

THE GREATEST SHOW ON EARTH

The Urban Sign

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1. "The Parade" - P.R. to Uptown

The intent of the Public Relations manuever is to do what is necessary to keep our present advantage in the community and to intensify work relative to the public image of the ICA. This manuever is a local framing manuever. One component of the manuever is to create visible signs which demonstrate our concern for our neighborhood by improving the physical appearance of the Kemper Building. The Uptown staff will catalyze the Nexus to increase the care of the property through fixed windows, uniform curtains (2 & 3) new sidewalk on Sheridan, painting over grafitti and upkeep of the parking lot. There will also be a brochure published at the end of the year which will briefly describe the presence of the Uptown 5 Guild, its work, and the seasonal community happenings. The Uptown staff will continue building relations with local agencies to enable everyone's work to be focused in a common thrust in the community. ICA relationships with the political structures related to Uptown will be maintained and broadened through the intentional and strategic participation in meetings and civic events and through selected visits to political friends, soliciting their involvement in the community and informing them, when feasible, of the current work of the ICA. The key insight of this entire manuever has to do with bringing self consciousness to the social fabric of Uptown.

2 "The Highwire" - City Frame

The intent of the City Frame Manuever has two major focus: protecting our flanks in the City of Chicago and securing the authorization necessary for intensifying the urban laboratory experiment. This will be done by identifying the city agencies most relevant to the Uptown community in terms of services, housing, education, etc. Once the specific pieces of geography have been selected for impact saturation and beautification demonstration appropriate agencies will be visited for assistance after careful checking with the Fifth City demonstration regarding previous contact with Chicago agencies. Before the demonstration blocks have been selected, city renovation plans for UPTOWN WILL HAVE BEEN STUDIED TO AVOID CHOOSING AREAS IN THE PATH OF PLANNED DESTRUCTION BY THE CITY.

3. "Houdini" - Areal-Regional Relationships

The intent of the Houdini maneuver is to establish a relationship between the Uptown leadership and the HDP's, and to broaden their identity with the Movement at large. This maneuver is building on the advantage of participation by Uptown residents in the Aqrea Chicago Council and the Global Guardians Consult. An attempt will be made to engage Uptown 5 residents in the awakenment campaign in the Chicago Region, by both setting up and orchestrating town meetings. OTHERS WILL BE THE opportunity to participate in workdays in HDP's. An exchange of VOICE's will be established between Uptown 5 and the HDP's. In order to hold global, areal and regional consciousness before the Guild, appropriate decor will be put up in the Uptown space.

4. "Big Top" - Block Demonstration

The intnt of this maneuver is to choose a Demonstration Block or

several blocks moving toward a Demonstration Block which will be an experiment. Community beautification will be a part of the block program. Also, Health Caretakers will go from door to door regularly to provide structural care in guild or wards. It will intentionally deal with the celebrational life of the community by having seasonal events and other activities. The neighborhood identity area will help residents to think out of a grid concept as well as provide activities which will deepen the community self concept. Part of the work will be done with an apartment building moving from the advantage that key leaders visited 5th City.

5. "Midway Barker" - Awakening Intensification

The Midway Barker Maneuver is an experiment and demonstration to the Urban of what it means to "do the Urban". In the Fall Atr., networks, agencies and groups will be visited for authorization and interest. Special interest groups will be targeted and contacted for special Impact events. Winter Qtr. will see the TM Saturation Phase begun with a special geographic focus (1 N. of Lawrence and 1 S of Lawrence). Businessmen, elders, youth and women will be part of the Impact Saturation Phase. Networks will be used to recruit special interest events.

6. "Trapeze Artist" - Stake Care

The Trapeze Artist Maneuver will be a series of forays into selected stakes to select likely possibilities for Block Demonstration. It will be begun by updating Stake grids and deciding on the criteria for Stake selection. We will create a calendar of events that can be chosen from to catalyze Stakes. Once the Stake activities have been meshed with the impact events, it will be necessary to maintain a regular rhythm of events.

7. "Merry-go-Round" - Maintain Established Programs

The intent of the Maintain Established Programs Maneuver is to assure that no ground is lost from previous work in Uptown so that we can move in other areas. We will maintain our base of authenticity by continuing to work with the Guild who will play more the Wiseman role relative to local care. The Uptown VOICE will continue to link every family as a sign of care for all and train local people in practical and interviewing roles. Current Visible signs will be refurbished or removed and cleaned-up. The Steering Committee will continue to sponsor seasonal events and festivals.

8. "Roustabout" - Strike Force

The intent of this maneuver is to broaden the involvement of forces who will engage in accomplishing the Uptown 5 "lab" maneuvers. A catalytic approach will be the key. Models, designs and opportunities will be created for Academy workdays, Student House participation, Cross-Centrum task forces and community residents' involvement. The best utilization of all available troops will require careful prior planning especially in the area of timing, i.e. when to ask whom to do what job and for how long?

9. "Lion Taming" - Leadership Training

The Lion Tamer Maneuver is out to provide the foundation for residents of Uptown to take responsibility for the community. One of the key arena's for success is getting potential and new guardians to Fifth City, Areal Events and Guardian Consults, in order to give them a broader context. There will be a self conscious/~~club~~/ core of emerging leadership who will be visited regularly and consulted relative to the vision for the next 2 or 3 years. A 3 Qtr. rhythm of training will be established to include recruitment, and training events. Task Force leaders of the Steering Committee will meet regularly for training and planning of events.

10. "Ringmaster" - Interchange and Documentation

The intent of the interchange and documentation maneuver is to provide ways for information to flow within the community as well as outside the community to the Human Development Projects. Key relationships with the Uptown Chicago Commission will be formed in order to catalyze block club activity in selected pieces of geography. Actuation briefs will be written to describe signal wins, such as the Valentine Ball, Steering Committee training, etc. and made available to the HDP's. Regular reports through the VOICE and other appropriate media will be made to the Chicago Nexus.