Free Speech Movement Café
Educational Programs Manual

January 2016

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

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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. 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 Programs Committee

The FSM Café Educational Programs Committee reports to the Associate University Librarian for Educational Initiatives and User Services. It reviews, selects, and schedules programs in accordance with the policies and procedures described in this manual. The members generally 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 the desired event date.

Proposals must be submitted on the FSM Café Program Proposal Form (Appendix A). Potential program sponsors may 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 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: https://callink.berkeley.edu/organizations

Schedule/Food Services

The Committee schedules approximately three to five programs per year, with 1-2 programs per semester. Programs scheduled for mid-week evenings are usually better attended, but may also be scheduled for Friday and Saturday evenings if warranted based on anticipated audience. The FSM Café must be closed during programs, and therefore in general no more than one program per month should be scheduled to avoid disrupting availability of the Café. The food services vendor for the FSM Café is available to cater for Educational Programs.

Publicity

Preparing written material for program publicity is the responsibility of the sponsor. One member of the FSM Café Educational Programs Committee should serve as publicity coordinator during his/her term. This individual will make broad use of the various publicity vehicles available, and will be the Committee's main contact with the media. This rotating assignment will provide continuity for publicity and foster ongoing relationships with public affairs personnel.

The following may be included for publicity (contact information and timetables are included in Appendix B, the FSMEP Event Checklist):

❑ *CU News* (the blog of the UCB Library)

❑ The Library Home Page News & Events section

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

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

Additional publicity channels to be considered:

❑ Feature article: Depending on timeliness and content of the program, the Media Relations Office may be helpful in developing a feature article for University publications and/or a press release, and locating appropriate media outlets. The person to contact is: Kathleen Maclay (kmaclay@berkeley.edu) at 643-5651. Additional contacts in media relations are listed, organized by general "beat" categories, at http://www.berkeley.edu/news/media/cc/staffdirectory.shtml

❑ Flyers, posters, handbills: In conjunction with the program coordinator, the Library Design Office may design and print publicity materials to announce the program and any other relevant information. Contact the Library Design 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. Current information on procedures for approval and distribution of official posters is posted at http://mailservices.berkeley.edu/services/poster

- Maximum size: 11" x 17" (8.5" x 11" preferred).
- Must clearly show University affiliation.
- Date that the poster can be removed in the lower right-hand corner. The date must be less than one month from the date that the poster is put up.

- OFFICIAL UNIVERSITY POSTER is to be printed on the bottom of each poster.
- It is recommended that the poster have the following language on it:

    Persons who wish to request disability-related accommodations,
    including sign-language interpreters, should call (510) 64X-XXXX
    (replace the X's with your phone number). Please request
    accommodations as early as possible to assure the best possible
    arrangements.

Approval: Send two copies to Mail Services, 2000 Carleton St., Room 255, Mail Code 2284; 510.643.MAIL or mail@berkeley.edu. A copy, stamped with the approval, will be returned to the program coordinator.

Distribution: Send the approved-stamped copy to Mail Services: POSTERS, at 2000 Carleton St., Room 255 # 2284, along with an IOC for $68 and 63 copies of the poster. Posters will be removed approximately 30 days after posting or after the event, whichever is sooner.

❑ 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 Maclay in Media Relations for advice.

Program Proposal Form

Title of Proposed Program:

Name(s) of Program Coordinator(s):

Sponsoring group(s), if applicable:

Proposed Date of Program:

Estimated Attendance:
(Total room capacity 100)

Budget
If the program is accepted, the FSM Educational Programs Committee will estimate the costs for security, custodial services, publicity, and catering. Please provide an itemized estimate of any other costs (e.g., speaker honoraria, travel, etc.) needed for the proposed program, if applicable:

Speaker: _____ ....$

Speaker: _____ ....$

Speaker: _____ ....$

Speaker: _____...$

TOTAL BUDGET REQUEST $_____

Program Details
On additional pages if needed, briefly describe the issue(s) the program will explore and the format it will follow. Include names of proposed speakers/contributors, and briefly describe their knowledge, expertise, or experience with the issue(s). Please explain how the program supports the goals of the FSM Educational Programs to:
- generate critical discussion about historical and contemporary social activism or about other important social, political, or cultural issues; and/or
- encourage student participation and leadership in educational programming for social activism

Other program goals and criteria are outlined in the manual at
http://www.lib.berkeley.edu/Staff/FSM/fsmfinal.pdf
Be sure to indicate if the program promotes the holdings and scholarly value of the FSM Archives, or if it is coordinated with or supports any other campus event.

