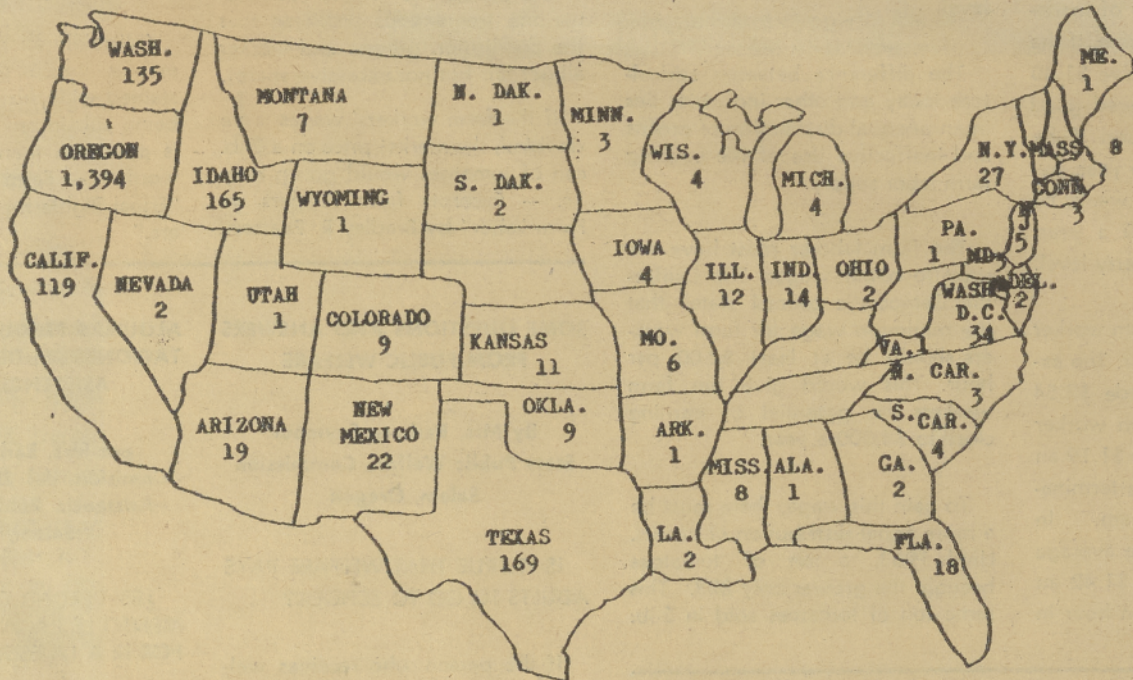


The circulation map of this newspaper is about to change

Map by Judi Jarvill

MAP OF CIRCULATION BY MAIL*



*This map does not show: Hawaii - 4, Mexico - 9, Columbia S.A. - 2, Puerto Rico - 1
Guatemala C.A. - 1, and Australia - 1. TOTAL CIRCULATION BY MAIL = 2,239.

GENERAL CIRCULATION

The map on this page shows where this newspaper goes each week. It represents the circulation, by mail, of the **Opportunity News**.

It does not say anything about the number of copies which the VML centers receive each week, to give to people in the seven different VML areas. Several hundred copies—in fact, a few thousand—are circulated directly in this way. A staff member at each center is responsible for taking them to the camps and to distribution points in the towns.

MIGRANTS READ PAPERS

In the summer the direct circulation (not by mail) goes as high as 8,000 a week to the camps. During the winter, when the migratory workers go back to their homes, this number decreases to 2000 or 3000, and the mailing circulation increases. Many migrants who have

come to know the newspaper when they were living in the labor camps here in Willamette Valley are eager to continue receiving it after they go back to Texas, Arizona, Washington, California and other states.

The Valley Migrant-League wants these people to continue to receive their copies every week by mail, **free.**

This is a part of the circulation which this map represents, and it is a part of the reason that this map is constantly changing. There are other reasons, too.

SUBSCRIPTIONS ARE RECEIVED

A number of persons who are not migrant workers are receiving the newspaper each week because they have subscribed for it, and have sent checks to help pay the cost of printing and mailing.

OTHERS DON'T PAY

And there are other persons who are receiving weekly counseling free because they asked to be added to

the mailing list **before** the subscription price was announced.

WHY MAIL THE NEWS?

When people look at this map, they will have different opinions about what it represents.

Some will say, "This is good. This means that readers all over the country are thinking about migrants and their problems every week when they receive the paper."

Others will say, "Look, this newspaper is going too far. It is just another government extravagance."

And there will be many other opinions. Does the map indicate that the Valley Migrant League is sharing its experiences with other parts of the anti-poverty program? Mrs. Judi Jarvill, the circulation manager of the Opportunity News has commented, "We have received requests from New Jersey, Pennsylvania, Arizona and other states—from people in OEO programs—who tell us that they are receiving benefits from this newspaper. I would

like to see our circulation increase instead of decrease."

COST MUST BE MET

However, benefits must be balanced against costs, and the persons in OEO who are in the best position to study such matters know that it is necessary to consider all sides of the question. And that is the reason for this article.

SUBSCRIPTIONS ARE URGED

If it is good for the different anti-poverty programs to compare experiences and to know about each other's efforts, this newspaper must continue to find its way into the hands of many interested persons who are not migrants. But if so, we will have to be considered worth the \$2.00 subscription price. For the circulation staff has now been advised to cut back on its free mailing circulation, except for migrants.

And so—when this map appears again—there will definitely be some changes.