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GAY PEOPLES UNION, INC.

P. O. BOX 90530

MILWAUKEE, WISCONSIN 53202

(414) 271-5273

---ANNUAL REPORT FOR 1974---

SUBMITTED BY THE
BOARD OF DIRECTORS

I N D E X

GPU, Inc. Annual Report

V.D. Examination Center

President's Report

GPU Library

GPU NEWS

Telephone Committee

Speakers Committee

G P U, I N C. A N N U A L R E P O R T F O R 1 9 7 4

RETAINED Earning in General Accounts from 1973	\$ 896.87
" " " GPU NEWS " "	1041.36
TOTAL RETAINED Earnings	<u>\$1938.23</u>

CASH RECEIVED IN 1974

GPU NEWS	\$ 6074.46	
Benefit Ball tickets	2245.00	
Collections at Monday meetings	952.79	
Benefit donations, Safransky Fund	902.00	
Donations for public relations	624.42	
V.D. Examination Center	565.89	
Membership dues	226.00	
General donations	175.67	
Speaker's honorariums	135.00	
Social events	84.00	
Fund raising	22.60	
Interest from savings account	<u>40.89</u>	
TOTAL		\$12,048.72

CASH EXPENSES IN 1974

GPU NEWS	\$ 6342.80
Benefit Ball hall, prizes	1704.54
V.D. Examination Center	905.79
Public relations	748.03
Legal fees	425.00
Phone service	143.89
Library	131.15
Education	90.86
Social	86.61
Rent	80.00
Office supplies	69.52

Postage	61.96
Fund raising	45.00
Safransky Fund	<u>13.34</u>

TOTAL		\$10,848.49
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TOTAL RETAINED EARNINGS FOR 1974		\$ 3,138.46
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Balance in savings account, Dec. 31, 1974	\$1,540.89
" " general " " " "	824.55
" " GPU NEWS " " " "	<u>773.02</u>

TOTAL IN BANK ACCOUNTS		\$ 3,138.46
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PROFIT FOR THE YEAR

GPU NEWS lost	- \$ 268.34
General accounts made	+ 1427.68
Savings account interest	<u>40.89</u>

TOTAL PROFITS		\$ 1,200.23
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Special projects evaluation

Benefit Ball lost	- \$ 745.44
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Public relations promotion of GPU lambdas trademark made	66.89
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(and there is still a good
supply of T-shirts and buttons
to receive donations for)

Paul Mariah Benefit poetry-reading made (because losses were under- written)	6.77
--	------

The V.D. Examination Center has reimbursements for 1974 due	627.00
--	--------

The accountants bill for revised
tax return 1973 has yet to be
submitted

VENEREAL DISEASE EXAMINATION CENTER

REPORT FOR 1974

The new Gay Peoples Union center for venereal disease control opened October 11, 1974. It is funded from three sources: the city of Milwaukee Department of Health grant which is channeled through the H.O.P.E. 16th Street Clinic; the Gerald E. Meyers Foundation provision of furniture and office equipment and matching funds; and Gay Peoples Union's own financial resources. The city's grant totaled \$2,500 and will cover operations at least through June of 1975. We are finding ways to try and stretch that so it may last a month or so more.

There is further cooperation in this program with the city venereal disease laboratory which performs the actual tests on the specimens collected at the examination center. The State of Wisconsin Health and Social Services provides the discreet follow-up contact of those clients whose specimens test positively. Thus, this program is a good example of how Gay Peoples Union is working cooperatively with government and private resources to try and diminish a social problem.

During the times the center was open on 31 days in 1974, 143 persons were given free examinations. The City Health Department has confirmed from among them two syphilis cases and nine gonorrhea cases. In addition, the promotion which Gay Peoples Union has directed to the gay community

since mid-summer, as plans for the center were being developed, has directed many others to the city's own clinic. GPU NEWS has given advertising space in almost every issue to the problems of V.D. and published several articles about the diseases.

