

THE ECOLOGIST magazine recently came out strongly in favour of PEOPLE in a major article. We are now breaking through the barriers of the mass media in a big way.

NATIONAL CONFERENCE. Provisionally arranged 8th and 9th June, Coventry. Objective to adopt manifesto, elect national committee and agree continuing campaign. PUT THE DATE IN YOUR DIARY NOW! (Details to follow).

NUCLEAR POWER. Paul Carline c/o E. Goldsmith (Whitehay, Wothiel, Cornwall) is trying to co-ordinate a public campaign/debate on the issues, helpers please write to him direct.

CONSTITUENCY GROUPS seem to be forming all over the place to fight local elections as a method of keeping active and preparing for the next general election and informing the public and gaining publicity.

MOVEMENT FOR SURVIVAL. Has been taken over by PEOPLE. Hundreds of letters have been arriving at the National Secretary's Office. Enquiries are being re-directed/sent to area group organisers as fast as possible.

ELECTION DE-BRIEFING. Held Sunday 17th March 10.30 - 18.00 hours, Despite British Rail Liverpool eventually managed to arrive after 6½ hours frustrating journey. A true example of dedicated duty for you all. The following is a summary of the proceedings:-

Leeds felt that due to their own approach they had ended up working in a vacuum. However they achieved a good working relationship with the Post Office and sent out 21000 leaflets using the free service reaching approximately 42,000 electors. They had approximately 20 workers on average and didn't direct canvass until towards election day as help became free from addressing. Specific canvassing areas were chosen and 10% of houses leafleted called on. 108 man hours were involved therefore to cover all homes approximately 1100 man hours would be required. Press and radio were looking for gimmicks and lost publicity because they weren't given. Concluded "It's who you know that counts" - in publicity. Over 33 people phoned or called in during the campaign to help. They are now going for local politics whilst maintaining a national voice and agree that a General Election gives us best possible coverage and value for money. Face to face arguments with labour opponents attracted crowds. Leeds Conservation Society have now affiliated with PEOPLE.

Coventry N.E. and N.W. found that finding the deposits was one of the biggest problems and prevented the fielding of 4 candidates (as easy to field 4 as 1 in some newspaper/city areas plus more benefits). Experienced difficulty with using free post (i) cost of envelopes (ii) numbers required for addressing therefore distributed physically reaching approximately 2/3 of each constituency. Each candidate held 2 meetings, success depended on leaflet notices in area before hand and press announcements. A loud hailer was used most effectively and assisted greatly. Became apparent that the issues/problems faced WERE NOT conservation/environment etc. but (i) that PEOPLE was legal (ii) that electors had a choice therefore went for protest vote. No door to door canvassing was done but developed shopping area "walkabouts".

Birmingham. Started too late with helpers insufficiently well versed in PEOPLE. Had average of 3 workers in 90,000 constituency. Distributed 8500 plus leaflets on an "every other house" basis. Candidate wouldn't use loud hailer. Lot of leaflets and posters were put into factories where voters worked and left on supermarket shelves and high street handouts. Considers votes came from liberal and labour sources rather than conservative.

Eye. No previous plan until 2½ weeks before election. Wide rural constituency. Largest centre 13000. 92 small towns. Few participants in area 6/7 plus Goldsmith's friends and family. Problems arose because helpers varied between left and right. No proper headquarters. Phone in Hotel. One must have headquarters. Poster difficulty. Mistake to field people where there is Liberal and Independent. Ideally contest only Labour and Conservative. Stunt with camel. Rural E. Anglia is natural recreation. Waiting to find out if E. Goldsmith will return. Interest in general public is dwindling for environmentalists.

Hornchurch. Leafleted whole area conducting partial canvass at same time. Met obstruction from conservationists.

Liverpool. Campaign began with dispatch of 150 begging letters for help and money. The exercise cosy about £6 and raised £14. Three offers of help also materialised. Decided to duplicate election addresses, this later caused trouble. One week was spent preparing address and planning campaign.

