up plans for monthly Guardian Forum Nights, expedite and implement rack program, and hear from Jeff, SF State campus rep, re plans and experience to date there.)



GUARDIAN COMMITTEE OF NORTHERN CALIFORNIA - 12/65

Vernon Bown	1250 Delaware Street, Berkeley	526-5506
*Roger Esteves	1030 Masonic, San Francisco	621-8823
*Lincoln Fairley	25 Fair Oaks, San Francisco	MI 8-4977
Brenda Goodman	460B Noe, San Francisco	431-1324
Dale Gronemeier	P. O. Box 7724, San Francisco 94107	863-1933
Jeanette Harris	1848 Stockton Street, San Francisco	DO 2-2821
*Jerrie Meadows	764 De Haro Street, San Francisco	AT 2-1675
Hal Kramer	267 7th Street, San Francisco	MA 6-1294
Bob Randolph	2935 Magnolia Street, Berkeley	TH 3-6509
*Holland Roberts	3891 La Donna Avenue, Palo Alto	861-3813
Alex Stein	2013 Oak Street, San Francisco	221-6981
*Fred Thalheimer	76 Divisadero, San Francisco	HE 1-8260
Pat Thalheimer	76 Divisadero, San Francisco	HE 1-8260
Virginia Walter	474 55th Street, Apt. D, Oakland	658-8052

AREA COMMITTEE REPS:

Blossom Kidwell	19 Eagle Hill Terrace, Redwood City	EM 8-7285
(Chairman, Peninsula Committee)		

\* = Resource member



COMMITTEE MEETING 12/8/65

Barbara reviewed the committee membership and the wishes expressed by each as to personal participation. Attendance at monthly meetings varies, as some can participate only occasionally, and various commitments conflict at times. Several have said they will help as may be possible, but not on a regular basis—including Linc, Roger, and Ben. New members will attend as new individuals express a desire to help.

Local committees are also being organized in several areas. A recent meeting with the Peninsula group was described by Barbara, who reported that they have a "rip-roaring" committee. Everyone is very enthusiastic. They will have a New Year's Eve party in Redwood City. Not enough time to organize one in San Jose this year, but will probably be one next year. There is a tentative commitment for a party in Marin County. Ben will host the S.F. party, and the East Bay party will be at Bob Randolph's. An ad has already been telephoned to the Guardian, and will appear in the next issue, to cover all the parties. It was necessary to state a price in the ad, which had to be the same for all the parties. Since the Peninsula committee had discussed the price thoroughly and at length, their conclusions were accepted as standard—namely \$1.00. Although this is admittedly low, it should attract greater attendance, and the profit from drinks will bring in still more. There was some discussion of whether a higher price, such as \$5.00, might have been desirable. At such a price attendance probably would be lower, and people would expect something besides just admittance—such as a drink or two.

There was brief discussion of the monthly "nights" in San Francisco proposed previously. Investigation indicated that Cedar Alley was not really suitable. There are so many vital issues, that if the Guardian Committee could provide a forum for activist groups each month, it would be better than special events now and then—which involve much more effort and promotion. Roger suggested that such a forum should not be on the same night of the week each month, which automatically cuts out some people's participation. It might also be well to have the meetings in different cities, instead of all in S.F., to enable various persons to be responsible for working up local enthusiasm. This committee should set up a series of 3 meetings, Jeanette suggested, and use this as a sounding board to judge the effectiveness. Pat ~~Hickman~~ has agreed to organize.

Barbara reported that we have been offered use of a 10-ton truck by Sherman Graves of San Jose, to serve as a collection "center" for clothing, food, staples, drugs, etc., for the Delano strikers and their families. A teamster will be available to do the driving. Barbara plans to go to Delano 12/9, and will look into possibilities.

With regard to our large spring mailing, it has been suggested that we include the faculties of local colleges. The possibility of trial subscriptions to libraries was mentioned. The Guardian would have good exposure there, and do a considerable good. Exchange subscriptions should also be sent to the Central and Northern California newspapers, which should also be sent a mat from the Guardian. Roger will write a letter to go to the papers, and will assist in getting a list of the papers. Virginia said she would get names and addresses of some local East Bay libraries for subs.

