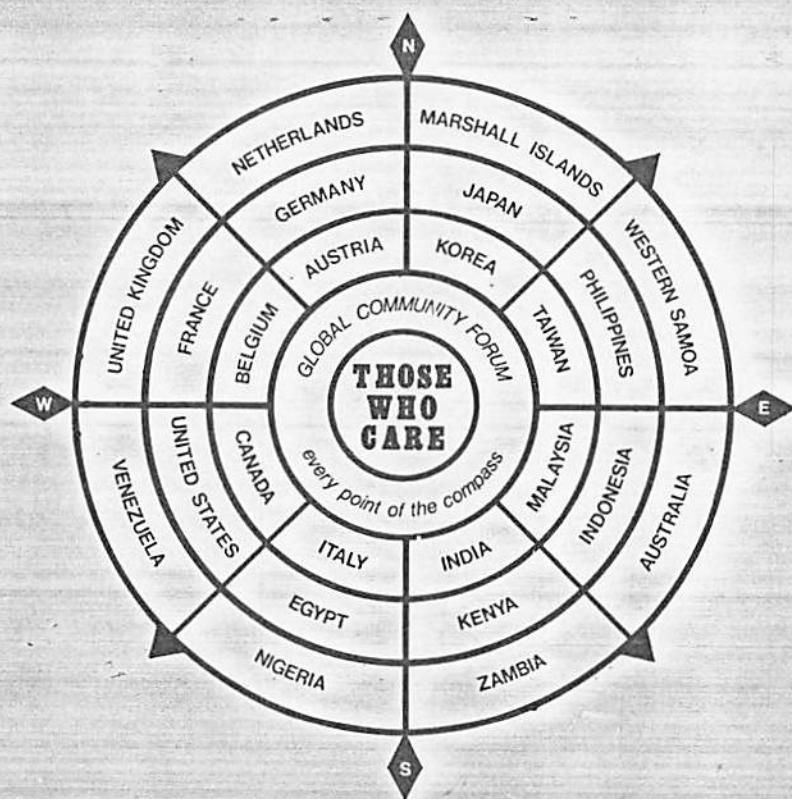


MANEUVER MANUAL

GLOBAL COMMUNITY FORUM



1977/78

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INTRODUCTION

This manual holds the movement's wisdom for winning maneuvers during 1976-77. It is designed around the six common fronts of a maneuver in the three arenas of logistics, set up and support. Its intent is to be a complete guideline for doing Town Meeting Maneuvers during the 1977-78 year. Although most of the data in this document was collected from Town Meeting USA it has been written as a globally adaptable piece, capable of turning on Community Forums across the globe.

This manual is based on experience from the Global Community Forum Campaign as it has accelerated over the past year during which several trends are emerging. There has been a notable shift from urban and suburban Town Meetings with a large attendance to small rural communities with fewer in attendance. Notable in this trend is a shortened "set-up" time and less formal meetings within Town Meeting communities. Flexible time-designs and formats of the Town Meeting day itself have been utilized. In this shift communities have paid for their Town Meetings according to their socio-economic ability and significant financial support has come from businesses and corporations. This shift in financing has been undergirded by breaking loose inkind and substantially reducing set-up and orchestration costs. The majority of the Town Meetings were held in conjunction with maneuvers, focused on states or regions within a state to do a mass number of Town Meetings in a shortened time, during the same or several consecutive weeks. This move has created a new awareness of the Town Meeting by the establishment and raises the question of what happens after Town Meetings. Creativity has emerged both in the use of a large number of part-time volunteers in all maneuver roles and in the form of maneuver wide Town Meeting Assemblies.

This manual contains the practical tactics to be applied toward a particular maneuver. It is designed to cover the three arenas of logistics, set-up and support with 6 paratactics, 24 tactics and 96 subtactics. Included is a compendium of materials and models that have "worked" in each arena. The use of this manual assumes that continents and areas have worked through their three-quarter's GCF campaign priorities. It is to be used to implement the maneuvers designed within the year's plan. The perspective from which this manual was designed has been the leap from demonstration into acceleration, but the intent is that it be applied to the comprehensive GCF maneuvers in any area around the globe.

PRESUPPOSITIONS AND OPERATING
PRINCIPLES FOR THE GCF CAMPAIGN
DURING 1977/78

RAPID MASSIVE COVERAGE OF THE GEOGRAPHY IS THE FIRST PRIORITY OF THE GCF CAMPAIGN DURING 1977/78.

- The GCF maneuver is to be completed within a delimited time, no longer than 13 weeks.
- The campaign will be composed of focused geographical maneuvers.
- The turf of the maneuver is a commonly understood political unit (nation, state, region, county etc.)
- The number of Town Meetings targeted within the turf considers the coverage of all the counties or townships, total population and a significant percentage of its municipalities.
- The emphasis of the year will be small communities, towns and rural areas with a focus on the urban during the following year.

A MANEUVER IS A CORPORATE VENTURE EMPLOYING AT LEAST THREE FULLTIME TEAMS

- Each circuit team coordinates between ten and twenty five Town Meetings.
- The circuit team needs to visit each Town Meeting community every week.
- The circuit team maintains at least one continuous member during the maneuver.
- A maneuver needs a logistics/support team.

A TOWN MEETING IS A COMMUNITY EVENT WHICH CREATES COMMUNITY CONSCIOUSNESS AND RELEASES A NEW RESOLVE.

- Town Meeting set-up is a task oriented procedure.
- The tasks can be completed by a small informal group of community residents, along with the coordinator.
- Attendance is decided by the community contacts and the coordinator who project a number of Town Meeting participants that would be possible, significant and eventful in the eyes of the community.
- A wide variety of time designs for the Town Meeting day have proven to work.
- It is effective to use the orchestrators as workshop leaders.

THE TOWN MEETING ASSEMBLY IS PART OF THE MANEUVER FROM ITS INITIATION

EACH MANEUVER WILL BE UNDERGIRDDED BY A MAJOR FUNDING DRIVE.

- Each maneuver will be self supporting.
- Each maneuver supports the global GCF campaign.
- Each maneuver will determine what portion of its budget will be paid by participating communities.

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OVERALL COORDINATION I	INCLUSIVE PRACTICS II	GEOGRAPHIC CIRCUITS III	AREA ASSEMBLY IV	FINANCIAL SUPPORT V	PUBLIC RELATIONS VI
CIRCUIT TRACKING 1	TRANSPORTATION SYSTEMS 5	TERRITORIAL BLITZ 9	MASTER DESIGN 13	COMMUNITY FUNDING 17	KEY ENDORSEMENTS 21
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TOWN MEETING ORCHESTRATION 3	MATERIALS PROCUREMENT 7	COMMUNITY PREPARATION 11	COMMUNITY CONSCIOUSNESS 15	DEVELOPER EDUCATION 19	EFFECTIVE PROMOTION 23
SYSTEMS CONTROL 4	LINKIND DEVELOPMENT 8	CIRCUITING SYSTEMS 12	ADEQUATE LOGISTICS 16	FISCAL SYSTEMS 20	MEDIA CAMPAIGN 24

OVERALL COORDINATION

I

Coordination is the glue of the campaign, it is the symbol of the global servant force, continually relating each maneuver to the total mission. It discerns the contradictions and determines the ways to move, it holds accountability for the specific tasks and victories of the maneuver. It sees to it that corporateness, planning and motivation are effectively sustained.

Coordination includes a wide spectrum of activities for strategizing support building and spirit sustenance. Among these are daily telephone calls with the circuiters and weekly reporting and preview sessions with them and each of the other teams. Coordination needs to stay on top of practices and overview finances, keep the archives and choose the orchestrators. It takes responsibility for procuring, training and assigning the troops. It designs the whole symbolic life, including celebrational events. It maintains global communications and informs the supporters about the progress of the maneuver.

Coordination is a 24 hour a day task that starts with planning the maneuver and continues through post assembly reports. It demands creating timelines and phasing designs for the various tasks so that each worry has its specific time on the calendar.

Coordination maps out the entire maneuver in phases and continually tracks every aspect with charts. It meets weekly with the other teams of the maneuver and establishes relationships to the maneuver committee, especially its honorary chairperson.

Coordination must plan adequate time for brooding through each arena's contradiction and must not go circuiting. Coordination holds the symbol of the Win foremost, representing an objective other to the immediate tasks. Coordination focuses on that week's contradiction, bracketing issues like Assembly and orchestration until the appropriate week. Coordination is a dynamic that demands more than one person's input and actions.