Signature by Program Coordinator

I understand that the program coordinator has primary responsibility for planning, publicizing and running the program, and is expected to communicate in a timely manner with a representative of the FSM Educational Programs Committee on matters of content, logistics, and deadlines. I accept this responsibility as Program Coordinator for the proposed program.

Proposal submitted by: _____ (print name)

_____ (signature)

Date:

Telephone:

E-mail:

Address:

Name of ASUC-registered student organization (if applicable):

Submit proposal as attachment to:
fsm-info@lists.berkeley.edu
Subject line: **Program Proposal Attached**

Or send proposal by campus mail to:
FSM Program Proposals
c/o Virginia Shih, Chair (2015-16)
FSM Educational Programs Committee
120 Doe Library (MC 6000)

FSMEP Event Checklist

All FSMEP Committee Members
- ❑ Evaluate proposal and approve program
- ❑ Select program liaison
- ❑ Evaluate budget request and approve funding

Note: The Café is better suited for panel discussions with Q&A sessions than for presentations.

The following are generally volunteer assignments that rotate, program by program, among Committee members. If you can't do any aspect of the job that you are assigned to, please make sure you hand it over to someone who agrees to take on that responsibility.

Program Liaison
- ❑ Negotiate date for program
- ❑ Confirm final content and format with speakers or the contact person for the group putting on an event – usually, a person from the student group should be prepared to attend the event, introduce the event and speakers, and moderate any Q&A session.
- ❑ Relay format information to Logistics Coordinator – number of speakers, whether they will use audio/visuals (speakers can use media such as PowerPoint files on USB drive (preferred) or CD-ROM), etc.
- ❑ Relay event information and speaker blurbs to Publicity Coordinator (optimally **4 weeks before** the event)
- ❑ Contact student group to see if they will be able to provide volunteers -
  - o Set-up/Breakdown chairs/tables – they should come at least **90 minutes before event** is scheduled to begin
  - o Information table at doors of Café
  - o Introduce event and moderate any Q&A session
- ❑ Finalize budget estimates
- ❑ Oversee reimbursement requests: Honoraria should be arranged through Library Business Services – see the *UC Accounting Manual*, particularly the sections on *Disbursements: Honorarium Payments* (D-371-35, at http://www.ucop.edu/ucophome/policies/acctman/d-371-35.pdf) and for honoraria to UC employees *Payroll: Intercampus Transfers and Appointments* (P-196-38, at http://www.ucop.edu/ucophome/policies/acctman/p-196-38.pdf).
- ❑ For payment of the $250 stipend to organized (ASUC-approved) student groups, send email to Millicent Morris Chaney, ASUC at millicen@berkeley.edu (643-3343) with program information. She will prepare an invoice; after reviewing the invoice; send it to Kris Leonardo (642-0207,kleonard@library.berkeley.edu, 110 Doe Library) in Library Business Services for payment.
- ❑ Prepare final expense report for event.

FSM Café Coordinator
- ❑ Reserve FSM Café – Café Manager is Jaime Diaz, and Café General Manager is Luis Diaz; Reserve by sending an email message to Jose Luis at joseluis@stradagroup.com – call if you don't receive an email reservation confirmation (549-0152 or 666-0805).
- ❑ The Café <u>must</u> close during set-up and during the program. Create "reserved" signs for any designated areas, and signs stating the Café will be closing early for an event; give them to the Café Manager several days before event.
- ❑ Arrange for refreshments
  - o Order food for 100 people, through Jaime, Café Manager. Standard menu – vegetarian largely, finger foods, sandwiches, sweets, drinks – feel free to work out something else with the caterer as appropriate for event. As a guideline, the cost should be around $500.