(OVER)

*It is hoped that other Committees will undertake similar projects. Local Guardian supporters and general enthusiasm.*



New York has sent congratulations on the amount of clippings  
our committee has been sending.

The Guardian Office in S.F. needs: a wastebasket, paper clips,  
rubber bands, manila folders. A lamp will be supplied by New York. Also  
helpful would be a mimeoscope and an addressograph. Roger said he could get  
the latter machine and a thousand plates.

We need subscription blanks handy, so opportunities won't be  
lost.

*the San Francisco Committee*  
Dale reported on recent meetings of a committee on a move to  
abolish HUAC, with main emphasis of the refusal to block  
appropriations, securing the commitments by Congressmen to  
abolish HUAC.  
Rack locations were discussed, and need for more racks. Roger  
felt sure he could obtain some for us through his sources. Vern has several  
going in Berkeley, and a contact in Oakland is putting some out there. S.F.  
locations discussed were several spots on Market and on Mission, Bush and  
Montgomery, Bryant and Third, 16th and Valencia, 240 Golden Gate, etc., etc.  
Racks shouldn't be put out anywhere in North Beach, as artists there take  
them to use as easels.

*Trevor Lafferty*  
Racks aren't expected to show a profit. It is the exposure we  
are after. Vern reported, for example than one week's receipts might be 16¢  
for 10 papers, and the next week be 5 or 5 times that. Some people put in  
nothing, and others a quarter instead of 20¢. Experience seems to  
indicate that the income per paper increases  
after racks have been established for a time -  
people who take them at first may gain  
respect for it as time passes.

The next meeting, the Northern Calif.  
Committee will be on Thursday, January 13,  
at Barbara's - mark your calendar now!  
(The San Francisco Committee will meet  
on Wednesday the 5th - to recap N.Y. Ex-  
actly experience, review <sup>to firm up</sup> plans for monthly  
Guardian Forum, expedite and implement  
rack program, and hear from Jeff,  
S.F. State ~~rep~~ campus rep at place  
and experience to date there.) Reminder  
notices will be sent.

Virginia



Dr. Calif. Comm.

SCHEDULE DURING JANE MCMANUS' BAY AREA VISIT 10/11 - 10/15/5

MONDAY 10/11	<u>Evening</u>	8 pm	Meeting with SF peace, civil rights, civil liberties, full employment organization reps -
	<u>Place</u>		1530 O'Farrell, Apt. 1, SF
TUESDAY 10/12	<u>Afternoon</u>	2 pm	Meeting with SF activists
	<u>Place</u>		1530 O'Farrell, Apt. 1, SF
	<u>Evening</u>	7:30 pm	Informal reception (see below)*
	<u>Place</u>		Forest Lodge, 266 Laguna Honda Blvd., SF
WEDNESDAY 10/13	<u>Noon - 2 pm</u>		Meeting with students and faculty members, active and interested in peace, civil rights, civil liberties, full employment -
	<u>Place</u>		San Francisco State College: Gallery Lounge
	<u>Evening</u>	8 pm	Meeting with SF Guardian Committee
	<u>Place</u>		1530 O'Farrell, Apt. 1, SF
THURSDAY 10/14	<u>Afternoon</u>	4:30 pm	Meeting with students and faculty members active and interested in peace, civil rights, civil liberties, full employment -
	<u>Place</u>		Stanford University: 271 Tresidder Union
	<u>Evening</u>	8 pm	Meeting with Peninsula peace, civil rights, civil liberties, full employment organization representatives -
	<u>Place</u>		14 Flood Circle, Atherton
FRIDAY 10/15	<u>All Day</u>		Participation in Protest Against War in Vietnam (Teach In/Out) - Panel: "The Role of the Left Press"
	<u>Place</u>		University of California, Berkeley

