

SUMMARY OF 1964 CAMPAIGN ACTIVITY CONDUCTED BY THE POLITICAL EDUCATION PROJECT
ASSOCIATED WITH STUDENTS FOR A DEMOCRATIC SOCIETY

1/ Finances: One thousand five hundred dollars were provided by the Industrial Union Department of the AFL-CIO. A number of small donations were received from individuals, but the IUD grant remained the major source of funds for the Political Education Project (PEP).

2/ Staff: As was projected in the original proposal, James Williams was hired as Director and Steve Max as Assistant Director. Both started work on September 8th, immediately after the National Council of Students For A Democratic Society approved the establishment of the Political Education Project. Williams and Max worked at subsistence wages of forty dollars a week.

Total salary through the week of Nov.
3rd - \$640.00

3/ Office: Office space was sub-let from Students For A Democratic Society at the rate of thirty-five dollars a month for two months. A phone was installed, second-hand office furniture purchased and the necessary stationery printed.

Total cost of rent, phone, equipment
and postage - \$313.00

4/ Literature: The Political Education Project produced three background papers on the campaign: Goldwaterism, Its Origin and Impact

by Jim Williams, Goldwater and the White Backlash by Tom Kahn and Goldwater: The Public Record compiled by Steve Max and Doug Ireland.

A total of four thousand five hundred copies of these papers were distributed on campuses through SDS and other organizations.

Thirty-seven thousand pieces of AFL-CIO literature of the Committee On Political Education were distributed on campuses and in communities through the efforts of the Political Education Project. In addition, copies of Goldwater From A To Z by Arthur Fromer (Grove Press), COPE "Register and Vote" posters, Albert Barkin's speech before the Michigan AFL-CIO convention, The Extremists, and other material was distributed to SDS chapter leaders. The COPE 1964 Speakers' Handbook and How to Win were also used although in very short supply.

Total cost of production and shipping
of literature - \$252 .00

5/ Research: The project acquired the necessary compilation of past election returns, projections for '64 and Group Research material so as to be able to provide campus groups with information on districts near the school in which energy could most profitably be expended.

Total cost of research material (Congressional Quarterly Reports, Congressional District Data Book, America Votes, etc.) - \$35.00

6/ Voter Registration: A campaign to register graduate students to vote by absentee ballot was carried out on twenty campuses. Kits containing regulation and dates for registration, application for ab-

sentee balloting, samples of PEP and COPE literature, posters and gimmicks were issued to all SDS chapters as well as other organizations. Considerable effort by SDS members and friends was put into community voter registration work in Boston, Cleveland, Chicago, New York, Louisville, Philadelphia, Portland, Seattle and Austin.

7/ Demonstrations: Through the Political Education Project, members of SDS helped to organize and participated in anti-Goldwater demonstrations in Teaneck, Boston, Louisville and Chicago. These were, in general, occasioned by Goldwater visits to those areas.

8/ Travel: The last week of the campaign, Political Education Project staff members toured campuses in New England and the Midwest to urge last minute campaign work and election day activity at the polls. This trip enabled the staff to bring last minute orders of literature and to evaluate the work that had been done.

Total cost of bus fare for New England
and Midwest Trips - \$260.00

9/ Evaluation:

a/ By using campaign literature from COPE wherever they worked, students were able to inject other issues into a campaign which was being fought almost entirely on the issue of responsibility vs. the lack thereof;

b/ Use of COPE material brought the knowledge of the existence of COPE to the campus where students are, in general, unaware of how labor works in politics;

c/ Previously unregistered students and adults are now registered;

d/ Students who were enthusiastic about the campaign were brought into contact with local political and labor machinery, through they can continue to work if an effort is made to keep them active; this is particularly important since the right wing is not destroyed, and the job of maintaining a liberal majority in Congress will be much more difficult in 1966 when there will be no coat tails;

e/ Opposition was shown on the campus to the Young Americans For Freedom (YAF); hopefully, student groups which fought the right wing in the election can continue to cooperate in fighting the right wing student movement; YAF will continue to operate on campus fully aware of the fact that by 1970 half of the total population of America will be under the age of twenty-five;

f/ The Political Education Project will continue to function in support of legislation and as an agency for directing students into meaningful campaigns, particularly in view of the fact that municipal elections and primaries start in less than six months.

RECAPITULATION OF THE BUDGET:

Received

\$1,500.00 from IUD

\$1,500 TOTAL

Spent

\$640 salary for two, @ \$40 per wk.

\$313 rent, phone, office, equip-
ment, postage, supplies

\$252 literature - production
and shipping costs

\$35 research materials

\$260 travel - staff trips to
New England and Midwest
in last week of campaign

\$1,500 TOTAL

ties around their schools, the Political Education Project will expand the research facilities initiated during the election campaign. Campus groups wishing to participate in local activity will be able to call on PEP for an outline of the recent political history of their Congressional districts and state. Such information as COPE, ADA and ACA ratings will be on file, as well as Group Research reports. Census data by Congressional district will be available, and data will be gathered on municipal elections as well. While much of this information is presently available locally, our experience indicates that students frequently do not know how to begin to find it. The PEP research service will give students a start in this type of data-gathering, and will be equipped to locate areas in which a campus group can best make a contribution.

B) Plans are under way to cooperate with the National Coalition for a New Congress in doing detailed Congressional district survey work. Students will use a packaged survey from NCNC which includes interviewing local political, labor and community organization people in an attempt to establish the possibility of building a liberal coalition in the district.

Publications Program: The Political Education Project is soliciting papers on student participation in the presidential campaign. The

planned series includes studies of the Texas Coalition, The New York Reform Movement, and the Freedom Democratic Clubs of Illinois. These papers, intended for campus distribution, will help to demonstrate that students do have a role to play in local political movements and will give a precise idea of what was done and how. Another series of publications will be written on the "how to do it" level, and a third series will deal with the history of participation in politics on the part of social movements --- i.e. the Populist Movement, the Abolitionist Movement, and Labor.

Proposed PEP Budget (December 1964 - August 1965): The following budget does not include the cost of summer projects as it is yet too early to determine this exactly, but it does cover the administrative work necessary to establish the projects.

Salary - staff of two - \$40 @ per week	\$ 3,200
Rent - \$35.00 per week	\$ 1,400
Phone - \$50.00 per month	\$ 500
Printing and production	\$ 3,000
Postage	\$ 700
Travel	\$ 1,000
Research Material	\$ 75
Subscription to <u>Congressional Quarterly</u>	\$ 200
Total	<u>\$10,075</u>