INCLUSIVE PRACTICS

II

Practics is concerned with sustaining the entire campaign through securing materials, food and housing for the circuiters, allowing them to keep their focus on preparing the communities for Town Meetings.

Practics handles the coordination of transportation and cares for maintenance of all equipment. Practics designs and produces the materials for the maneuver, assesses the needs and resources with respect to housing, food, paper, printing, supplies etc. and develops models on how to do successful inkinding.

Practics goes into high gear at the start of the maneuver, having promotional material ready for the circuiters and authorization for inkind food, housing and reviewing anticipated needs each week.

The practics designs must be carefully organized. It necessitates a timeline for the length of the maneuver, continual lists of needs and sources is a key tool.

Practics needs to be handled in such a way that it requires a minimal amount of time and does not tie up all forces. Inkind sources should be promptly thanked in writing and given adequate recognition.

GEOGRAPHIC CIRCUITS

III

Circuits are the heart of the maneuver, they are the link between the maneuver and the Town Meeting event in each community. Circuits demand intentional geographic coverage and the regular visible presence of awakenment in each community.

Circuiting means visiting community after community, promoting participation in the areawide event and preparing the local town for its Town Meeting. A series of weekly systematic visits, each with a particular task is needed to secure the Yes and move the community to prepare for the Town Meeting happening.

Circuits commence with an initial blitz, followed by weekly visits to selected communities and ending with engaging communities in the assembly held at the close of the maneuver.

The territory is gridded into circuit sectors and saturated with initial visits. Circuit visitation is scheduled according to the overall strategy, not the community's particular conveniences. Weekly overall review and preview sessions with time adjustments, charting and record keeping are essential to the success of the maneuver.

Seeing every community that has said Yes every week is crucial. These visits must be scheduled based upon our time, and have meetings of visible specific action. Beware of the voting dynamic, even if the turnout would be yes. Continuity of one member of the team is critical. The time from the initial yes to the Town Meeting Day should be short.

AREA ASSEMBLY

IV

The Assembly illuminates a network of concern and allows for the sharing of wisdom in creative and effective community action. The structure of the day provides communities with means for implementing proposals through the planning of particular events. As it celebrates the victory of a completed maneuver, it honors the committee members and is a sign to the geographical area of broad based and authentic local engagement.

The Assembly brings representatives from all communities together to share their insights, learn from other communities' experiences and to prepare together for the next steps in their particular communities. The Assembly will include sessions of reporting, workshops, interlude and plenaries. It will summarize the challenges, and refine the proposals or start with a summary of proposals gestalted into arenas. It will be training for how to bring about significant community follow-up activities. Spins will bring out the larger context. The decor, representing all towns, will demonstrate the interrelatedness of all communities. Just as in the Town Meeting itself, the day will hold life's tension of work and celebration.

The Assembly is held one week after the culmination of the maneuver. The site is selected at the beginning of the maneuver. Recruitment is part of the regular weekly circuiting, with a strong pitch at each Town Meeting's closing plenary when registrations are collected. The circuiters complete the registration drive by visiting each Town Meeting community during the final week of the maneuver, supported by additional phoning.

Symbolically important space is secured for the Assembly. Dignitaries are invited and a recruitment model is built, emphasizing the collection of registrations at the Town Meetings. Materials with necessary summary statements, charts etc., and the workshop procedures are created, a design for the day developed and roles assigned. A celebrative meal, entertainment, decor and a production system are procured for the day.

The Assembly should follow the culmination of the Town Meetings by no more than one week. Preparation should start with recruitment and publicity, then content and practics. The Assembly itself should flow smoothly, watch spending too much time on reports. The Master of Ceremonies preferrably is a local representative of the Maneuver Committee, not an ICA staff person. It is helpful to have a person assigned to handle the press.

FINANCIAL SUPPORT

V

Community Forum funding, when done in relation to the entire maneuver insures total support of the program at all levels; from the local community's fee to the regional set-up costs, to the national coordination.

A drive is held at the level of the maneuver to cover regional and national costs. Maneuver circuiters are trained to enable the participating communities to raise the local support.

A victory in funding will be assured if a broad-based funding drive is initiated at the commencement of the campaign with a four week timeline requiring all circuiters available for funding visits week 2 of the campaign and a logistics team to follow-up the campaign.

GCF funding requires: 1) a total picture of cost at all levels which includes budgets and sources for in-kind, public and private funds etc. 2) the actuation of a plan for the appeal, the approach, the administration and the follow-up of these sources.

Dangers to avoid in a funding maneuver are: 1) a separation of the funding and the program (i.e. Development special forces) 2) the big money syndrome (i.e. one corporation paying the entire bill) 3) protracted funding campaign (i.e. a 13 Week Timeline to raise the money) 4) believing that the community cannot pay for the local fees and 5) unrealistic expectations of the GCF program product.

PUBLIC RELATIONS

VI

A comprehensive Public Relations effort is needed to publicize the program, to demonstrate relevancy of Town Meeting to all arenas of the society, giving credibility to the maneuver. Public Relations supports circuiting, set-up and development efforts by creating materials appealing to a cross-section of society.

Public Relations include the preparation, publication and distribution of maneuver-area brochures, posters and newspaper or newsletter articles. Public Relations obtains necessary endorsement letters, puts together a state or area-wide steering or advisory committee and makes use of all available significant channels of communications through political organs, corporation and association newsletters as well as area related newspapers, magazines, radios and TV stations. Public Relations researches legal requirements and acts accordingly.

The promotion campaign has to be under-way before the circuiters go out so that they find people who already know about Town Meeting and have visible data to hand out. During the main set-up period Town Meeting promotion will be particularized and intensified on the local level. Toward the end of the campaign promotion is expanded to prepare for and publicize the results of the Town Meeting Assembly.

Basic images and slogans have to be developed corporately to appeal to the territory. Resources to design materials and do the printing have to be secured. Lists of public figures and organizations for endorsement and advocacy will be put together and maneuver-wide committee of responsive officials and former Town Meeting participants will be recruited.

Know your advocate's position and honor it by being sure that he is clear what he was asked to do and what the program involves. Maneuver wide committee members must be kept informed about the maneuver and its financing through regular mailings or meetings. Have available a clear description of the ICA, its background and intent, the program and how it will be conducted.

tactical arena A
LOGISTICS

Paratactic I

Overall Coordination

Paratactic II

Inclusive Practices

tactic 1: Circuit Tracking

- 1 Circuit Design
- 2 Tracking System
- 3 Inclusive Timeline
- 4 Debriefing Sessions

tactic 5: Comprehensive Transportation

- 17 Car Availability
- 18 Expense Repayment
- 19 Orchestrator Travel
- 20 Ongoing Maintenance

tactic 2: Troop Deployment

- 5 Forces Roster
- 6 Maneuver Training
- 7 Volunteer Training
- 8 Weekly Celebration

tactic 6: Continuing Sustenance

- 21 Former Contributors
- 22 Motel-Restaurant Association
- 23 Ownership Patterns
- 24 Inkinding Contacts

tactic 3: Town Meeting Orchestration

- 9 Orchestration Team Recruiting
- 10 Orchestration Assignments
- 11 Orchestration Kit
- 12 Rendezvous Sessions

tactic 7: Materials Procurement

- 25 Office Equipment
- 26 Maneuver Supplies
- 27 Printing Systems
- 28 Materials Production

tactic 4: Systems Control

- 13 Establishment Relations
- 14 Resources Control
- 15 Office Management
- 16 Contradiction Analysis

tactic 8: Inkind Prowess

- 29 Needs Assessment
- 30 Resources Notebook
- 31 Source Interfacing
- 32 Inkinding Story

tactical arena B

SET-UP

Paratactic III Geographic Circuits	Paratactic IV Area Assembly
tactic 9: Territorial Blitz	tactic 13: Master Design
33 Circuit Sectors 34 Coverage Design 35 Saturation Visitation 36 Initial Yes	49 Assembly Schedule 50 Facility Selection 51 Format Design 52 Assembly Story
tactic 10: Community Selection	tactic 14: Adequate Logistics
37 Host Group 38 Visible Yes 39 Task Assignment 40 Countdown Timeline	53 Enablement Roles 54 Maneuver-wide Committee 55 Inkind Contributions 56 Press-Kit
tactic 11: Community Preparation	tactic 15: Community Consciousness
41 Local Promotion 42 Registration Drive 43 Community Fund Raising 44 Local Arrangements	57 Symbol Representation 58 Impacting Grids 59 Song Book 60 Roll Call
tactic 12: Circuiter Responsibility	tactic 16: Comprehensive Participation
45 Contradiction Reflection 46 Weekly Planning 47 Circuit Momentum 48 Filing System	61 Assembly Delegates 62 Assembly Brochure 63 Circuiter's Confirmation 64 Special Invitations