\*INFORMAL RECEPTION for JANE MCMANUS 10/12/5 7:30 - 10 pm

Forest Lodge is a large hall, across the street from Laguna Honda Hospital in San Francisco - it is "informal" in its layout (beamed ceilings, open pit fireplace, etc.) and we hope conducive to comfortable groupings of guests congregated to meet with Jane. A refreshment table will be set up and canapes, dips, etc., available at tables around the room. During the evening, Lincoln Fairly will introduce Jane for an informal address. Following Jane's remarks, Linc will introduce Dr. Holland Roberts, who will ask the group assembled to contribute toward the evening and to the GUARDIAN (no donation will be asked at the door).....guests will also be urged to ~~xxxx~~ examine their current pledges to the GUARDIAN and to increase them if possible. (Cards will be provided, with envelopes, as guests arrive for indicating contributions and pledge increases. These will be collected following Dr. Roberts comments.) Guests will be urged to participate in protest demonstrations against the war in Vietnam in their own communities and, if possible, in others as well.

ALL COMMITTEE MEMBERS SHOULD BE PREPARED TO ASSIST DURING THE EVENING - PAT THALHEIMER HAS DONE A MONUMENTAL JOB OF HANDLING ARRANGEMENTS - IF HELP IS NEEDED IN THE KITCHEN, AT THE BAR, OR ON THE FLOOR, YOU MAY BE ASKED TO PITCH IN! OK?

*I look (obviously!)  
Hope we see you at least  
Thurs. & Wed.*

*Barbara*  
Barbara Champion Torre  
GUARDIAN REPRESENTATIVE, N. CALIFORNIA



ORGANIZATION PLAN - NATIONAL GUARDIAN BUREAU (NORTHERN CALIFORNIA)

Committee

(Each Committee will require members with interest, talents and dedication who are willing to "put the Guardian first" for the coming year. Needed will be Guardian supporters who will assist in the following ways:

Resource: Duplicating, Art Work  
Mailing Lists  
Decorating  
Audio-Visual Equipment Skills  
Promotion Ideas

Fund Raising: Individual Solicitation  
Organizing of Events

Nitty-Gritty: Mailing, Telephoning, Serving, Cooking, Ushering,  
Rack Distribution, Clipping, etc.

News Gatherers

Photographers

Liason: Communication with Activist groups in every area will be essential, to keep them aware of the Guardian and to extend the Guardian's readership as activists become aware of the Guardian's concern with vital movements.

Secretary  
Treasurer

I GUARDIAN COMMITTEE OF NORTHERN CALIFORNIA

ROLE: TO INCREASE GUARDIAN CIRCULATION BY:

Program Planning and Advising (Overall)

Resource

Events (Significant to all areas) - FUND RAISING, EDUCATION  
Communication

To and from NY (through Rep.)

To and from Area Committees (through Rep. and Delegates)

COMPOSITION: Present members, a delegate from each Area Committee, volunteers involved in Northern California program. (Open to expansion as interest indicated from community.)

II AREA COMMITTEES

ROLE: TO INCREASE GUARDIAN CIRCULATION BY:

Circulation Promotion

Mailings

Racks

Bookstore Outlets

Distribution at Community Events

Events (FUND RAISING, EDUCATION)

Programs with speakers?

Social?

Discussion Groups, Institutes, Seminars?

Local News Coverage (WHEN NATIONALLY OR REGIONALLY SIGNIFICANT)

Clippings

Communication

To and from Rep.

To and from Guardian Committee of Northern California

To and from Campus Committees

To and from Readers and Community Organizations, Individuals

COMPOSITION: Guardian supporters, Campus Committee delegates, volunteers involved in area program.