The payroll contained nine examiners and a director. Normal operating expenses for October, November and December were as follows:

	<u>October</u>	<u>November</u>	<u>December</u>
Salaries	\$197.00	\$233.00	\$195.00
Rent	170.00	85.00	85.00
Phone	40.15	15.23	13.77
	<u>\$407.15</u>	<u>\$333.23</u>	<u>\$293.77</u>

Total expenses = \$1,147.53

Plans for the future include ways and means to obtain a greater number of people to use our services and the availability of a doctor on the premises for actual treatment.

Submitted by

Dennis J. Younger, Director
GPU VD Examination Center

P R E S I D E N T ' S R E P O R T

POR 1974

I. Weekly meetings were of four basic types:

A. 12 Business Meetings during 1974

B. 6 outside speakers, such as:

Morris Kight - activist from Los Angeles. Also an informal rap session with him for the Board of Directors, the Officers, and local activists

A men's consciousness-raising group Arica - came to show us how to relax the tensions of mind and body

Paul Mariah - held a gay poetry reading at Theatre X

Dr. Franklin Kameny - from Washington Mattachine Society, Gay Activists Alliance, and the National Gay Task Force. Also, Gay Peoples Union co-ordinated his appearance to other gay organizations throughout the state.

C. 25 educational discussion meetings:

24 were on learning about liberation on a personal level

1 was the showing of a religious film on a gay pastor

D. 11 social events:

7 pot luck suppers in which 2 were combined with talent shows

1 bike hike down to Cudahy

2 picnics at Estabrook and Lake Parks

1 Mardi Gras Ball at the Performing Arts Center

II. Educational outreach to the general public

2 Brady Street festival booths

GPU NEWS advertising and articles in student papers

Letters to Editors of the Milwaukee Journal and the Milwaukee Sentinel

Activist letters to public figures

Psychiatrist Education Confab

Counseling by letter throughout the country

GPU NEWS nationally

Speakers throughout the city and state for different organizations and schools

III. Communications with others in the gay movement

State conference at Appleton

Gay Pride Week in Chicago

One Banquet in Chicago

Trip to the Madison Gay Center

UWM Extension Course - share Dr. Kameny

ACLU Biennial Meeting at UWM

GPU Directory and phone referrals

Gay Academic Union meeting in New York

IV. Important events

Mardi Gras Ball at the Performing Arts Center

Paul Safransky case loss in Supreme Court

First Baptist Church Fire in November

Membership in GPU up this year by 50% to a total of 140 members

V. New programs started this year

The benefit ball

V.D. Examination Center

Collection of articles and planning of an auction for early this year

Paper drive collection during the last meeting of each month

Coffee and tea program during meetings
and at the V.D. Center
Promotion of the GPU logo on T-shirts,
buttons, balloons
V.D. Center used as a community center
by other gay groups
Prisoner Communication / GPU NEWS
contact / Counseling

Submitted jointly by both
Presidents who served during 1974

Don Schweitzer - Jan. to June

Rick Richardi - Aug. to Dec.

GAY PEOPLES UNION LIBRARY

REPORT FOR 1974

The Gay Peoples Union Library grew rapidly in 1974. We now have twelve four-foot shelves of books, totaling approximately 1,500 volumes. In addition, we have seven cartons of gay-oriented magazines and three cartons of gay publications, plus a rapidly growing clipping file and two cartons of tape recordings and records. This is probably the largest library collection about homosexuality in the state.

During 1974 Gay Peoples Union spent only \$131.15 for book purchases. The substantial growth during the year came primarily from individual donations and contributions of the many review copies of books and records given to GPU NEWS for review. GPU NEWS also donates approximately 40 publications received each month in exchange for complimentary subscriptions.

Although the library is being used with great regularity by many of our members, only about 1/3 of the material is under card catalog and index file. Volunteer help is badly needed to type catalog cards and index file cards and add lending cards and pockets to the books.

If you have any books, records, or clippings pertaining in any way to the gay life and wish to donate them, you may do so by sending them to our post office box, using the book rate, or bring them to any regular meeting.