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SUPPORT

Paratactic V

Financial Support

Paratactic VI

Public Relations

tactic 17: Community Support

- 65 Established Budget
- 66 Funding Contact
- 67 Funding Workshop
- 68 Contribution Campaign

tactic 21: Advocacy Development

- 81 Official Registration
- 82 Campaign Committee
- 83 Honorary Chairperson
- 84 Corporation Involvement

tactic 18: Program Contributions

- 69 Private Sector Drive
- 70 Public Sector Grants
- 71 Patron Support
- 72 Standard Proposals

tactic 22: Endorsement Building

- 85 Representative Listing
- 86 Approach Plan
- 87 Complementing Endorsements
- 88 Obtaining Proclamations

tactic 19: Developer Education

- 73 Training Seminar
- 74 Procedure Materials
- 75 Orchestrated Visits
- 76 Phone Solicitations

tactic 23: Effective Promotion

- 89 Basic Images
- 90 Background Materials
- 91 Organizational Contacts
- 92 Network Conventions

tactic 20: Fiscal Systems

- 77 Bookkeeping Procedures
- 78 Materials Library
- 79 Tax Structures
- 80 Report Charts

tactic 24: Media Campaign

- 93 Media Timeline
- 94 Key Contacts
- 95 Press Conference
- 96 Media Use

TACTICAL ARENA A: Logistics

Paratactic 1: Overall Coordination

Coordination will undergird, motivate and coordinate the circuits in the area through the entire maneuver.

Tactic 1: Circuit Tracking

Subtactics

- 1 Circuiting systems will be built by deviding the maneuver territory into sectors, making circuit assignments, designing the circuit filing system and creating the
- 2 circuiting timeline. A tracking system will be implemented that includes daily circuit phone calls, reporting forms
- 3 and tracking wall-charts. An inclusive timeline for the whole maneuver will be designed reflecting both circuit
- 4 and development plans. Finally, debriefing sessions will be held weekly, in which all aspects of the maneuver will be reported and coordination will articulate the next week's contradiction and assignments.

Tactic 2: Troop Deployment

Coordination will recruit all required troops and make assignments for every aspect of the maneuver.

- 5 A roster of potential forces will be made, so that all forces both on a part time and full time basis who could assist with the program are recorded. Contacts will be
- 6 made and maneuver assignments made for the whole maneuver with a weekly confirmation and adjustment. Continual
- 7 volunteer recruitment and training will take place so that all tasks are handled and all persons are equipped for the
- 8 tasks they undertake. The motivity of the whole maneuver will depend upon the symbolic aspects of the program and the clear marking of time. Weekly celebrations will be planned to symbolize each week's victory and hold the program's profound impact.

Tactic 3: Town Meeting Orchestration

The Town Meeting weekend(s) will be coordinated by assigning the orchestrator teams and keeping the necessary records.

- 9 Orchestration team recruitment will be done by drawing forces from past Town Meeting participants, metro colleague
- 10 pool, and from other available area troops. From these commitments orchestration team assignments will be made
- 11 considering needed roles and experience required for each Town Meeting. Rendezvous sessions will be planned to context the orchestration teams prior to the Town Meetings, and at the end of the day to gather reports and celebrate

- 12 the maneuver. For each Town Meeting an orchestration kit will be prepared containing the town's characteristics, Town Meeting journey, particular issues. An appropriate press kit will be included.

Tactic 4: Systems Control

Coordination will overview and control publications, financial systems, internal management and planning.

- 13 Relations with the establishment will be maintained with a continual checking on the adequacy of the public relations tactics. Coordination will discern the various persons who should handle press relationships in general.
- 14 To insure best use of persons, money, time and materials the budget and troop assignments will be monitored and adjusted as needed. Critical to effective operations will
- 15 be the management of the office which becomes a job of both public and troop communication. Finally, the systems control requires ongoing reflection and stating of the
- 16 contradiction facing the program so that each week in the maneuver is a strong move forward.

Paratactic 11: Practics

Tactic 5: Comprehensive Transportation

A transportation system will be implemented that keeps all circuits and development teams on the road keeping the cost as low as possible.

Car availability will be ascertained by listing all possible cars and the times they are available. There will be a special emphasis on seeking cars and credit cards from metro forces and their own engagement in the circuits. A plan for expense repayment will be created with a method of record-keeping. The logistics and means of travel for all orchestrators will also be worked out with an emphasis on low expense. The ongoing maintenance of cars will be carefully monitored and local mechanics' services will be inkinded.

Tactic 6: Continuing Sustenance

Circuiters food and lodging will be secured throughout the maneuver by the practics team.

National data on former contributors will be researched for food, housing and other arenas, and local managers will be visited or phoned accordingly. To further expand the sources, the Motel and Restaurant Associations will be contacted and a letter from them to their local managers will be solicited encouraging the local managers to provide inkind food and housing. It will be important to determine the most likely sources. The inkinding contacts will be made preferrably by an established guardian or by the campaign Committee representative.

Tactic 7: Materials Procurement

All materials needed for the maneuver will be made available and future needs anticipated.

Maneuver supplies will be secured including all items required for an adequate office set-up such as files, telephones, desks, typewriters and the procurement of the various software items needed for the whole program. A printing system will be obtained for the publication of materials in the office, and several other printing sources will be located for massive printing required for the maneuver. Campaign promotion materials will be produced, including brochures, letterhead, posters, etc., and the regular ongoing support materials will be printed including the growing list of contributors and weekly reports.

Tactic 8: Inkind Prowess

Inkinding will be pursued on all levels and with great intentionality.

29 A need assessment will be done in a corporate workshop
30 at the beginning of the maneuver to create a comprehensive
31 list of total requirements. A resources notebook will be
32 compiled including sources in all arenas of need and
 systematically maintained. Source interfacing will be
 researched, in order that clout in one arena can be used
 as entre into another arena of inkind need (i.e. using
 the Nurses Association for printing because they signed
 an endorsing letter.) An inkinding story will be written
 for a common pitch.

TACTIC ARENA B: SET-UP

Paratactic 111: Georgraphic Circuits

Tactic 9: Territorial Blitz

The territorial blitz is the initial part of the circuiting in which circuitable sectors are identified and the sectors covered with initial visits.

- 33 Circuit sectors will be discerned out of a geo-political grid of the maneuver territory, so that the entire area can be covered and that after the blitz one team can visit 10-25 communities that are holding Town Meetings.
- 34 Within each sector the coverage design will be planned, looking at such things as counties, the number of municipal units and their locations, the population spread, and other factors of readiness. Out of this saturation visitation will take place covering each sector with calls to mayors and other contact persons. Special
- 35 audience contacts will also be made. A clear understanding of the expected initial "yes" must be determined, such as a nod from the mayor or other local figure, indicating permission to go ahead with the Town Meeting set-up.
- 36

Tactic 10: Community Selection

Communities will be selected, based on their initial "yes" and will be actively engaged in the preparation for the Town Meeting.

- 37 A "Host Group" meeting, set-up by the contact person, will be conducted by the circuiter. At this gathering the decision on date and time will be made. At this same gathering a printed news report, local flyers, and a "mayor's" proclamation will be created in order that
- 38 a visible "Yes" is resident in the community. Such visible Yeses will continue through the set-up period. The necessary tasks to prepare for the Town Meeting will
- 39 be assigned to specific persons or groups by the coordinator (circuiter) never overwhelming the community with too many tasks at one time. Coordinators will create a countdown
- 40 timeline for each community within the circuit in order to accomplish all the tasks required.

Tactic 11: Community Preparation

Through weekly visits to every community the circuit coordinator will see that everything for the Town Meeting is ready.

- 41 Local Promotion will commence with news releases being printed in the local paper, posters and banners hung, radio and TV spots secured and special events planned. The registration drive will start with the printing of a flyer which includes a registration form and through
- 42 an attendance workshop with community groups to determine a projected number from each group. A community person will continue to follow through on the registration drive which will culminate in a phone blitz one week before the
- 43 Town Meeting. The community fund raising will begin with a funding workshop to discern the local sources and their access. The coordinator will give the assigned contact persons information concerning the emerging regional
- 44 sources, i.e utility companies and means of approaching them. The over-view of all local arrangements will be monitored by the coordinator through a weekly checklist.