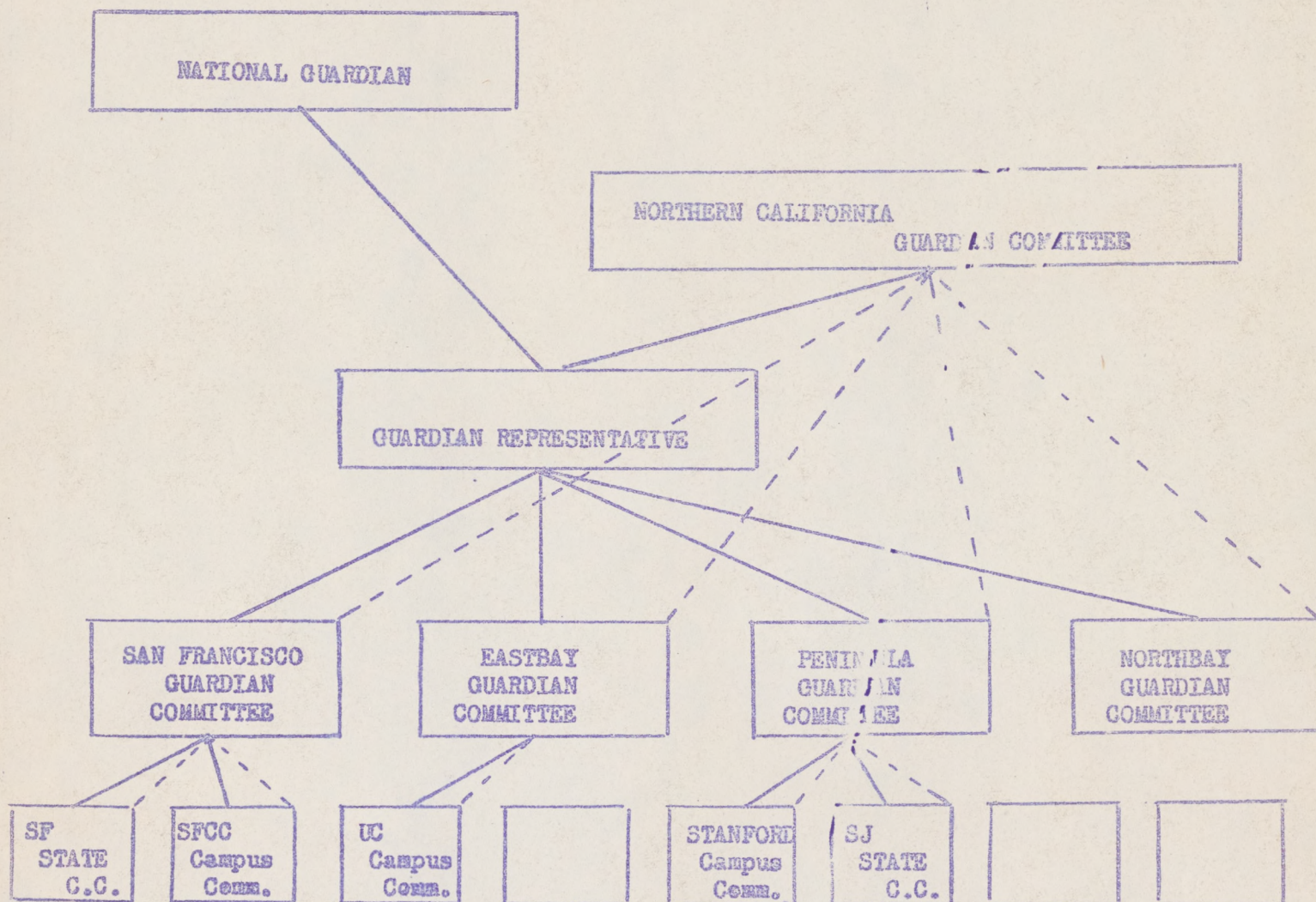
III CAMPUS COMMITTEES

ROLE: TO INCREASE GUARDIAN CIRCULATION BY:  
Circulation Promotion

- On-Campus sale of Guardian
- Subscription Drives
- Distribution at Events (Campus)
- Events (EDUCATION, FUND RAISING)
- Programs with speakers?
- Social?
- Discussion Groups, Institutes, Seminars?
- Campus News Coverage (WHEN NATIONALLY OR REGIONALLY SIGNIFICANT)
- Clippings (from Campus publications)
- Communication
  - To and from Area Committee
  - To and from student and faculty groups and individuals

COMPOSITION: Student and faculty Guardian supporters and volunteers involved in campus program.