❑ Before placing an order, complete an Entertainment Pre-Approval request form from http://www.lib.berkeley.edu/Staff/LBS/forms.html. The FSMEP Chair should be able to provide the needed chartstring. Individual requests require an approval from Beth Dupuis unless a blanket pre-approval has been obtained to cover the FSMEP expenses for the fiscal year.

❑ Submit the completed form to libevents@lists.berkeley.edu, Library Business Services, Room 110 Doe Library. Library Business Services will inform the FSM Café Coordinator when the order can be placed.

❑ Contact Library Business Services at libevents@lists.berkeley.edu (642-0207), if not received.

❑ The catering services invoice from FSM Café will be emailed to the FSM Café Coordinator. When you receive the invoice, fill out the Entertainment Check Request form from http://www.lib.berkeley.edu/Staff/LBS/forms.html and submit it to libevents@lists.berkeley.edu, Library Business Services, Room 110 Doe Library.

❑ Help coordinate set-up and breakdown. **Close Café 90 minutes before event** is scheduled to begin and **open 30 minutes before** the start to allow people to find seating and get refreshments. Before the event, post signs that the Café will be closing early for an event.

FSMEP Publicity Coordinator
❑ **Flyers**
  o Get publicity information from Program Liaison and have the FSMEP Chair approve the text of program flyer.
  o Send text to Aisha Hamilton in Library Design with **at least 5 working days lead time** (but it is best to give her more time in case there are changes).
  o Photocopy the formatted flyer onto FSMEP's pre-printed flyer paper, stored in 120 Doe Library.
    Library Copy Services (Moffitt) can make photocopies (FSMEP chartstring required). OR, if you wish, use an IOC to set-up a recharge directly to FSM Café account for the event. Download IOC form from http://www.lib.berkeley.edu/Staff/LBS/forms.html (listed as "Interdept. Order").
    ▪ Have student group pick up flyers for distribution. Send several copies to each committee member to post in their academic departments. You can also send flyers to appropriate academic departments, units, libraries, etc. and request to post.
❑ **Submit announcements to news organizations**
  o KPFA Community Calendar (fax to 848-3812, Attn: Community Calendar - **3 weeks in advance**)
  o Daily Cal (DailyCal@dailycal.org) - Request Daily Cal reporter to attend event
  o Berkeleyan – **14 days before** event, contact Cathy Cockrell (ccockrell@berkeley.edu) 642-2520
  o Berkeley Daily Planet - Arts & Entertainment Calendar: calendar@berkeleydailyplanet.com - **at least a week in advance**
  o CU News blog (http://blogs.lib.berkeley.edu/cunews.php) – send to Damaris Moore, dmoore@library.berkeley.edu
  o Library home page – request posting to library news & events sidebar Send to Cody Hennesy, chennesy@library.berkeley.edu and Angela Gorden, ange@berkeley.edu
  o Library Events Calendar – click on "Submit or edit an event" at http://events.berkeley.edu/index.php/calendar/sn/library.html (you will need your Calnet ID)
  o Campus events
    ▪ Click on "Submit or edit an event" at http://events.berkeley.edu/ and click on

- ▪ "Submit or edit an event" (you will need your Calnet ID)
- ▪ At least **4 days before event**, request a Critics Choice highlight at http://events.berkeley.edu/?view=critics_choice_submissio n
  - o Bay Guardian (e-mail alerts@sfbg.com and listings@sfbg.com)
  - o East Bay Express (e-mail billboard@eastbayexpress.com)
  - o KALX Campus Calendar (mail to: 26 Barrows Hall #5620, Attn: Campus Calendar)
  - o Bay Area Progressive Calendar (cpyinfo@straw.com)

- ❑ **E-mail announcements**
  - o Townsend Center (townsend@ls.berkeley.edu)
  - o FSMEP (fsmep@lists.berkeley.edu)
  - o Allusers reflector (allusers@lists.berkeley.edu)