Respectfully submitted
for the library committee,

Eldon E. Murray

REPORT FOR 1974

GPU NEWS, now in its fourth year of regular publication, is designed as a non-profit service to the gay community both on a local and a national level. Because it is not intended as a profit center for the organization, its treasury is kept separate from that of the organization. Other organizations have run into problems by not having a separate treasury for their publication. Either the publication has been a drain on the group's finances or the group has drained the publication's funds. We are proud of the fact that GPU NEWS has never taken a penny from the organization's funds. However, for tax and corporate purposes, the figures are combined with those of the organization.

GPU NEWS, in fact, has made regular contributions to the organization. For example, it pays one-half of the annual rental on the post office box, used jointly, and one-half of the costs of printing stationery and envelopes, used jointly. In addition, regular contributions of review copies of books and records given to GPU NEWS are turned over to the GPU Library. Every month approximately forty different publications received by GPU NEWS as exchange subscriptions are also donated to the GPU Library. The publication advertises GPU functions and carries a regular ad for the GPU Examination Center for V.D. for which it makes no charge. The Speaker's Committee receives copies of GPU NEWS, at no cost, to distribute at speaking engagements. About forty copies are mailed free each month to prisoners and important gay leaders throughout the country.

During 1974, eleven issues were published, five with 24 pages and six with 32 pages. Beginning with the first issue in 1975, we plan to move to 40 pages. We currently print 1200 copies of each issue, almost all of which are distributed.

Substantial progress has been made in 1974. In February we began to use a cover design. In July we began to set our own type, using leased time on a typesetting machine. The savings from this enabled us to move to 32 pages in August.

The expanded number of pages has enabled us to add several new features: increased news coverage, additional 'Here and There' news items, a Gay Gourmet recipe feature, a cartoon and a crossword. More photographs and artwork are now featured with more feature articles by good writers.

Advertising is at an all-time high, with new national accounts having been attracted in addition to local accounts. A successful subscription campaign is in progress, using direct mail and advertising in other publications. At year end (December 31) we have about 350 mail subscribers from all over the world and more subscriptions are coming in every day.

GPU NEWS is pleased with the results for 1974 and expects to make further progress in 1975. The editor wishes to take this opportunity to thank every person who has contributed to the success of the publication, in particular the hard-working and loyal staff. Additional help is needed in the area of sales and advertising sales. If you wish to contribute to the publication in any way, please contact the editor.

Respectfully submitted

Eldon E. Murray--Editor

(Alyn W. Hess--interim Editor
February-June 1974)

GPU NEWS
FINANCIAL STATEMENT - YEAR ENDING DEC. 31, 1974

Cash basis:

INCOME

Subscriptions	\$1,836.50
Advertising (net)	2,964.00
Sales	1,073.58
Gifts	200.38
Total income	<u>\$6,074.46</u>

EXPENSES

Printing	\$4,130.91
Mail	971.78
Advertising & promotion	678.61
Art & articles	334.72
Office supplies & misc.	157.16
Phone	69.62
Total expenses	<u>\$6,342.80</u>

\$6,342.80

6,074.46

268.34 reduction in bank balance

Bank balance Dec. 31, 1973	\$1,041.36
Bank balance Dec. 31, 1974	<u>773.02</u>
reduction in bank balance	268.34

Accrual basis:

Bank balance Dec. 31, 1974	\$773.02
Accounts receivable Dec. 31, 1974	<u>682.00</u>
	1,455.02
Less prepaid 1975 ads	<u>37.50</u>
	1,417.52
Less prepaid subscriptions	<u>1,115.05</u>
	302.47
Plus prepaid 1975 expenses (see note)	<u>149.25</u>
	\$451.72

Note: All outstanding expenses for 1974, including costs of December issue were paid prior to December 31. Receivables include all December ad billings mailed just prior to December 31. The following 1975 expenses were also paid before December 31:

Subscription ad to appear February Rolling Stone Magazine	\$33.00
Subscription ad to appear March Human Behavior	22.50
1975 membership COSMEP (Committee Small Magazine Editors and Publishers)	20.00
Mailing list for January sub- scription mailings	43.75
Postage stamps on hand, Dec. 31, 1974	<u>30.00</u>
	\$149.25

THE PHONE COMMITTEE

REPORT FOR 1974

During the past year, this committee has again been successful in operating one of the few full-time telephone counseling services in southeastern Wisconsin. To have done so for two years now, with only a few hours here and there when the line was not covered, and to have done this with all volunteers, is what amazes those who have always commended us highly for our great dedication.