Tactic 12: Circuiter Responsibility

Each circuit team will be accountable for ten to twenty five Town Meetings in their sector and will do all that is necessary to complete the assignment.

- 45 Local contradiction reflection will take place each week following the community visits in order that a current picture of the necessary actions can be discerned. This will be required for the weekly circuit planning and will
- 46 insure accurate appointment scheduling and the most effective use of all time possible. The coordinator will work for the effective building of circuit momentum through the
- 47 sharing of materials, plans and ideas from one community to another. The building of a filing system will assure that the growing information about the community is adequately
- 48 kept. Such a system will include geo-social information, contact names, local materials, weekly reflections, etc.

Paratactic 1V: Area Assembly

Tactic 13: Master Design

The assembly for the maneuver-wide area will be included in the total planning of the program.

- 49 The assembly will be scheduled to occur within a week of the Town Meetings at the end of the maneuver. A
- 50 facility will be selected that dramatizes the importance of the event, for example, a major hotel rather than
- 51 an elementary school. The format design will reflect the intent of the assembly. From the beginning the assembly
- 52 will be part of the campaign story and will be a part of the community recruitment, press releases, spot announcements and funding drive.

Tactic 14: Adequate Logistics

Adequate logistics will be needed to provide continuity of leadership and information, as well as backup forces and material from maneuver to assembly.

- 53 Arrangements will be made for the ICA and "volunteers" to assume the enablement roles so that community people can participate fully in the event. The Maneuver-wide
- 54 committee will be involved in providing the backup forces for logistics tasks. The necessary materials and supplies
- 55 will be inkinded and the contributors listed in the assembly document. Up-to-date information for the press will be
- 56 provided through a press kit and assembly brochures will be created early in the program for use in each Town Meeting.

Tactic 15: Community Consciousness

Community consciousness will be heightened at each Town Meeting Assembly, where each community will recognize its uniqueness and gifts as well as its place in the total scheme.

- 57 All of the Town Meeting Communities will be represented through the decor which will include symbols, banners,
- 58 posters, etc. Impacting grids of the total area will be made, showing the locations of participating communities.
- 59 Songs created in the Town Meetings will be incorporated into a songbook and sung at the Assembly. The various
- 60 communities will be recognized by a roll call or some other means such as the presentation of documents.

Tactic 16: Comprehensive Participation

A broad participation at the assembly is important to its effectiveness both in terms of attendance and roles. The prime targets for the Assembly are the Town Meeting communities, not potential Town Meeting communities.

61 The Assembly will be built into the whole maneuver
 from the beginning. Circuiters will talk in terms of
62 a town sending "delegates" to the assembly using a
 specific number or "a carload". An assembly brochure
 will be used at each Town Meeting to register people
63 for the event; this is done at the plenary and the
 whole group decides who should go. Circuiters will
 use the week following the Town Meetings to confirm the
64 participants from their geography. The circuiter will
 contact the orchestrator to get information on the key
 people who should be encouraged to come. Formal
 invitations will be mailed to the Steering Committee of
 the Maneuver. Key figures from the political, economic
 and cultural arenas will be invited to attend through
 a written invitation. Local workshop leaders will be
 secured and trained in the procedures of the day.

TACTICAL ARENA C: SUPPORT**Paratactic V: Financial Support****Tactic 17: Community Support**

Community support will be obtained in each community where a Town Meeting is held, whereby an agreed amount is raised by local forces for the program.

- 65 A Program fee will be established with the local representatives, in which explanatory material such as a display budget or local cost formula are used to show the importance of the local support. A funding contact person will be
- 66 recruited who is responsible for the finances of the Town Meeting in terms of collections and payments, bank accounts, etc., and the paying of the agreed fee. In order to help
- 67 the local leadership a funding workshop will be conducted organizing local wisdom about sources of contributions, plans for obtaining them, what to say and do in calls, etc.
- 68 The local forces will hold a contributions campaign, with ICA help if necessary in forces, methods, or materials.

Tactic 18: Program Contributions

Program contributions will be secured from sources-at-large with the maneuver territory and beyond it, in order to make up the total maneuver budget beyond the amount received from local communities.

- 69 A private sector drive will be conducted on regional corporations, organizations and foundations to obtain support including funds and the participation of staff
- 70 and employees. Also, public sector grants will be requested from government departments, boards and agencies to provide
- 71 support for such things as salaries or program cost. Patron support will be secured from guardians, colleagues and new
- 72 contacts. The creation of standard proposals will enable the effectivity of a common approach.

Tactic 19: Developer Education

In the early stages of each maneuver developer education will be conducted for all full and part-time circuiters to instill confidence and equip every person for in-field funding.

- 73 A staff training seminar will be held for all ICA staff and interested volunteers to orient them to public, private, corporate and individual funding procedures.
- 74 Current materials will be provided, including the access routes and resource materials vital to that region.
- 75 Orchestrated field visits will be demonstrated in a series of scheduled visits on corporations, to allow circuiters to internalize the flow of a call. Training in the use of phone solicitation will be held for volunteers, to demonstrate the effectiveness of this method.

Tactic 20: Fiscal Systems.

The success of the development teams depends on effective fiscal systems which are accessible to each ICA office and team, and which prepare for the field calls and follow them through.

- 77 A bookkeeping system will be instituted with books of accounts, accurate records of projections and expenses, chits, etc. A materials library will be created containing materials enabling all financial accountability, solicitation materials, tax letters, etc. Tax structures will be described enabling the ICA to make use of the financial advantage available. Finally, regular reports will be prepared including up-to-date wall-charts and thermometers and written reports of monthly status and of final condition for the information of circuiters, donors, and ICA offices.

Paratactic VI: Public Relations

Tactic 21: Advocacy Development

Advocacy Development happens throughout the maneuver solciting active support from public officials, community leaders, and Town Meeting participants.

- 81 To establish the legal base for the maneuver especially for funding, the necessary registrations will be researched and acted upon. A campaign Steering Committee or Advisory Council will be established at the beginning of the plan.
- 82 The committee will include representatives of the economic, political and cultural arenas as well as guardians and signal Town Meeting participants. An Honorary Chairperson
- 83 will be selected in order to increase credibility and gain the support of other leadership and local communities. Corporation involvement will be secured in order to set
- 84 executives free to participate in the program, to release inkind resources, and to provide funds.

Tactic 22: Endorsement Building

Endorsement building secures letters from influential individuals and organizations which contribute to the maneuver-wide credibility of the program and serve as entre and support for set-up and development calls.

- 85 A comprehensive listing of a wide range of representative individuals in the economic, political and cultural arenas will be approached for endorsement letters. These contacts
- 86 will be pulled into an approach plan including visitation and phoning models and sample letters of former endorsements. Former national, regional, or local endorsements would
- 87 release other endorsements and be a complementary addition for broad support. Another aspect of endorsement is the
- 88 obtaining of various proclamations from such structures as State Assemblies, parliaments, county or regional boards, governors and mayors.

Tactic 23: Effective Promotion

Promotion is the formemost tool for informing the public about the purpose and form of the program and presents the context and back-ground for local set-up.

- 89 The basic images and slogans for the maneuver will be created. They will appear on all of the materials and will be required for the creation of the basic brochures, posters, etc. Written background materials such as
- 90 briefs which tell the story of the Town Meeting and a brief which describes the Institute of Cultural Affairs and its relation to the program will be created.
- 91 Organizational contact will be made to professional associations, and governmental support agencies to get information about the program through their communication networks and to insure that the broadest cross-section of the area is informed about it. Research will be done
- 92 on maneuver-wide conventions of the various networks that are occuring during the program period and plans made for presentations or booths at such conventions.

Tactic 24: Media Campaign

Media Campaign is a comprehensive tactic to inform and make use of all existing media helpful for the program.

- 93 A media timeline will be created to insure that each of the aspects of the media is covered with adequate lead time for the building of the program momentum. Advice on timing will be sought from friends in the various media to insure a comprehensive picture. After a listing of
- 94 media resources has been done media contacts will be made with the leaderships of the press association, television associations and various newspapers and stations. Press
- 95 conferences will be arranged for the initiation and for the closing phases of the program. News releases will be regularly done in order to provide the information for
- 96 spot announcements, news articles and magazine reports. Arrangements will be made with the related Television stations for prime time TV inerviews and reports on the program. A clipping service will be employed to monitor all Town Meeting coverage.

