Free Speech Movement Café
Educational Programs Manual

September 21, 2000

To provide regularly scheduled educational programs
based on issues related to the Free Speech Movement Archives

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Policy

Free Speech Movement (FSM) Café Educational Programs at the UC Berkeley Library are designed to engage students, faculty, staff, and visitors with the issues of the Free Speech Movement and the wide range of activities the movement helped to inspire, including contemporary expressions of free speech activism and social change. These programs may be scheduled in conjunction with campus and library events, important scholarly meetings on campus, and other significant occasions. Programs are designed to inform and entertain, and as such are intended to engender debate and discussion on a wide range of issues.

Goals

- Promote the holdings and scholarly value of the Free Speech Movement Archives
- Nourish intellectual, aesthetic, and creative growth
- Enhance the educational mission of the library
- Support university events, programs, symposia, and activities
- Generate critical discussion about historical and contemporary social activism
- Encourage student participation and leadership in educational programming for social activism

Funding

The Library funds the preparation, production, and publicity costs for FSM Programs up to $10,000 per year for FY 2001 and FY 2002. Funds are allocated by the Committee, as outlined in this document. Program proposals should include a budget with itemized expenses for speakers' honoraria and travel; catering; publicity; building security and custodial services; and other related expenses. It is anticipated that many program proposals will have minimal expenses, with speakers waiving or not requiring travel, housing, or speaking fees. The committee will evaluate proposals and allocate available funds accordingly.

Those programs that require funds, however, are encouraged to seek financial support from the FSM Café Educational Programs Committee and other organizations. The Committee will strongly consider requests for financial support that also demonstrate the commitment of funds from other organizations.

FSM Café Educational Program Committee

The FSM Café Educational Programs Committee reports to the Associate University Librarian and Director, Doe/Moffitt. It reviews, selects, and schedules programs in accordance with the policies and procedures described in this manual. The members shall include a representative appointed by ASUC (undergraduate student); the Graduate Council (Graduate Student); Faculty Senate (faculty member); the FSM Advisory Committee, and a minimum of four library employees, identified by nomination or self-nomination. Members should be appointed in staggered two-year terms.

Review Process

The FSM Café Educational Programs Committee issues periodic calls for proposals. Proposals for programs originate from campus groups, organizations, and library staff. The committee will also solicit and invite proposals. Proposals should be submitted at least six weeks in advance of desired date.

Proposals must be submitted on the FSM Café Program Proposal Form. (Appendix A)We invite potential program sponsors to discuss proposals with any committee member. The FSM Café Educational Programs Committee will respond to all proposals in a timely manner. When the committee approves a proposed program, it is placed on the FSM Program Calendar, usually many months in advance of its scheduled time. A committee member is appointed to serve as liaison with the program coordinator.

Criteria for Selection

The FSM Educational Programs Committee reviews proposals with reference to the policy and goals statements. The following criteria also apply as proposals are reviewed, although not all proposals will meet all criteria.

- *Addresses the topics of social, political, and cultural activism*
- *Encourages the expression of divergent views*
- *Provides educational content ranging from advanced scholarly contributions to general informational value*
- *Expresses vitality and originality*
- *Relevant to special events, anniversaries, holidays, etc.*
- *Offers historical and/or regional perspectives*
- *Corresponds to other events in the community*

Co-sponsors

Program proposals that demonstrate active support from UC Berkeley organizations will receive priority consideration. Proposals should document arrangements for other organizations to serve as a co-sponsor for a program. A current list of active student organizations, for example, may be located at:
http://www.uga.berkeley.edu:80/sas/student/groupsearch.asp

Schedule/Food Services

The Committee schedules approximately three to five programs per year, with 1-2 programs per semester. Programs are scheduled at times the FSM Café is closed (Friday and Saturday evenings). The food services vendor for the FSM Café is available and prepared to remain open for business to accommodate Educational Programs. Program organizers should coordinate this service six to eight weeks in advance of the scheduled event. The food services vendor is also available by contract for catering services.