The unusualness and quality of this service has won for Gay Peoples Union much good will, recognition and praise. The State of Wisconsin's various helping agencies not only recognize this helping line, but list it in publications and reports and, most importantly, refer people to us for help. Milwaukee Psychiatric Hospital, the Veterans Hospital and many other members of the Milwaukee Hotlines and Helping Lines Council have referred callers to us. Most of these Council members are funded and have full-time staff operators, but they do not come anywhere near offering the round-the-clock help that GPU's dedicated operators provide.

Special thanks must be given to those operators who have consistently answered the line on a regular schedule throughout the year:

Tuesday mornings - Tom Wagoner
Tuesday evenings - Jay Garland
Wednesday evenings - Lowell Warshawsky
Thursday evenings - Don Schweitzer
Friday & Saturday - Louis Stimac
Sunday - Rick Richardi

There are others who have filled in when they could, especially during daytime hours: Kevin McEachron, Guy Cardin, Jamie Gays, Miriam benShalom, Bill Roewer, Bob Moore, Shari Essock, Paul Safransky, Brother Grant Fitzgerald, Bruce Barnes, Racine Casey, Bill Yecki, Michelle Le Grand, Peter Florsheim, Tom Katke, and John Tom Schiavone.

One program was attempted this year that failed. The committee put out notices that we would help special interest and activity groups get started by taking names and phone numbers of those calling who wished to participate in card playing, theater-going, skiing, weight-lifting, etc. There was almost no response to these offers. It seems there is little desire on the part of callers to get together for a more liberated social life, and thus have an alternative to the bars. All they wanted was anonymous sex: bisexuals don't want any gay identity, closet people want only impersonal sexual relations, prostitutes or a dating service. So there is evidence that there are a lot of people left to be reached who need liberation.

There has been an increase in publicity for the line with recorded radio messages, newspaper ads, public service announcements, TV spots, and publicity for the Hotlines and Helping Lines listing in the telephone directories. The bold-face entry in the White Pages makes it easier to find us between Norbert and Richard Gay. This has increased the number of calls received.

It is almost impossible to tell how much good the counseling has done for individuals who have called. But we do get a few "thank you's" from persons who will take the time to express their feelings. It is easier to estimate the quantity of calls we get.

During 1974 we have answered a total of 11,000 calls. Of those, 5,000 were serious calls for information, help or counseling. Some were repeat calls from the same person, so approxi-

mately 4,250 persons were directly helped in 1974, or about 12 persons per day.

The actual cost of operating this phone service is \$245 per year. This year the Gerald E. Meyers Foundation paid \$102 of that cost. But this ridiculously low cost does not reflect the real value of time spent, space provided, etc. Therefore, a market value has been placed on this phone service to establish the value of all the volunteered and donated services, if we would have had to pay for this kind of specialized help.

It would require a director of the service, two full-time operators and three part-time staff to operate as we have:

Director	\$11,000 yr.
2 full-time operators at \$4.50/hr.	18,720 yr.
3 part-time operators at \$3.50/hr.	7,280 yr.

Total annual staff	\$37,000
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Office space at \$3.50/sq. ft. for 150 sq. ft.	\$525 yr.
Phone service	250 yr.
Office supplies, forms, cleaning, etc.	250 yr.
Publicity: ads, posters, brochures, etc.	250 yr.
Office furnishings, desks, chairs, etc.	\$1,000

Total cost for first year	\$39,525
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(or roughly
\$40,000)

Comparing that cost to the number of persons helped (4,250) averages \$10 a head. The actual cost spent now per person helped is 6¢. So Gay Peoples Union members have been able to multiply that 6¢, through their volunteered time and services, one hundred sixty-six times in value given to the public.