MANEUVER MANUAL

Global Community Forum

1977/78

THE COMPENDIUM

CFC QUARTERLONG MANEUVER

PART I

THE BASE	THE EVENT	THE PREPARATION	THE BASE
PUBLICATION	TOWN MEETINGS	COMMUNITY SET UP	CANDIDATE FOR
WEEK	WEEKS	WEEKS	WEEKS

GFC QUARTERLONG MANEUVER

THE BASE		THE PREPARATION		THE EVENT		THE REPORT	
DC-THS 63M-S-Y-S	EV-RD 9Z-D-ZCT	5W0G5R5G0M5 B-L-I-T-Z	COMMUNITY SET-UP	TOWN MEETINGS	A S S E M B L Y	P U B L I C A T I O N	
ONE WEEK	ONE WEEK	ONE-TWO WEEKS	THREE-FOUR WEEKS	ONE - FOUR WEEKS	ONE WEEK	ONE WEEK	

PLANNING GEOGRAPHICAL STRATEGY

1. Campaigns should be swift.
2. Distribute the forces so the parts can aid each other.
3. Select areas that have the power of leading other areas.
4. Take the line of least resistance or least expectation.
5. Identify your cause with the common majority.
6. Force relates to the capability of your troops.
7. Winning depends on the unexpected manœuvre which collapses the enemy.
8. Awaken 1% of the population.

1. Sustain the popular base.
2. Cover the whole geography.
3. Do not renew an attack along the same line after it has failed.
4. Do not chase a fleeing enemy.
5. Move only from the advantage.
6. Give a code name that ties the campaign to the past and the future.
7. If you don't have the advantage, then create one by dispersal and then concentration of troops.
8. Attack the enemy from various sides.
9. Be reluctant to give up part of the battle.
10. Study the interrelatedness of the physical and sociological factors.
11. Be quick to take the line of operation which offers alternative objectives.

Coordination Compendium

CIRCUITER DEBRIEFING, CONTEXTING & BRIEFING
Town Meeting New Jersey Model

LOGISTICS WEEKEND TIME DESIGN				
Saturday	Sunday			Monday
	M o r n i n g	A f t e r n o o n	E v e n i n g	
Plans Content of Sunday AM Debriefing	DEBRIEFING SESSION	Plans the Evening Briefing	BRIEFING SESSION	COLLEGIUM CONTEXTING

One of the most critical tasks for Logistics is sustaining the victory of the total Maneuver. Key to this is sustaining the troops in strategic thinking, effective action, and motivating engagement. The weekend events are crucial for this.

Planning the Debriefing

The logistics team, meeting on Saturday, reviews the state of the maneuver, using as its information the data from the daily calls to circuiters. It determines the type of objective data necessary to move the campaign forward.

The Session

A possible form of debriefing is as follows:

7:30	9:00		11:00
CIRCUITER'S DATA PULL-TOGETHER	CORPORATE REPORTING		
	OBJECTIVE DATA	WHAT WORKED (CONVERSATION)	ANTICIPATED BLOCKS & ISSUES
	9:00	9:40	10:30 11:00

The logistics team takes careful notes on the session. It leads the meeting. It asks questions to clarify and sharpen the data and the insights. It is observant of the nature of the reports and reflections, seeking to discern the contradiction in strategic action, in the maneuver as a whole, and in the interior decision of the circuiters to win.

Planning the Briefing

On Sunday afternoon the logistics team seeks to discern from the morning data the major contradictions faced in the maneuver, determine the necessary broad directions needed, and the specific new images required by the circuiters. It plans the shape of the Sunday evening meeting, always including some delight (i.e. special food, humor, jokes or other surprises). This is the most difficult meeting to plan; it is key to moving the maneuver in the coming week. Toward the end of the maneuver it is likely that it will be

necessary to walk through the check-points of each community corporately (see tracking chart). The logistics team must be bold in this meeting keeping the victory of the whole maneuver foremost, and never believing that any one circuit task is more complex than any other. There is an element of practical training in this meeting in order to give the ideas for effective ways to move through a contradiction.

The Meeting

The key to the evening is that the circuiters experience themselves prepared to face the coming weeks work equipt with the methods, tools and materials needed. At the close of the meeting each circuiter should be asked to complete a detailed time/task callendar, making sure every town is included in the week's plan. A duplicate copy should be left for logistics. This becomes the basis of the daily telephone call along with the "visit guide".

A common format for the evening is as follows:

SUNDAY EVENING BRIEFING				
7:00	7:30	8:00	9:00	9:30-10:00
FINE BUFFET DINNER	CONTEYVAL SPIN (BY LOGISTICS)	STRATEGIC TACTICAL ACTUATION CREATION	WEEK'S CONTRAD'N BREAK LOOSE EVENTS (CONVERSATION)	WEEKLY CIRCUIT T/L

Monday Collegium

The Monday AM collegium is usually focused on the broad missional edges of the work globally. Usually this event should not focus on more details of the maneuver. Rather it should allow the circuiters to see the relationship of this work to the whole mission.

VALUES TO HOLD IN TOWN MEETING COORDINATING...

1. Every week do an enthusiastic, simple, short spin about the Town Meeting using lots of examples.
2. The coordinator runs the meeting, which lasts 30 to 60 minutes.
3. The meeting is informal, peppy, working--a fun meeting with time for questions and chit chat.
4. Focus the meeting on the task of the week; don't overburden the group (or contact person) with the comprehensive responsibility.
5. Always work with butcher paper--leave visual images to hold the week's work for easy reference later.
6. Instead of telling people how to do, presume they know "how to do" every detail. Ask them which way is best.
7. Use a workshop methodology that draws wisdom from the group--elicit their full involvement in the planning.
8. Focus each meeting on a visible product that serves as a symbol of the victory; flyer, poster, banner, registration box, mayor's proclamation, arrival of workbooks, ect.
- 9.. Simplify and minimize such concerns as decor, the meal, ect. (e.g. pot luck dinner, "We'll put up the decor the night before.").
10. Use an informal, friendly open style that encourages trust.

Coordination Compendium : CIRCUIT COORDINATING SCREEN

SIMPLE 100

Phases Dynamics	MASSIVE COVERAGE	FINAL SELECTION	HOSTING COMMITTEE CHECK-IN
OBJECTIVE TASK	Every Town made aware of its possibility to participate in TOWN MEETING New Jersey. 240 towns visited in the state	Secure the yeses from the 20 towns per circuit.	Enable local accomplishment of TOWN MEETING day.
YES CRITERIA	Willing to endorse idea and start initial steps toward first hosting meeting.	Willing to set-up and hold first hosting committee meeting and date.	weekly miracle
Local Forces Involved	Civic officials and civic Leaders	potential hosting committee	Hosting committee and others
Role and style of Circuiter	Door to door salesman _ Getting foot in door	Confident volunteer consultant Tight Rope Walker who dances	The Practical Genius Seven Faces of Doctor Lao
Primary Danger	Focusing on event as local rather than state wide Trying to sell a product	Overwhelming with too many details	Too long meeting Unpractical hosting meetings
Keys to Winning	State Wide Event Governmental body endorse the ideaIt is not their practical responsibility.	Focus on four simple tasks of the hosting committee. Focus on the fist week hosting committee meeting	Weekly meeting miracles

CIRCUIT TRAINING FOR MASS AWAKENMENT

**ICA
GLOBAL RESEARCH ASSEMBLY**

**JULY 1977
CHICAGO**

TIME	900	100	1100	1200	100	200	300	400	500	600	700	800	900
M.U HOURS	1	2	3	4	5	6	7	8	9	10	11	12	
12 HOURS	Campaign Strategy (Spin)	EFFECTIVE MANEUVER MODULE		Mass Awaken- ment (\$pin)	LOCAL IMPLEMENTATION MODULE				Funding Schemes (Spin)	SUPPORT SYSTEMS MODULE		MOVIE	
		Geo-Social Strategy	Network Strategy		Community Selection	Community Visitation	Campaign Materials	Campaign Operation					
8 HOURS	Campaign Strategy (Spin)	EFFECTIVE MANEUVER MODULE		Mass Awaken- ment (Spin)	LOCAL IMPLEMENTATION MODULE				Funding Schemes (Spin)	SUPPORT SYSTEMS MODULE		MOVIE	
		Maneuver Strategy	Funding Schemes		Community Selection	Community Visitation	Support Systems						
4 HOURS	Mass Awaken- ment and Campaign Strategy (Spin)	LOCAL IMPLEMENTATION		Community Visitation	<div style="border: 1px solid black; width: 100%; height: 100%; display: flex; align-items: center; justify-content: center;"> X </div>								
		Maneuver Strategy	Community Selection										Funding Schemes