- - - - - = Representation  
 = = = = = = Action, Communication

( Reassurance to Committee Members: This is as bureaucratic as I'll ever be - I promise! )



*N. Calif. Comm.*

JOB DESCRIPTION - NORTHERN CALIFORNIA GUARDIAN REPRESENTATIVE (11/65 BCT)

- I OFFICE MANAGEMENT
  - Maintenance of files, mailing list
  - Correspondence - New York, Northern California Guardian Committee, Area Committees, Individual Guardian readers, Advertisers, Activist Groups, etc.
  - Organization and supervision of volunteers (telephone, mail, office detail)
- II COMMUNICATION
  - To and from New York
  - To and from Guardian Committee of Northern California
  - To and from Area Committees
- III ORGANIZING
  - Northern California Guardian Committee
  - Area Committees
  - News Bureau (Reporters, News Gatherers, Photographers)
  - Recruitment and assignment of volunteers for office, cooking, serving, ushering, ticket-taking, audio-visual equipment, etc., for Northern California Committee Events.
- IV PLANNING
  - Meetings with Guardian Committee of Northern California
  - Meetings with Area Committees
- V IMPLEMENTATION OF PROGRAM
  - Coordinate work of volunteers, Committee members, as needed
  - Provide mailing lists
  - Rent halls, grounds, etc., as needed
  - Arrange for equipment as needed
  - Assignment of news coverage
- VI LIAISON WITH COMMUNITY
  - Maintenance of contact and constructive relations with Activist groups throughout Northern California
- VII ADVERTISING PROMOTION



NORTHERN CALIFORNIA GUARDIAN BUREAU

REVIEW OF EXPERIENCE 10/65 - 9/66

APPROXIMATE INCOME

	<u>10/64 - 9/65</u>	<u>10/65 - 9/66</u>
Subscriptions	\$7540 (1508)	\$ 8360 (1672, 4/66)
Sustainers (SONG, Pledges)	3250 (128)	9444 (241, 8/66)
Contributions	668 (49)	713 (68, 8/66)
Rack Income*	3254 (Berkeley only, 10/64 - 6/65)	4684 (Berkeley only, 10/65 - 6/66)
Literature Sales	0	50
Advertising (Paid)	460 (10/64 - 6/65 - 78")	1060 (10/65 - 6/66 - 194")
Events (Fund Raising)	300	1513 (10/65 - 9/5/66)
Campus Representatives	0	924
Miscellaneous (San Jose Comm.)	0	45
	\$12,543	\$21,745 plus additional income from racks and campus reps sent direct- ly to New York

DIFFERENCE: \$9,2024

\* Rack Income: The SF Office has records only for the racks maintained by V. Bown in Berkeley (and Lee Coe, same area, 10/64 - 9/65). Other racks, in SF Oakland, San Jose, Peninsula, etc. maintain direct relations with NY office and we have no way of knowing returns from these operations (since they are relatively new, the amount would not be great).

\*\*Campus Representatives: Records in the SF Office are incomplete as regards the income from various campuses, in that several reps have sent their receipts directly to the NY Office (also minor amounts).

APPROXIMATE EXPENSES

	<u>10/64 - 9/65</u>	<u>10/65 - 9/66</u>	***Average Per Month
Salary	0	\$3511.44	(\$292.62)
Rent and utilities	0	490.00	( 40.80)
Telephone	0	343.44	( 28.62)
Office Equipment & Supplies	0	372.72	( 31.06)
Postage	0	237.36	( 19.78)
Transportation	0	323.88	( 26.99)
Printing (Duplicating)	0	39.12	( 3.26)
Miscellaneous (racks)	0	97.50	( 8.13)
		\$5,415.46	

\*\*\* Average per month based on expenses 11/65 - 6/66 - Actual total costs for year somewhat less, due to three-week vacation period, July 1966

SUMMARY . . . . . Income to GUARDIAN from Northern California 10/64 - 9/65: \$12,5434  
Income to GUARDIAN from Northern California 10/65 - 9/66: \$21,7454

Net to GUARDIAN 10/65 - 9/66: \$16,330 . . . an increase of \$3787, first year of SFBureau.



