

Where does this newspaper go? Study this page

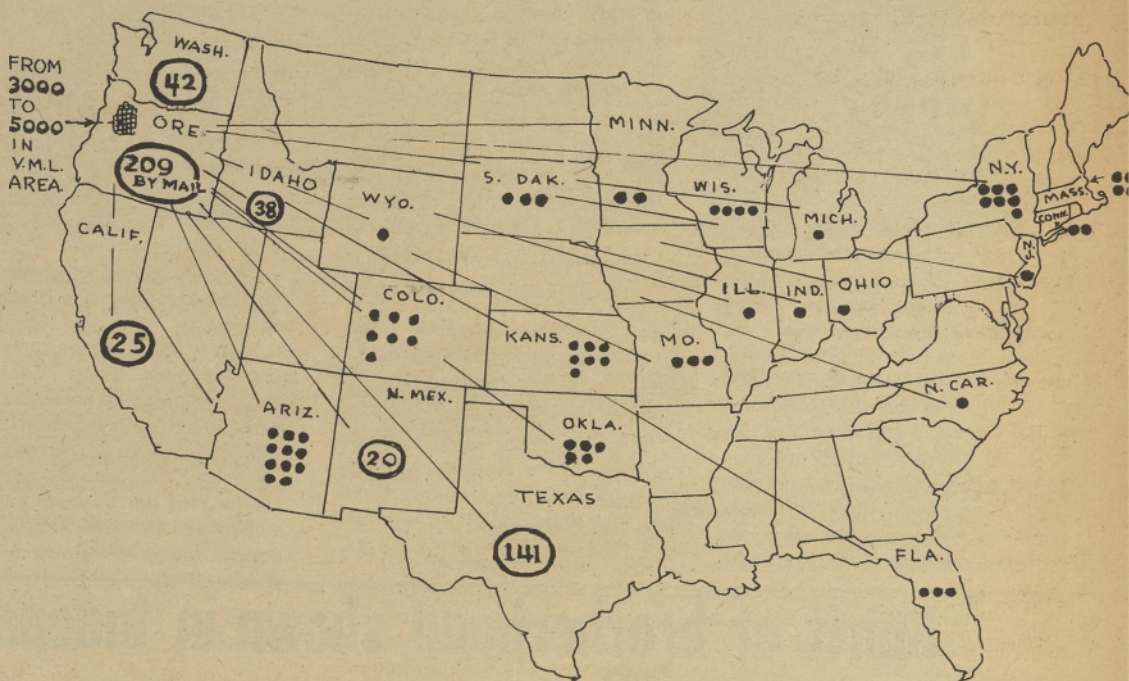


PRISCILLA CARRASCO, the circulation manager of this newspaper, gives new names to the mailing list each week.

By Priscilla Carrasco

The Opportunity News circulation list is growing. It's like Jack's instalk — larger than we thought was going to be. We are proud of our growing list. It tells us that people want to read our newspaper.

We have many kinds of subscribers. Our most important readers are migrants or farm workers. This is our newspaper. We write it for them. When the migrants leave the Willamette valley at the end of the harvest season we send their newspaper to their home address. When their paper follows them perhaps they know they are not forgotten. Our work continues all year; we will be here when the migrants return. Many of our subscribers are working or training to work with low income families. These readers want to know what the VML is doing. How we are solving our problems. Our other subscribers are members of the community. The VML is their project. When they read what we are doing, they understand our work and then they are willing to share our community responsibilities.



How many copies are sent each week to "subscribers" in Oregon, Texas, Washington and other states?

- 209 Oregon
- 141 Texas
- 42 Washington
- 38 Idaho
- 25 California
- 11 Arizona
- 7 Colorado
- 7 Kansas
- 7 New York
- 5 Oklahoma
- 5 Massachusetts
- 4 Wisconsin
- 3 South Dakota
- 3 Florida
- 3 Missouri
- 2 Connecticut
- 2 Minnesota
- 1 Michigan
- 1 Indiana
- 1 Wyoming
- 1 New Jersey
- 1 North Carolina
- 1 Illinois
- 1 Ohio

In addition, these packets of copies are mailed to schools in

Oregon and other states:

- 30 Treasure Valley Community College, Ontario, Oregon
- 20 Portland Community College
- 10 McLaren School, Woodburn
- 25 Corvallis High School
- 35 McNary High School, Salem
- 10 Adult Education, Salem
- 12 Portland Public Schools
- 5 School of Social Work, UCLA
- 5 George Fox College, Newberg
- 10 VISTA, University of Oregon
- 15 Riddle High School
- 20 VISTA, Anthony, New Mexico

Number of copies to cities in Oregon:

- 77 Portland
- 58 Salem
- 42 Ontario
- 36 Nyssa
- 27 Woodburn
- 19 Eugene

Other cities:

- 19 Washington, D.C.

Copies sent each week to countries outside the United States:

- 2 Colombia
- 1 Australia

1 Guatemala
1 Mexico
Although there is some variation from week to week, the winter circulation pattern follows along these lines:
6000 printed each week.
800 copies to each of the 5 opportunity centers of V.M.L., or a total of 4,000 copies given directly to the centers for distribution to migrants and ex-migrants in the area, and to distribution points in the towns: stores, barber shops, laundromats, taverns, filling station, etc.
1300 copie mailed, as described above.
100 copies filed for future use.
600 extra copies, available for special requests.
The circulation pattern will change rapidly during the spring and summer months. There will be less of mailing to Texas and to the western states, because the migrants will come to this area for picking, and will receive their copies directly from the VISTAs and other persons who work in the opportunity centers.



HAVE YOU SEEN THE LATEST 'EL MALCRIADO'?

The arrival of each new copy of the little magazine **El Malcriado** causes a wave of interest in our **Opportunity News** office.

"Have you seen the latest?"

"Look at the art work on the

front cover."

"How is the grape strike going?"

We first learned of the California Grape Strike through the pages of **El Malcriado**. Later, the strike began to make news on the radio and

¿HA VISTO UD. EL ULTIMO 'EL MALCRIADO'?

La llegada de cada copia de la revista pequeña **El Malcriado** causa una ola de interes en nuestra oficina de **Opportunity News**.

¿Ha visto el último?"

"Mira al arte en la página cubierta."

"¿Cómo va la huelga de uvas?"

Aprendimos sobre la huelga de uvas por las páginas de **El Malcriado**. Más tarde, la huelga empezó a hacerse conocido en el radio y en los periódicos — principalmente en los diarios de California. Y entonces, eventualmente, empezamos a leer sobre la huelga en todos los revistas semanales. Pero solo en **El Malcriado** sentimos como si podríamos ver el evento desde adentro.

Cualquier persona interesado en los problemas de los trabajadores de labor apreciará ver este revista. Cuesta 10 centavos por copia, o \$2.00 por año. Hay una edición en español, y otro en inglés.

La dirección es **El Malcriado**, Box 894, Delano, California.

in the newspapers — chiefly in the California dailies. And then, eventually, we began to read all about it in the weekly newsmagazines. But only in **El Malcriado** did we feel that we were able to view the event from the inside.

Anyone interested in the problems of seasonal farm workers will appreciate seeing this little magazine. It costs 10 cents a copy or \$2.00 per year. There is an edition in Spanish and another in English.

The address is **El Malcriado**, Box 894, Delano, California.