CAMPAIGN STRATEGY		EFFECTIVE MANEUVERING		MASS AWAKENMENT		LOCAL IMPLEMENTATION		FUNDING SYSTEMS		SUPPORT SYSTEMS	
MANEUVER	CLARIFY CONTEXT	LOCAL INFORMATION	PUBLIC DIRECTORIES	THREE CAMPAIGNS	MORAL ISSUE	LOCAL GROUP INITIATION	LOCAL PRESENTATION	COMMON FUNDING STORY	ICA STORY	CAMPAIGN LOGISTICS OPERATIONS	COORDINATION FUNCTION
	NAMING TASK		COLLEAGUE NETWORK		SOCIAL DEMONSTRATION		KEY PEOPLE		CAMPAIGN STORY		CORPORATE ASSIGNMENTS
	SPIRIT IMAGES		LOCAL NODES		SERVENT MOVEMENT		DATE SELECTION		TOWN MEETING DAY		ONGOING ACCOUNTABILITY
	TEAM TIMELINE		CIVIC RESOURCES		COMMUNITY FORUM		PRACTICAL ACCOMPLISHMENT		TOWN MEETING SUPPORT		CELEBRATION PLANNING
PRINCIPLES	CREATIVE CORPORATENESS	TERRITORY ANALYSIS	HISTORIC CONTEXT	ROLE OF AWAKENMENT	TREND ACCELERATION	CIRCUIT VISITATION SCHEMES	GEOGRAPHIC DIVISIONS	TOTAL CAMPAIGN BUDGET	TOTAL PICTURE	CORPORATE DEBRIEFING DESIGNS	WEEKLY DEBRIEFING
	CENTRAL COORDINATION		STATE OF WAR		MEETING CONTRADICTIONS		T.M. per CIRCUIT		ITEMIZED BREAKDOWN		DAILY PHONING
	PRACTICAL XAVIERISM		DEMOGRAPHIC DATA		CRITICAL MASS		TIME DESIGN		TOTAL INKIND		RECORD KEEPING
	INCLUSIVE INKIND		COMMUNITY SELF STORY		RELEASING CREATIVITY		VISIT GUIDE		ICA COST		CONTINUOUS TRAINING
STRATEGY	YEAR VISION	NETWORK ENGAGEMENT	FORMAL NETWORKS	GEOGRAPHIC PHASE DEVELOPMENT	PHASING DYNAMIC	STYLISTIC DANGER POINTS	UNINTENSIONAL PRESENCE	LOCATING AVAILABLE FUNDS	FRAME GEOGRAPHY	CIRCUIT ENGAGEMENT GUIDELINES	OPERATING GUIDELINES
	HDP REPLICATION		INFORMAL NETWORKS		CATALYZING SUPPORT		UNNECESSARY DEFENSIVENESS		CORPORATION RESEARCH		LODGING/FOOD ARRANGEMENTS
	SYSTEMATIC AWAKENMENT		UPDATE NETWORK		ACCELERATION SIGNS		PRACTICAL UNEVENTFULNESS		DONOR POSSIBILITIES		TRANSPORTATION SCHEMES
	YEAR-LONG STRATEGY		USING NETWORKS		MASS IMPACT		LOCAL OVEREMPHASIS		FUNDING STRATEGY		CASH FLOW
CONFIGURATIONS	CIRCUIT TEAMS	LOCAL PERMISSION	WINNING STORY	AREAL MANEUVERS	GEOGRAPHIC SIGNIFICANCE	QUARTERLY COUNTDOWN TIMELINE	DEBRIEFING SCHEDULE	RAISING LOCAL FUNDS	FUNDING PRINCIPLES	USING CAMPAIGN MATERIALS	MATERIAL TYPES
	LOGISTICS TEAMS		USING ADVOCACY		STRATEGIC IMPORTANCE		IMAGINAL CHART		KEY CONTRIBUTION		DISTRIBUTION SYSTEM
	DEVELOPMENT TEAMS		VISITING MAYOR		SYNCHRONIZING CAMPAIGN		DEFINING "YES"		LOCAL RESOURCES		PRESENTATION HINTS
	PERMEATING FORCES		IDENTIFYING LEADERSHIP		NEXT STEPS		CELEBRATION DESIGN		COST TO TOWN		CAMPAIGN DECOR

AREA NEW YORK		ORCHESTRATOR TRAINING DAY					MAY 14, 1977					
CONTENT	OPENING CONTEXT	THE NEW WORLD TALK and the CHALLENGE WORKSHOP and SONG/ STORY SYMBOL WORKSHOP	I N T E R L U D E	THE NEW HUMAN TALK and the PROPOSALS WORKSHOP	TALK AND WORKSHOP PRACTICE (SMALL GROUPS)			D I N N E R P R E P	DINNER & PRACTICES CONTEXT & CONVERSATION (The way it really is)	C E L E B R A T I O N		
					Individ- ual Prep.	Practice Sessions	Eval- uation					
TIME	1:45	1:45	3:00	3:15	4:15	4:15	4:45	6:45	7:15	7:30	8:45	9:00---
ASSIGN- MENT	Justin Morrill	Stan Crow		Linda Alton	Stan Crow + 1 journeymaster for each group				Justin Morrill			
MATERIAL	Time line of day List of New Jersey Town.Mtg's	Town Meeting Workbooks Paper Pencils	S N A C K S									

I-10

Coordination Compendium : SAMPLE OPTIONS FOR ORCHESTRATION TEAMS

TOWN MEETING: NEW JERSEY						TOWN MEETING: NEW JERSEY					
Orchestration Options #1 3-Workshop Model						Orchestration Options #2 2-3 Workshop Model					
JUNE 1977						JUNE 1977					
75-150 participants, but not 4 trained workshop leaders. 3 orchestrators and a back-up (can work as tech with trained workshop leaders). Persons assigned to production and child care.						50 - 100 participants, 3 Orchestrators and a back-up. Persons assigned to production and child care.					
A.M. Orchestrator I does New World spin including hopes and dreams conversation and brainstorm past achievements, present struggles, future dreams, and master images for all. Then break into 3 groups.			P.M. Orchestrator II does New Human spin and rehearses the afternoon structure including as part of noon entertainment singing the song created in the A.M. Story/Song/Symbol workshop.			A.M. Orchestrator I does New World spin including hopes and dreams conversation and brainstorm past achievements, present struggles, future dreams, and master images for all. Then break into 2 groups.			P.M. Orchestrator II does New Human spin and rehearses the afternoon structure including as part of the noon entertainment singing the song created in A.M. Story/Song/Symbol workshop.		
Orchestrator I or Workshop Leader	Orchestrator II or Workshop Leader	Orchestrator III or Workshop Leader	Orchestrator I or Workshop Leader	Orchestrator II or Workshop Leader	Orchestrator III or Workshop Leader	Orchestrator II or Workshop Leader	Orchestrator III or Workshop Leader	Orchestrator I Economic/Pol. Proposals	Orchestrator II Cultural Proposals	Orchestrator III will assist cleaning and gun production. Select 3-6 people to clean S/S/S/ to print by 3:00 pm.	Orchestrator III will assist cleaning and gun production. Select 3-6 people to clean S/S/S/ to print by 3:00 pm.
CHALLENGES W/S	CHALLENGES W/S	S/S/S W/S	ECC PROPOSALS	POL PROPOSALS	CIT PROPOSALS	CHALLENGES W/S	S/S/S W/S				
TOWN MEETING: NEW JERSEY						TOWN MEETING: NEW JERSEY					
Orchestration Options #3 2-Workshop Model						Orchestration Options #4 2-1 Workshop Model					
JUNE 1977						JUNE 1977					
Less than 50 participants, 3 orchestrators and a back-up Persons assigned to production and child care.						Less than 50 participants - No trained Workshop Leaders 3 Orchestrators - Persons assigned to Child Care					
A.M. Orchestrator I does New World spin including hopes and dreams conversation and brainstorm past achievements, present struggles, future dreams and master images for all. Then break into 2 groups.			P.M. Orchestrator II does New Human spin and rehearses the afternoon structure including as part of noon entertainment singing the song created in the A.M. Story/Song/Symbol workshop.			A.M. Orchestrator I does New World spin including Hopes and Dreams Conversation and Brainstorm past Achievements, Present Struggles, future dreams, and Master Images. Continues with whole group thru prioritizing of issues. Break into S/S/S (1/3 group) and Challenges Workshop (2/3 group).			P.M. Orchestrator II does New Human spin and rehearses the afternoon structure including as part of noon entertainment singing the song created in the morning S/S/S workshop.		
Orchestrator II or Workshop Leader	Orchestrator III or Workshop Leader		Orchestrator I or Workshop Leader	Orchestrator III		Orchestrator I	Orchestrator II	Orchestrator II	Orchestrator III		
CHALLENGE W/S	S/S/S W/S		PROPOSALS W/S	S/S/S Clean and publish		CHALLENGES W/S	S/S/S W/S	PROPOSALS W/S	S/S/S CLEAN AND PUBLISH		