NORTHERN CALIFORNIA GUARDIAN BUREAU . . . PROJECTED BUDGET 9/66 - 8/67  
(TWO Proposals)

SOURCES OF INCOME

	PLAN I (Staff of 1)	PLAN II (Staff of 1½)
Current subscriptions (1672, 4/66)	\$ 8360	\$ 8360
New subscriptions (net)	1000 (200)	1500 (300)
Current sustainers (SONG, Pledges)	9444	9444
New sustainers	1200	12300*
Advertising (Paid)	1500	2000
Racks (10 additional)	1000	1000
Literature sales	50	150
Current Fund Raising ** (Events)	4300	7000
New Fund Raising *** (Events)	500	500
Contributions	750	750
	<u>\$ 28104</u>	<u>\$ 42954</u>
		<u>\$ 43004</u>
*New Sustainers Campaign:		
5 @ \$100 per month	\$6000	
5 @ 50 per month	3000	
10 @ 25 per month	3000	
25 @ 1 per month	300	
	<u>\$12300</u>	

NOTE: \$5 and \$10 per month pledges are purposely omitted to permit cushion if larger commitments fall short (it is estimated that in order to obtain the above commitments, a minimum of 100 personal visits and telephone follow-ups as well as notes will be required. We believe and the Committee concurred - that securing 50 @ \$10.00 per month, or/and 50 @ \$5 per month would require the same attention and approach but, obviously much more time and effort, so would try the above plan first.

**Current Fund Raising Organized	Plan I	Plan II
N. Calif. Committee	\$1000	\$ 2500
San Francisco Committee	1500	2000
Peninsula Committee	300	500
San Jose Committee	500	700
Marin Committee	500	700
Santa Cruz Committee	250	250
Berkeley Committee	250	250
	<u>(\$4,300)</u>	<u>(\$7,000)</u>

***New Fund Raising to be Organized		
Eastbay Committee	100	100
Monterey Committee	100	100
Santa Rosa Committee	100	100
Sacramento Committee	100	100
Fresno Committee	100	100
	<u>(\$ 500)</u>	<u>(\$ 500)</u>

(more)



NORTHERN CALIFORNIA GUARDIAN BUREAU  
Projected Budget 9/66 - 8/67 (TWO Proposals)  
Page 2

estimated EXPENSES

	<u>PLAN I</u> (Staff of 1)	<u>PLAN II</u> (Staff of 1½)
Salary(ies)	\$7,233.20	\$10,849.80
Payroll taxes, insurance	240.00	360.00
Rent, utilities	600.00	600.00
Telephone	360.00	600.00
Postage	240.00	480.00
Office Supplies, equipment	360.00	540.00
Transportation	400.00	700.00
Printing	120.00	180.00
Miscellaneous	120.00	180.00
	<hr/>	<hr/>
	\$9,673.20	\$14,489.80

NOTE: Estimates are based on nearly a full year of experience and are considered maximum rather than minimum.



NORTHERN CALIFORNIA GUARDIAN BUREAU

*File*  
cc: N. Calif. Committee  
N.Y. Office (2)

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Events (Fund Raising)	300	1513 (10/65 - 9/5/66)
Campus Representatives	Ø	92/
Miscellaneous (San Jose Comm.)	Ø	45
	\$12,543	\$21,745 plus additional income from racks and campus reps sent direct- ly to New York
DIFFERENCE: \$9,202/		

\* Rack Income: The SF Office has records only for the racks maintained by V. Bown in Berkeley (and Lee Coe, same area, 10/64 - 9/65). Other racks, in SF Oakland, San Jose, Peninsula, etc. maintain direct relations with NY office and we have no way of knowing returns from these operations (since they are relatively new, the amount would not be great).

