

PRESS PROCEDURES

It is absolutely necessary that the Atlanta office know at all times what is happening in your particular area. When action starts, the Atlanta office must be informed regularly by telephone or air mail special delivery letter so that we can issue the proper information to the press. (Atlanta has the two largest dailies in the South; we have contacts with the New York Times, Newsweek, UPI, and AP, the two wire services; we have a press list of 350 newspapers, both national and international.)

1. If possible, notify the Atlanta office at least two days prior to the beginning of action — this will enable us to be preparing for press releases.

2. Please delegate one or two people to take photographs of the action. If you have facilities to develop films immediately where you are, have the pictures developed and send the shots to us. If there are no facilities, send roll(s) of film to us in manila envelopes air mail special delivery addressed personally to James Forman or Julian Bond, along with descriptions of what the photographs are about.

3. When you send information into us which we will use for the press, make sure you include background information. For example: (1) Negro population compared to total population of city, town, or county (2) rural or urban community (3) Negro voter registration figures (4) any public facilities integrated — also movies, restaurants, swimming pools, etc. (5) average wage of Negroes. Et cetera. Add any pertinent facts which you think will give a picture of the community.

4. Names are particularly important. In press information, give FULL NAMES of police, mayor, demonstrators, etc. Please spell names accurately.

5. Please get accurate information, if arrests occur, on exact number of those arrested, whether students or adults, sex, race and ages of demonstrators, exact charges, amounts of bail, trial dates, lawyers' names, exact name of jail where demonstrators are held.

6. Describe events leading up to action — specific complaints, demands, whether there were any negotiations, if so, with whom, etc. Give us description of how your organization came into being — for example, whether local protest group existed before, what kind of group it was, whether demonstrations began at initiation of students, whether demonstrations were spontaneous, etc.

7. You may want to include information which is not specifically for the press. In this case, label it confidential.

8. In your reports, provide us with the names, addresses, and telephone numbers of secondary leadership if primary are arrested — and same information for press coordinator. This is extremely important.

Local Press Procedures

1. Each protest group should have a press coordinator whose sole job is to work with the local and national press. He should not be a demonstrator, but should be an observer.

2. The press coordinator should have, if possible, all names of demonstrators prior to the demonstration.

3. He should have the telephone numbers of all local press media, including newspapers, t.v., radio and local offices of the wire services.