During the up-coming year, the committee is interested in starting a Milwaukee Gay News and Events line on which tape-recorded messages would be played of what is going on and what is coming up of interest. This would help this organization better serve the needs of the gay community and help raise a spirit of unity. If a lot of people all watched the same TV program, movie, etc., there would be a new basis for talking about issues, a wider feeling of shared experience. This could also overcome the problems of the Newspaper Committee in trying to deal with local news, as news is usually old before it can get printed on this monthly basis.

Submitted by
Alyn W. Hess
Committee Co-ordinator

THE SPEAKERS COMMITTEE

REPORT FOR 1974

During the past year the speaker's committee, with the co-operation of the phone and newspaper committees, has made numerous important contacts in the greater Milwaukee area.

This past year the committee strove to speak to those people who are daily dealing with the public and are much in need of being aware of the special situations and peculiar problems experienced by the homosexual in today's society.

The following are some of the groups addressed by members of the speaker's committee:

The United Methodist Church Task Force
on Gay Liberation

The University of Wisconsin School of
Nursing course, About Your Sexual-
ity. Spring sem. 4 sections;
Fall semester 6 sections.

Departments of Community Health and
Programs, 3 day workshop for Health
and Helping Professionals

DeSales Preparatory Seminary School of
Deaconate Studies, 2 sections
exploring the Christian response
to the homosexual

Wisconsin Psychiatric Association,
Milwaukee chapter

TV audiences of Channels 4 and 6
Radio audiences of stations WTMJ,
WOKY, and WQPM

The total number of persons addressed
directly in person was about 1,200. In
addition, the large radio and television
audiences include about a third of the

listeners and viewers in the Milwaukee metro-
politan area.

The many appearances by speakers from Gay
Peoples Union, Inc., have earned the respect
and understanding of many nongay persons
throughout the area.

Some estimate of the importance of these
contacts can be made from the comments of co-
ordinators, directors and professors in these
excerpts from their letters of thanks:

'the participants were unanimous in rating
the workshop good to excellent.'

'the men and women who have come to our
classes have been articulate and concerned
persons.'

'the faculty has witnessed subtle changes
in attitudes on the part of students and their
view of homosexuality.'

'students consistently comment that this
is one of the best classes of the course.'

'this success reflects the quality and
effectiveness of the resource people.'

These glimpses of the nongay reaction to
the effectiveness of our committee have en-
couraged us in our efforts and help us determine
the focus of our work for 1975.

We anticipate enlarging our audiences this
year through an outreach program to religious,
educational, professional, legislative and
community service groups.

As in the past, our goals continue to be
educational and scientific, constantly striving
to teach the largest number possible using the
best qualified people we have. We are doing
this by carefully co-ordinating the speakers
we have, each of whom have gained special areas
of expertise through extensive research, read-
ing and study, with the particular requirements
of each speaking assignment. We feel this will
provide audiences with more relevant insights
and the most reliable information available on
all homosexual topics.

The quality and value of this committee work as an educational service can only be estimated because of the many long-term and slowly changed effects it has helped promote. The following is the rough estimated value of the service provided by the speaker's committee if it were paid positions. These figures are computed on base fees in all instances and by no means account for untold hours donated in extra-committee activities.

Part-time co-ordinator	\$ 525.00
Materials distributed at engagements	350.00
Travel expenses of speakers	168.00
Co-ordinating and planning sessions	1,200.00
Speaker preparation and assignment arrangements with groups addressed	1,728.00
Speaker salaries	3,240.00

Total estimated value of the speakers committee as an educational service of Gay Peoples Union, Inc.	\$7,201.00
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Respectfully submitted,

Paul R. Safransky,
Chairperson
G.P.U. Speaker's Committee
Member of the Board of
Directors