

"Tremendous Breakthroughs Seen in DW Circulation Campaign"

Herewith are excerpts from the speech of Pat Barile, coordinator of the Daily World/ Voz del Pueblo 1977 press drive, to the meeting of the central committee of the Communist Party on December 3.

By PAT BARILE

In the Daily World/ Voz del Pueblo/Peoples World fall press drive we are nearing the end of our campaign to make 1976 the Year of the Press in our Party.

The final record will show that we have made many new gains in every area of press building.

We now have a record number of subscribers to the daily edition of the Daily World. It justifies our \$12 daily sub rate as a way of winning daily readers.

There have been new breakthroughs in the South, in some sections of the steel industry, in bringing our program for trade union unity, around a program of struggle, to new thousands.

Two achievements deserve special mention. One is the growth in readership in the South Chicago steel mills, made by the Illinois district of the Party. The other is the splendid commitment to our press being displayed by the Rhode Island friends of the Daily World. They have already obtained 44 subscriptions, 19 above their goal of 25. Five other districts have surpassed that number, and two others have equaled the 44.

It is a clear demonstration that the mass movement wants the Daily World.

In addition to setting out to secure 3,000 new subscribers, plus 2,000 new readers via bundle orders, we had other aims.

We set out to raise the ideological and political level of our comrades in the press drive. To that end we held two major readers conferences in June, one in Chicago and one in New York. They were followed by six regional conferences in October. In addition, we held a number of regional Party leadership meetings. We developed the task force concept for Youngstown, Buffalo and Chicago.

All these were preceded by ideological discussions.

We set out in this drive to re-establish our Party and press in Flint, Mich., Bethlehem, Pa., and Houston. That was a national assignment. The Houston operation is in full swing. The

comrades involved in that are focusing on three plant gate distributions a week, home contacting, and obtaining new subs. They have carried on their own work in Alabama, Louisiana and Texas, and have moved full tilt into the Houston breakthrough effort.

The Bethlehem operation was necessarily put aside, temporarily, because of the steel crisis developments in Youngstown where a task force is in operation to build the fight-back against the layoffs, with the press an important vehicle in reaching the steelworkers and the community.

Our inability to get started in Flint is an indication that we have much work to do. That is also reflected in the total press drive weakness in Michigan. They have 45 new subs of the 225 new goal. We ought to treat Michigan and the other heavy auto districts as

we do steel when we discuss quotas, tactics, achievement studies, etc.

An important achievement is the establishment of a useful body of literature related to press and Party building, including the December, 1976, Political Affairs article by Mike Zagarell and his October, 1977, P.A. piece; numbers 3, 4, 5 and 6 of Party Affairs; the last page of the updated Human Rights document; Comrade Hall's "Basics" article entitled, "The Paper that Gets Under the Bosses' Skin." These publications present an ideological, political, programmatic and organizational approach to building our press and Party.

The articles were written by Comrades Henry Winston, Gus Hall, Betty Smith, Mike Zagarell, Pat Barile and others. They make for fine educationals in Party clubs and districts.

Now the statistics. They are in a large way a measure of our work. The level of achievement in new subscriptions, bundles and renewals show significant gains in some areas and districts, and point up weaknesses in others.

As of today we should be at 66 percent of our goals, that is, at 1,952 new subs, and a similar number in new bundles. We have, in fact, obtained 1,475 new subs, just under 50 percent of our goal. Of that number 66 are home delivery subs; the remainder, mail subs. We have obtained five \$200 lifetime subs.

Only three Party districts are on target: Rhode Island, at 176 percent; Western Pennsylvania at 97 percent; and Texas/Oklahoma at 96 percent — a reflection of the work around Hous-

Let's look at the industrial concentration districts.

On bundles. We posted a gain of 6,094 papers weekly via bundle distribution, since June 1, the cutoff date of the first drive.

New York posted 4,137 of that amount. That means others lost ground. In the six steel districts there was a net gain of only 109.

Special bundles: These are the one- or two-time orders that are used in special campaigns or mobilizations. We distributed 204,621 Daily Worlds during the fall press drive, including a 100,000 Labor Day Special. The special bundles are the means whereby we reach thousands of new readers for the first time. They make a mass introduction of our ideology into the mass movement.

Renewals are a critical area. We are on the threshold of major achievements in renewals. I am happy to report that we are approaching our goal of 100 percent contact with readers and 75 percent renewals.

Out of a possible 4,182 renewals between Jan. 1 and Nov. 11, we renewed 2,714, 65 percent. If we keep up that style of work we'll be moving toward political participation of our readership in a mass way. The six steel districts ranged between 63 percent and 74 percent.

We set a fund raising goal of \$250,000 for 1977. All districts completed their goals except New York, which is \$20,000 short of its pledge. Altogether it was a good drive.

For 1978, it is proposed that we raise \$250,000 that our drive start Feb. 1, and end on May 15.

