

CAMPAIGN AGAINST CENSORSHIP  
NATIONAL COUNCIL

Proposed strategy for increasing membership and income:

1. Compile a newsletter and get it printed (and posted on the web). Send a copy to each current member and to all enquirers for the past 18 months - 2 years (excluding schoolchildren with projects).

Estimated cost of 500 copies of a 4-page item (8 sides of A4): £120 incl.VAT

This to be met from reserves, unless somebody is prepared to donate the money. We can, I think, justify drawing on reserves for this project where we cannot do so for day-to-day running expenses.

2. Ask institutional enquirers (eg. sixth-form colleges) to send postage if they wish to receive future issues. Otherwise we shall end up with a large mailing list of people who pay nothing for what they get.

3. Take supplies to any meetings, conferences etc. we attend on behalf of CAC. Attach the basic leaflet/application form to each copy.

4. Compile and distribute a second issue, and this time enclose a subscription renewal form in the mailing to members (excluding those who pay by bankers' order or have paid a subscription within the previous 12 months). Include an invitation to subscribe by direct debit on the form.

5. Send unsolicited copies of the first issue to the media but only when the second issue is already in preparation. Similarly the second when we have begun to compile the third. A one-off will create a very bad impression.

Suggested targets: interest magazines (eg. satellite guides)

selected daily and Sunday papers (NOT the Daily Mail)

radio and TV, especially local radio stations, who quite often call on us for soundbites.

(Somebody will need to research exactly who to address our material to so as to reach the right editor, programme maker, etc.)

6. Send unsolicited copies of each issue to other organisations and publications in our field, eg. FAC, Index. If they ask to go on the mailing list, invite them to subscribe/send postage.

7. At some future date, invite these organisations to supply their flyer for insertion in the newsletter and ask if we can do the same in their publication. (Unless they suggest it first.) The object of the exercise is to target the people most likely to support CAC and its aims.

PTO

Things we cannot or must not do:

1. Bring in consultants or experts who will expect a fee.
2. Get grants from bodies that make donations to charities. CAC is not a charity and is barred by law from becoming one.
3. Accept money from firms engaged in publishing, broadcasting, film-making etc. There is nothing to stop people who, for example, produce a magazine subscribing or donating money as individuals but CAC would be totally compromised if it took money from the magazine itself. This applies regardless of the content of the publication, etc. concerned. Commercial sponsorship is out.

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