I-11

Coordination Compendium: SAMPLE ORCHESTRATOR TASK AND NOTE SHEETS

TASKS FOR ORCHESTRATORS

(The following is supplemental and not a substitute for the orchestrator guide)

FRIDAY NIGHT

- Create banner for the front of room if not done*
- Set room for 2/3 of the projection (do not over-set)
- Put up decor
 - + Town Meeting Quotes
 - + Town Meeting Posters
 - + "Where Ideas Grow" Map
 - + Banner
 - + Any local decor
- Create name tags if they have not been done*
- Place all workshop materials in workshop spaces
- Set up registration table
 - + Reg. Forms
 - + Name Tags
 - + Magic Marker
- Prepare outdoor "TOWN MEETING HERE" signs*
- Review Production set-up and materials*

*Items can be done even if the set-up time is the next day.

SATURDAY

At the Beginnings of the Town Meeting

- Assist in snack set-up
- Instruct Registration persons
- Review plan with the MC
- Mingle with the people
- Instruct Production persons and be prepared to assist
- Be sure New Jersey song sheets are out
- Be sure someone is taking pictures

Before Noon (or similar time break)

- Assist with food set-up
 - + assure a pleasant food service plan
- Review lunch time plan with the MC
 - + assure an event-filled mealtime

Tasks for Orchestrators--continued

Before Plenary

- Plenary chairs and tables well set and the right number
- If children are making a presentation, notify leaders about the time to come
- Be sure someone is assigned to report from each workshop
- Be sure challenge and proposal charts are on plenary walls
- Check state of production and take 2-3 people from workshop if needed to get document done
- Check with MC on plenary plan.

At Plenary

- Begin with New Jersey songs and local song if previously presented at lunch
- Do closing reflection and include question "what is the significance of these events for community? for the State of New Jersey?"
- Do closing spin
- Imaginal and exciting presentation of the Assembly
- Get Four persons for the assembly (get registrations filled out).

After Plenary

- Collect Registration forms
- Bring six documents
- Receive community \$300.00
- Get film from person who has been taking pictures
- Bring back extra materials
- If possible have a brief reflection on the day with the hosting group.
- Do not rush away but allow people to talk with you about other programs, the ICA, future plans.

ASSEMBLY SPIN

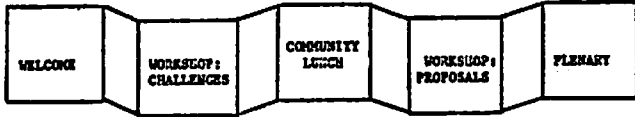
(To be included in Orchestrator's Closing Spin)

- I. June 25th, an event for the State unlike other events held. Location: Inn of Trenton, State Capital.
- II. An Assembly of the people — over 300 from all the Town Meeting Communities.
- III. Thinking through the future of local communities in relationship to the State.
- IV. Every community represented so that the grass roots thinking of New Jerseyans is pulled together.
 - 4 people per community (refer to brochure)
 - Who will represent this community?(Seek decisions)

Coordinator Compendium: SAMPLE M.C. SCRIPT

M.C. SCRIPT - Page 2

TOWN MEETING: NEW JERSEY - M.C. SCRIPT



COMMUNITY LUNCH

People get their food and begin eating. (Allow time for people to talk, but start before people finish eating and start to move away.)

WELCOME

Welcome to the _____ Town Meeting. This is going to be a great day for our community, as we have a chance to show what fine phrases like "citizen participation" and "local democracy in action" really mean. We are a part of the Town Meeting: New Jersey happening in over 120 communities across this State. I am _____ and I will be the M.C. for the day.

- Introduce the mayor or other guest speaker giving words of welcome to the community and special guests.

- Introduce the orchestrator of the day: _____ "who will give us a word or two and get us started on the day".

That was quite a morning, wasn't it? Well, now, we're going to take some time out to relax and enjoy each other's company. Let's start out with a song to get into the mood, _____ on page _____.

- Call on special guest entertainment

OR

Introduce the group to present the song, story & symbol created in the morning

OR

Sing another song—somebody's favorite.

- We're pretty good entertainment. And good food, too. Let's give a hand to those who worked getting this lunch together for us.

- Now, I want to introduce _____ who will get us started again.

M.C. SCRIPT - Page 3

PLENARY

Everyone gathers for the reports and reflection on the work of the day. Proposals are posted at the front of the room.

- Fantastic! Hasn't this been a great day? Let's take a moment between our work and reporting and sing a song: _____ on page _____.

- Call on the song/story/symbol group to present their work, if this was not done at lunch.

- Call for representatives of each group to read their proposals.

- Call on the orchestrator to lead a brief wrap-up.

(NOTE: Orchestrator leads discussion, sings song from Town Meeting again, talks about State Assembly)

- PASS OUT DOCUMENTS.

- Invite participants to sign up for State Assembly (explain possible arrangements and the importance of participation.)

- Make an appropriate comment indicating that the day is over.

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COMMUNITY DESCRIPTION: SAMPLE ORCHESTRATOR EVALUATION
- FORM

NUMBER OF PEOPLE ATTENDING: Wrkshp I ___ Inter ___ Wrkshp II ___ Plen ___

TYPE OF PEOPLE PARTICIPATING AND AGE RANGE:

SPECIAL DIGNITARIES, PARTICIPATION AND RESPONSE:

NEWS MEDIA COVERAGE:

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DESCRIPTION OF THE DAY, TIMELINE, EVENTS, ETC.

KEY HAPPENINGS:

QUOTABLE QUOTES:

NOTABLE PARTICIPANTS:

ROLE OF EACH ORCHESTRATOR:

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MAJOR ISSUES

SAMPLE OF PROPOSALS

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PICTURES TAKEN _____ FILM IN _____
6 COPIES OF DOCUMENT _____
REGISTRATION FORMS _____
\$300 COLLECTED _____
EXTRA MATERIALS RETURNED _____
ASSEMBLY DELEGATES REGISTRATIONS _____
COMMENTS ON SET-UP:

CHILDREN'S TOWN MEETING
(Suggested Plan)

June 1977

Town Meeting: New Jersey

FRIDAY NIGHT Preparation	SATURDAY		
	MORNING - Story and Song	INTERLUDE	AFTERNOON - Our Community's Future
<p>7 PM Staff meets to review plans and assignments and to set up rooms.</p>	<p>9 AM Children gather (stories and games)</p> <p>9:30 AM Context by staff: --What parents are doing today --What we are going to do Divide into age groups (probably two groups, 0-6 and 6-12. If there are infants, they will need to be a third group at least part of the time) Make name tags (each child make own)</p> <p>10 AM (AM and PM Sessions in groups) Snack</p> <p>10:30 AM Story and Song</p> <p>0-6 years: Leader tells highlights of the community's history & highlights of the State history. Plan events for children to participate in -- acting out one episode, or drawing.</p> <p>6-12 years: Write a song 1. Choose a familiar tune by talking about favorite tunes, kind of tune we want. 2. Brainstorm past events, present concerns and future hopes. 3. Write a song using words and ideas from brainstorm to tune chosen.</p>	<p>12 Noon Buffet Lunch</p> <p>Local entertainment (could be movie, music, skit, magic show..)</p> <p>Older children present new song: begin teaching it to younger children</p>	<p>1 PM Quiet time (books, records, quiet games and stories)</p> <p>1:45 PM Conversation on future of this community --Issues/challenges we're concerned about --Proposals/steps to take to meet the challenges</p> <p>Sing new song</p> <p>2:15 PM Build Community of the Future</p> <p>0-6 years: Create montage or mural</p> <p>6-12 Years: Build model city (with plaster of paris or items like egg cartons, cardboard, blocks of wood, odds and ends, paint.)</p> <p>3:15 PM Snack</p> <p>3:45 PM Rehearse Song and plan presentation of day's work to adults in Plenary. Talk about the day and clean up.</p> <p>When adults are ready (between 4 & 5) children present 2-5 minute report</p> <p>Return & complete clean-up/quiet games.</p>

I-15

TOWN MEETING

BUFFALO

PART II

INCLUSIVE PRACTICES

THE TOWN OF BUFFALO, NEW YORK, HAS THE HONOR TO INVITE YOU TO ATTEND THE TOWN MEETING TO BE HELD AT THE BUFFALO HOTEL, BUFFALO, NEW YORK, ON WEDNESDAY, APRIL 15, 1936, AT 8:00 P.M.