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		\$43004

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	25 @ 1 per month	300
		\$12300

NOTE: \$5 and \$10 per month pledges are purposely omitted to permit cushion if larger commitments fall short (it is estimated that in order to obtain the above commitments, a minimum of 100 personal visits and telephone follow-ups as well as notes will be required. We believe and the Committee concurred - that securing 50 @ \$10.00 per month, or/and 50 @ \$5 per month would require the same attention and approach but, obviously much more time and effort, so would try the above plan first.

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Santa Cruz Committee	250	250
Berkeley Committee	250	250
	(\$4,300)	(\$7,000)

***New Fund Raising to be Organized		
Eastbay Committee	100	100
Monterey Committee	100	100
Santa Rosa Committee	100	100
Sacramento Committee	100	100
Fresno Committee	100	100
	(\$ 500)	(\$ 500)

(more)



NORTHERN CALIFORNIA GUARDIAN BUREAU  
Projected Budget 9/66 - 8/67 (TWO Proposals)  
Page 2

estimated EXPENSES

	<u>PLAN I</u> (Staff of 1)	<u>PLAN II</u> (Staff of 1½)
Salary(ies)	\$7,233.20	\$10,849.80
Payroll taxes, insurance	240.00	360.00
Rent, utilities	600.00	600.00
Telephone	360.00	600.00
Postage	240.00	480.00
Office Supplies, equipment	360.00	540.00
Transportation	400.00	700.00
Printing	120.00	180.00
Miscellaneous	120.00	180.00
	<hr/>	<hr/>
	\$9,673.20	\$14,489.80

NOTE: Estimates are based on nearly a full year of experience and are considered maximum rather than minimum.



## PEACE ON EARTH

Dear Reader:

The season of Peace on Earth takes on more significance than usual this year. In keeping with tradition, the Guardian is extending gifts that could well help in bringing understanding and peace to the world.

With every new sub to the National Guardian -- whether your own or a gift subscription -- we will include a FREE copy of Wilfred Burchett's latest book, "Vietnam North", which regularly sells for \$1.85 in paperback. On a regular \$7 subscription, this double-offer amounts to a \$5.25 saving over newsstand and bookstore prices. On a \$3.50 student sub, the saving is \$8.75. Order gift subs now so they will arrive -- with "Vietnam North" -- in time for the holidays. Offer does not apply to 10-week trial subs.

Further, in keeping with its policy of being of active help to those seriously concerned with changing society in a radical enough way to end war, hatred, racism, oppression, exploitation and repression, the Guardian is staying on top of the activities of militant students and the black people as well as of growing resistance to the war in Vietnam. One of the focal points in these fights is the Bay Area, including the intensive campaign of the Peace and Freedom Party to gain the ballot.

The Guardian carries a constantly increasing amount of news and articles about the West Coast. Prof. John Gerassi, Department of International Affairs of San Francisco State College, is now correspondent for the Guardian.

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city state zip

... renewal ... gift sub? from whom?

NATIONAL GUARDIAN, 55 Colton Street, San Francisco, Ca 94103

Respectfully,

*M Vicker*

M. Vicker, Bay Area Circulation Manager



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NATIONAL GUARDIAN, 55 Colton Street, San Francisco, Ca 94103

Respectfully,

*M Vicker*

M. Vicker, Bay Area Circulation Manager



Dear Lovers People,

I expect you will be home from your trip, when this letter arrives. I hope you had a good trip, and ~~found~~ <sup>found</sup> your son and wife in good health.

Am enclosing a total of 26.80. Following is an accounting.

Progressive B. S. in Los Angeles -

2 Volume I at 2.20 <sup>DX</sup> 4.40  
2 Volume II

Hollywood B. S. in Los Angeles

1 Volume I at .40 — .40

Canyon B. S. in S. F.

10 Volume I } at 2.20 — 22.00  
10 Volume II } — 26.80

also, left 35 copies of Vol. II at Pacific with

B. S. in Hollywood, at 1.80 — total 63.00.

This one regularly pays their bills on the 20<sup>th</sup> of the following month. In this case, that would be on Dec 20<sup>th</sup>. But you must bill them, and it should reach them in November.