FSMEP Logistics Coordinator
- ❑ **At least 2 weeks before the event,**
  - o Reserve audiovisual equipment from Educational Technology Services (https://www.ets.berkeley.edu/discover-services/berkeley-audio-visual)
  - o You will need the FSM Café chartstring (available from the FSMEP Chair).
  - o Confirm with Program Liaison the format of the program, and order as appropriate:
    - ▪ enough additional wired microphones with table stands for each of the speakers
    - ▪ 1 wireless microphone for the moderator and Q&A session
    - ▪ Laptop, projector and small screen, if visuals such as a PowerPoint presentation will be used (Confirm with Program Liaison that speaker will bring appropriate media files).
    - ▪ recording or videotaping for webcast/podcast – determine whether video recording is needed, depending on format of event.
    - ▪ Set-up and monitoring during the event – ETS usually needs 90 minutes for set-up (Confirm with Café Coordinator that the Café will close in time for set-up).
- ❑ Test microphones before the event – ETS will do this as part of set-up.
- ❑ Make sure someone will attend and adjust microphones – ETS will do this as part of monitoring if labor is ordered.

Event Set-up/Breakdown – at least 2 to set up and 2 to break down
- ❑ Arrive at café by set-up time (to be announced by the FSMEP Chair).
- ❑ Bring any extra flyers to hand out to audience.
- ❑ Café will be closed – make sure signs that Café is closed for special event are up.
- ❑ Work with student volunteers, Café staff, and ETS staff to set up:
  - o **Folding chairs** – FSMEP's set of folding chairs is stored in a locked closet in Moffitt Library.
    - ▪ The FSMEP Chair coordinating set-up will make sure keys are available for accessing the chairs.
    - ▪ After event, work with student volunteers to fold chairs onto trolley and then return to the closet.
  - o **Refreshments and Information Tables**
    - ▪ Work with Café staff to set up refreshments table and set one table near Café entrance for extra flyers, and/or for the student group's literature.
    - ▪ After the event, work with Café staff to rearrange tables and the Café's chairs.

FSMEP Archival Coordinator
- ❑ Make sure there will be a photographer for the event. Usually a member of the organizing group brings a camera; check with the Program Liaison to make sure FSMEP gets a copy for the archive. Otherwise, arrange for Library photographer to attend the event.

Free Speech Movement Café Educational Programs
- ❑ Manage archive for each event.
  - o Proposal
  - o Blurb on group presenting the program
  - o Curriculum vitae or bio of speakers
  - o Reprint(s) of any related article(s) by the speaker(s)
  - o Major correspondence, if any
  - o Press Release/e-mail announcement
  - o Flyers
  - o Photos
  - o Recordings (web and podcast)
  - o Newspaper articles, reviews
- ❑ Manage Web archive of past programs. Web archived materials should be sent to webman@library.berkeley.edu. Be sure to indicate that the material is to update the FSM past programs page, http://www.lib.berkeley.edu/news_events/fsmprograms/pastprograms.html
  - o Blurb on group presenting the program (text from Program Liaison)
  - o Blurb(s) on speakers and their topics (text from Program Liaison)
  - o Photo
  - o Recordings (web and podcast)

FSMEP Chair
- ❑ Send **invitations** to guests
  - o Steve Silberstein (FSM donor) – remind Dave Duer to invite him.
- ❑ **Coordinate set-up and breakdown**
  - o Folding chairs – FSMEP's set of folding chairs is stored in a locked closet in the Moffitt third floor.
    - ▪ FSMEP has a key to the closet (If the chair cannot attend for set-up, designate someone to arrive 90 minutes before event to bring the keys and coordinate set-up). Use the café chairs and the folding chairs.
    - ▪ Return chairs on trolley to closet after event.
- ❑ Serve as **host during event**
  - o Greet speakers & special invitees.
  - o Direct individuals to reserved seats.
  - o Introduce key people to one another.
- ❑ Confirm with student volunteers that they should introduce the event and speakers and also moderate the Q&A.