Candidate to canvas each day and visit shopping centres with the loud speaker car. Helpers to distribute then canvas in last few days. Loud speaker car to tour area each day with a different theme. However plan not followed due to duplicating and logistics problems - all helpers were fully employed distributing - shortage of manpower - loud speaker out of order for 8 days. Local press conference did result in good publicity, 1 radio interview, at least 5 newspaper articles.

### Conclusions and Recommendations.

Print election address. Use GPO "Free-post" for distribution. Use all manpower for canvassing. Press conferences - 2 a week. Research into local issues. Use loud speaker car thoughtfully. It is our opinion that an election can be fought efficiently for less than £200 + deposit. The most expensive single item being the address, this also is the most effective vote-catcher. Take advantage of shopping parades, loud speakers, would try to cover whole area, canvassing door to door important (1100 man hours required to canvass all), see problem as one of doorstep conversion. Close gap between receipt of leaflet and canvass. Delay delivery of leaflet until as near to election as possible. Would not bother with meetings. Don't contest same seats again go to adjacent area. Get new candidates and agents. Nominate prospective candidates now. Approach colleges, grammar schools, clubs, townswomen's guilds etc. youth clubs. Lists of books and other evidence - simple stuff. Get information into factories and to apprentices, teacher training colleges, advisory centres etc. Day time canvassing is a waste of time - best 6 - 9 p.m. Apply Nationally for lottery licences for raffle tickets etc. Register with local libraries and put information in. Press contacts - cultivate editors. Big margins and double spacing on press releases. Ensure grammatically correct. Don't waste time canvassing until they have heard of you (received address). Press coverage vital early on. Use home help for addressing etc. and outside workers outside. Loud hailer can rub some people up the wrong way - use them outside factories etc. Moral/psychological support essential when street canvassing. Give big organisation impression. Support Not from modern council estates etc. Mainly from small areas etc. Helpers mainly under 25 wouldn't have been anything otherwise. Get a leaflet into every house whether by post or leafletting. Incorporate a poster in its design - this is better than printing actual posters. Plaster it with "political" references - that is; 'not Labour, not Conservative' etc. Be as nice as possible to your opposition. Take advantage of the opportunity to have 4 free copies of the electoral register. Take one to pieces to give your leafleters polling station by polling station. Make up a full set of envelopes addressed to "the electors" at addresses, so they will be available for next time. Have some portraits ready to hand out to press. This saves time on photo calls. If you have a public meeting make sure that the press have the text of your set piece speech in advance. Get your nomination papers in first - dropping the 'prospective' does not matter on a limited budget. Let the paper know if you are doing anything worth photographing. Get your supporters to write to the press about various issues, without any PEOPLE connections. In an urban area you can leaflet at a rate of 80 an hour if you are doing it for some hours, or 100 for a short period. Include a picture of the candidate if humanly possible on your election literature. Make a rubber stamp with your candidates name on it to personalise central office literature.

### FROM NATIONAL SECRETARY.

1. May I please have responses to the circular letter to all Area Organisers sent out after the February Conference. I am prevented from making progress in many ways until I hear from you all.
2. Please note: when using the membership RECEIPTS sheets, you should put a sheet of carbon paper between the two sheets so that you have a FULL record easily legible by someone else, of the person's name and full address, including county. Until I have that carbon I cannot arrange to send 'Towards Survival' to anyone. Remember the sub to 'TS' is 90 p. so even if your literature only quotes the sold sub of £1, you can emphasise this fact and ask for more. I also need the money at the same time as the address.
3. We are processing at least a dozen letters a day from enquirers. It is a full time morning's job for one person, coping with PEOPLE work at present. Funds are essential, so let's have an effort to promote membership.

FINANCE is now more than ever desperately required. Please let us know what schemes you have in hand.