

SUMMARY OF FALL 1975 SALES CAMPAIGN

The Militant

1. Average weekly reported sales: 6,050 in centers
150 in region
6,200 nationally reported

cf. 8,712 in centers
365 in region
9,077 nationally in Sp '75

2. Average number of comrades selling each week: 650 (centers)

cf. 700 Sp '75

3. Breakdown by location in centers:

Black, Puerto Rican, Chicano communities: 2,600/week = 43%
Work places, union meetings 550/week = 9%
Campuses 1,300/week = 21%
Political events 620/week = 10%

cf. Spring '75 3,035/week = 35%
413/week = 5%
2,059/week = 24%
735/week = 8%

4. The first category above indicates sales predominantly in Black communities. However, some areas sell in communities where other oppressed minorities live.

Chicano communities: Denver, Houston, Central-East, West Side, Milwaukee, O/B, San Jose, West North Chicago
Average at least 400 per week

Puerto Rican communities: Lower East Side, Philadelphia, Upper West Side
Exact figures not available

5. Average ^(branch) bundle size: 8,300 cf. 10,800 Sp '75
Percent of bundle sold: 73% cf. 81%
Bundle income: \$1,400/week cf. \$1,800/week

ANALYSIS OF SOURCE OF NEW SUBSCRIBERS

(Other than those sent in by members' cards)

	Monthly Average Sept - Nov 1975	Monthly Average Dec '74 - Aug '75
Militant Coupon:		
intro	39	38
year	17	15
TOTAL	56T	53T
SWP Campaign (mostly coupons from the Bill of Rights):		
intro	22.3	12
year	.3	.2
TOTAL	23T	12T
Sub blanks sent in directly by readers:		
intro	23	21
year	3	2
TOTAL	26T	23T
Subs requested in letters:		
intro	12	9
year	9	7
TOTAL	21T	16T
Other coupons: (e.g. YS)		
intro	3	3
year	2	1
TOTAL	5T	4T
Other (e.g. response to sample mailings):		
intro	3	4
year	.33	1
TOTAL	3T	5T
TOTAL DIRECT MAIL SUBSCRIPTIONS:		
intro	102	87
year	32	26
TOTAL	134T	113T

(more)

Thus, an average of 21/subscriptions per month are being sent in directly by readers than during the first eight months of 1975.

Also, we got a very good response to a special mailing sent to an expired batch of Militant subscribers. We sent a copy of the issue with the 7-page spread on the Legion of Justice in Chicago and stuffed the paper with a leaflet urging these expired subscribers to resubscribe. The

results were:

size of mailing--1,000
response -- 42 new subs or 4 percent
breakdown

18 6-month subs
21 4-year subs
3 2-year subs