Publicity

Preparing written material for publicity for a program is the responsibility of the sponsor. However, one member of the FSM Café Educational Programs Committee will serve as publicity coordinator for all programs. This individual will make broad use of the various publicity vehicles available, and will be the contact with them. This rotating assignment will provide continuity for publicity and foster ongoing relationships with public affairs personnel.

The following could be included for publicity:

- *CU News* (the weekly on-line newsletter of the UCB Library)

  A short article giving the title, dates and a summary of the topic should be submitted by e-mail to pdaniels@library.berkeley.edu by Tuesday, the week prior to the program.

- The Library Home Page link to *What's New* section

  Send information to webman@library.berkeley.edu

- Relevant library and campus listservs, reflectors and other electronic distribution lists

- *The Berkeleyan* (bi-weekly newsletter sent to UC faculty and staff)

  Submit text via an on-line form for inclusion of material in the calendar section of the newsletter. Submission deadline is Monday (Noon), ten days prior to the Wednesday edition. (http://www.berkeley.edu/calendar). Click on "add an event."

- *Bene Legere* (quarterly Library newsletter)

  Submit title, dates and summary of program approximately four months in advance. Images may be submitted as well.

Additional publicity channels to be considered:

- Feature article: Depending on timeliness and content of the program, the Office of Public Affairs may be interested in developing a feature article for University publications and/or a press release. The person to contact in Public Information is: Kathleen McClay (ckm@pa.urel.berkeley.edu) at 643-5651.

- Flyers, posters, handbills: In conjunction with the program coordinator, the Library Graphics Office may design and print publicity materials to announce the program and any other relevant information. Contact the Graphics Office early in the planning process. Distribution of publicity is the responsibility of the program coordinator. The University has a formal process for approving "official posters" (see next section).

  - Flyers can be distributed to affinity groups in the community, and bulletin boards on the campus including those in the library and academic departments. Flyers can also be distributed to those on mailing lists and listservs.

- Official Posters

  The University has a formal procedure for "official posters," which means that they will be posted only in designated areas and will not be removed by custodians.

  Procedure for approval and distribution of official posters: Telephone 643-3003 for current information.

  Requirements:
  1. Maximum size is 11" x 14"
  2. Must clearly show University affiliation
  3. OFFICIAL UNIVERSITY POSTER may be printed at the bottom of each poster.

  Approval:
  1. Take two copies to Eileen Kim, Room 235, California Hall, for approval. Or fax the poster to her at 642-9483. Include in the fax the final size of the poster. A copy, stamped with the approval, will be returned to the program coordinator.
  2. Send to Campus Central Mailing Division, attention Roger Hestey:
     ...an IOC for $67
     ...the poster that has been signed and stamped approved
     ...63 copies of the poster
  3. If you have questions with reference to distribution and posting of the poster call Campus Mailing Division at 642-3397.

- Newspapers

  The *Daily Californian* does not automatically publish every submission. No harm in trying however. Major daily Bay Area newspapers may carry material about some programs. It may be useful to contact Kathleen McClay in Public Affairs for advice. To list the program in the "pink section" of the Sunday San Francisco Chronicle, written information must be submitted directly to the Calendar Editor well in advance of intended publication.

Audio-visual Support

The Library will provide adequate equipment and furniture to support the presentation of educational programs within the FSM Café. These materials include, but are not limited to:

a. Speakers and microphones
b. Podium
c. Folding chairs
d. Lighting

Appendix A

University of California, Berkeley
FSM Educational Programs Committee

Program Proposal Form

Title of Proposed Program:

Name of Program Coordinator(s)

Proposed Date of Program:

Capacity of FSM Café: Interior 92; Exterior 150; Total 242

Estimated Attendance:

Briefly describe purpose and scope of the program. Explain how it meets the goals and criteria for and indicate if this program is coordinated with or supports any other campus event. (add additional pages as necessary)

Budget

Security……
Catering....……
Custodial……..
Publicity……...
Speakers: Travel/Lodging, etc…….

TOTAL BUDGET REQUEST $_____

I have read the FSM Educational Programs Manual and I accept the responsibility of Program Coordinator for the proposed program.

Proposal submitted by: _____ (print name)
_____ (signature)

Date:
Telephone:
E-mail:
Address:

Please send to the Chair of the FSM Educational Programs Committee