Because of the desperate need for funds by the Daily World, we want to urge that every Party district step up its holiday greeting ads; that every district begin immediately to gather funds and to present those funds at special regional Party meetings which will be set for January; that every district begin immediately with fund raising plans and assignment of personnel to guarantee implementation. Our ability to keep on expanding our circulation—as we did with the 100,000 Labor Day special; through the new low \$12 daily sub rate and the special \$1 rate for laid-off steel workers—can only continue with your maximum financial help.

The 1977 press and fund campaigns demonstrate that we can achieve every reasonable task and goal we set ourselves, and a little extra.

"CP View of Labor's Stake in Defeat of Bakke"

The significance of the Bakke case—for both Blacks and whites, and especially for workers—was outlined in a statement this week by the Communist Party.

Allan Bakke, a white engineer, has sued for admission to the medical school of the University of California at Davis. In a lawsuit now before the Supreme Court, Bakke challenged the affirmative action program at the school, claiming that he was turned down because of it.

The statement follows:

Bakke is far more than the case of a single student in a single medical school in California. Allen Bakke, an over-age white engineer rejected by ten other medical schools before applying to the University of California at Davis, was obviously selected to challenge and help overthrow all the gains made by the civil rights struggles of the '60s and, indeed, the struggle for freedom over the centuries.

In a deep sense, the Bakke case, now before the U.S. Supreme Court for decision, represents the use of racism as a weapon against democracy in general and labor in particular.

To resist this attack today means a massive fight for affirmative action with teeth, with clearly defined aims that have clear-cut dimensions of time and numbers. This means, among other things, quotas.

Those who wish—covertly or overtly—to maintain discrimination are now focusing their argument on quotas. They understand, as we do, that without specific quotas affirmative action becomes a phrase under which discrimination, occasionally garnished by tokenism, is perpetuated.

These people argue that quotas are inherently exclusionary. Here they—deliberately or otherwise—confuse the issue.

Past quotas have indeed been exclusionary, notably in the nation's colleges, and were aimed at keeping out Blacks, Chicanos, Jews and generally children of immigrants.

groups and women cannot wait for expansion and full employment in some distant future. The crime of discrimination—past and present—requires clear-cut programs, including specific quotas, as the answer here and now. The fight for equality cannot wait. It must continue under all circumstances as long as discrimination and inequality remain.

The attack on quotas under the smokescreen of "reverse discrimination" is in essence an attack on affirmative action programs today. To permit this attack to succeed would mean a reversal of the hard-won gains of years and a return to a neo-discrimination, a neo-

But quotas called for by affirmative action programs are exactly the opposite. They are inclusionary. They aim to guarantee an increase in admissions or hiring of hitherto excluded groups—Blacks, Chicanos, women and others. They constitute an essential weapon in the struggle here and now to break the vicious pattern of discrimination.

Desegregation cannot wait

Some people, frequently well-intentioned, call for the expansion of educational facilities and full employment as the complete answer to discrimination. No one is arguing against expansion and full employment. But to advance this argument dodges the burning issue of discrimination here and now. Blacks and Chicanos and other oppressed national

segregation.

The enemies of equality would have it appear that white workers are being asked to give up something in the Bakke case. On the contrary, white workers have much to gain in defeating Bakke—as some sections of organized labor already recognize. Genuine affirmative action programs would bring labor its most decisive need—unity of Black and white, unity of all labor with all oppressed peoples. Labor has nothing to lose in the Bakke case except the chains of disunity.

Racism weakens the drive for unionization. It has been a major weapon of monopoly capital, particularly in the South, to lower the wages and living standards of all workers, to weaken the militancy of the workers and set worker against worker—all for the benefit and superprofits of Big Business.

Bakke defeat would build unity

A victory for Bakke would signal a reign of new repression not only against Blacks and other oppressed minorities but would inevitably be used to push back the struggle for women's rights. Above all, it would be used to accelerate the drive against the organizations of labor and the living standards of the working people.

On the other hand, a defeat for Bakke would strengthen all forces fighting for democracy and human rights, especially the multi-racial U.S. working-class. It would be a profound stimulus to the struggle for unity within labor and the unity of labor and its natural allies, the Black and other nationally oppressed people.

For these reasons the Communist Party USA supports the growing struggle upholding the Civil Rights Code of 1964—especially Title VII. The initiative of the University of California at Davis in pressing the fight against Bakke is an integral part of this fight. The position of Davis should become the position of every educational institution and, above all, of the whole labor movement.

On our part, we will do everything in our power to help weld that great mass coalition of workers, professionals and students, Blacks and other oppressed minorities, that will not only defeat Bakke but continue on the road to expanding democracy by smashing racism.

The statement was signed by Henry Winston, national chairman, and Gus Hall, general secretary, of the CP on behalf of the central committee.

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