I am writing you on behalf of the Board of Town Trustees. It is our desire to have you present at the meeting to discuss the proposed budget for the year 1936. Your presence is very important to the success of the meeting.

The meeting will be held at the Buffalo Hotel, Buffalo, New York, on Wednesday, April 15, 1936, at 8:00 p.m. The agenda for the evening includes the presentation of the proposed budget for 1936, the election of members to the Board of Trustees, and the election of members to the Board of Assessors.

The proposed budget for 1936 shows a total revenue of \$1,000,000 and a total expenditure of \$1,000,000. The budget is based on the assumption that the population of the town will be 100,000 in 1936. The budget is subject to change if the population of the town is found to be more or less than 100,000.

If you are unable to attend the meeting, please send a written statement to the Town Clerk, Buffalo, New York, stating the reasons for your absence. Your presence at the meeting is very important to the success of the meeting.

Practics Compendium: SAMPLE INKIND REQUEST LETTER

TOWN MEETING

BUFFALO

1495 FILLMORE AVENUE BUFFALO, NEW YORK, 14211 PHONE: (716) 895-7229
250 DELAWARE AVENUE BUFFALO, NEW YORK, 14202 PHONE: (716) 855-1107

Dear Sirs,

I am writing you on behalf of the residents of nine of Buffalo's neighborhoods. On Saturday, June 4th, TOWN MEETING: BUFFALO will draw together the concerned residents in nine local events to create a practical consensus for taking responsibility for their neighborhoods. Each event will be held from 9 a.m. to 5 p.m. and will include a lunch for all participants.

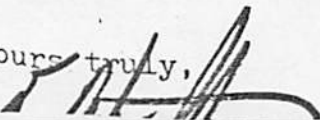
As you can see on the enclosed brochure, TOWN MEETING: BUFFALO is endorsed by a wide cross-section of Buffalo's leadership. The city-wide effort is being coordinated by a team of volunteers who had participated in previous Town Meetings; and the separate events are being set-up by neighborhood leaders from citizen's groups, churches, and business associations.

The set-up, material, and travel costs are being raised through cash donations from city and local businesses. Food, flyers, and facilities are being contributed by the businesses of the area. Paper and labor for 40,000 flyers have been provided by various printers; Rich's Foods are supplying desserts for the 1,8000 total expected participants; most of the produce will be given by the Park Edge Markets; and S.M. Flickengers, Nehi Beverages and 7-Up Bottling are contributing other foods and drinks.

We still require meat and cheeses for making sandwiches, and milk to drink. We would like to ask you to consider contributing up to \$50 worth of food products to TOWN MEETING: BUFFALO.

In the coming week we will contact you regarding your decision. Thank you for receiving this request to participate in TOWN MEETING: BUFFALO, a unique opportunity for residents and businessmen to work together to make Buffalo a better place to live and to work.

Yours truly,



Practics Compendium: SAMPLE INKIND REQUEST LETTER

TOWN MEETING: NEW JERSEY

POST OFFICE BOX 639
NEWARK, NEW JERSEY 07101
(201) 484-2441

Town Meeting: New Jersey is a state-wide program of citizen gatherings to determine the challenges facing communities and to develop proposals to meet those challenges. The program involves Town Meetings in about 120 communities across the state on the first three Saturdays of June followed by a state-wide Assembly on the last Saturday of June--the 25th.

The program, endorsed by a variety of organizations and public officials is being conducted by citizens from throughout the state, assisted by volunteers from the Institute of Cultural Affairs, the non-profit training and research organization that developed the Town Meeting format. Some descriptive material is attached.

We invite you to participate in this program by supplying some of the goods and services required by the volunteers in setting up these Town Meetings and the State Assembly. Specifically, we would ask that you donate

The contribution should be noted as a gift to the Institute of Cultural Affairs, which is IRS Tax exempt.

Your support of Town Meeting: New Jersey will be noted in documents distributed at the Town Meetings and will help make possible increased citizen participation in our state's affairs.

Sincerely,

Don Baker

Practices Compendium: SAMPLE LOCAL INKIND REQUEST LETTER

(Sample request letter)

O U R T O W N T O W N M E E T I N G

May 27, 1977

Mr. F.H. Food
EatWell Provisions Co.
1783 Welcome Lane
Ourtown, N.J. 80324

Dear Mr. Food:

Ourtown is holding a Town Meeting at the Mulberry School Cafeteria on Saturday, June 11, from 9 a.m. to 4:30 p.m. This is a non-political citizen participation event happening in 120 communities across the state in June as a part of the TOWN MEETING NEW JERSEY program.

This Town Meeting program is a totally volunteer venture, and so we are looking for your support and assistance through a contribution of:

200 hamburgers

Certainly, we would invite your participation as well.

We do appreciate your consideration of this request and will be back in touch with you soon.

Sincerely,

Betty Steadfast
For the Ourtown Town Meeting

encl: Ourtown Town Meeting flyer
Mayor's proclamation

Practices Compendium: SAMPLE INKIND AUTHORIZATION LETTER



RF

Departmental Correspondence

Date May 2, 1977

SEE DISTRIBUTION LIST BELOW

Dept. _____

From LARRY WEISSMAN

Dept. ADVERTISING - NY REGION

Subject COMMUNITY ACTIVITY: TOWN MEETING

DISTRIBUTION LIST:

- ALL NEW JERSEY OWNER/OPERATORS
- ALL McOpCo SUPERVISORS
- ALL McOpCo Managers

I would like to bring to your attention an extremely worthwhile community activity Town Meeting: New Jersey. This is a statewide project which helps local communities engage broader participation by citizens in planning their future. It presents a one-day format for people to gather, identify community needs and lay groundwork for involvement to meet those needs.

If you are contacted by representatives of Town Meeting, I urge you to please cooperate and participate in any way possible ("Orange Bowl, providing lunches for the participants, donating your time).

This is a highly-visible activity and it will be to your advantage to be an active participant.

I've attached some material concerning the program. If you have any questions or comments, please call me.

Cordially,

Larry Weissman

LJW/057

- cc: Ray Caruso - Oak Brook
- Sandy Brooks
- J. Lund
- C. DeSouza
- T. Liverman



PART III

GEOGRAPHIC CIRCUITS

TOWN MEETING
NEW JERSEY

NOTE: A small guide is used
in each circuit. The circuit
used is to be in the same
general section for each
circuit.

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in each circuit. The circuit
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general section for each
circuit.

JUNE 1977

Circuits Compendium: SAMPLE COORDINATOR VISIT GUIDE

C-1



TOWN MEETING NEW JERSEY

COORDINATOR'S

VISIT

GUIDES

NOTE: A visit guide is used in each community. The circuiter uses it to see to it that each needed action for set up takes place.

Visits do not imply "meetings" nor weeks, but six major points of activity check. (i.e. Visits 1-3 could be in one week.)

(COMMUNITY)

Visits can be a gathering, checking with one person, or a phone call.

JUNE 1977

Circuits Compendium: COORDINATOR'S VISIT PLAN SAMPLE

C-2

TOWN MEETING: NEW JERSEY
JUNE 1977

COORDINATOR'S VISIT PLAN

Weeks 5 - 11

VISIT	1	2	3	4	5	6	T O W N M E E T I N G
<u>PROCURE</u>	Mayor's Yes Tentative Date	Date Site	Posters (80) Sample in-kind Letter Radio Spot	Banner Report on Flyers Distribu- tions Update on Registrations Food Person(s)	Estimate Attendance E.G. Report Food Report Mock-up Announcements	Registration Report Special Guests List Final Reports	
<u>PROVIDE</u>	Authorization & Endorsement Materials Brochure	Sample Proclamation	Flyer Proclamation	Graph for Registration Bumper Stickers E.G. Model Assembly Broch. Group Packet (presentations)	Workbooks Production Materials Funding Materials Update Statewide	Pages for Common Documents Outdoor Signs & Arrows Update on State Assembly Broch.	
<u>PLAN</u>	B/S 2-3 people to meet next wk Facility Possibility	Flyer Proclamation & Letter to Groups in Town	FLYERS MODEL + Emerging Generation Group & Place List Sponsor Groups & Contactors	Sponsor's Registrations CONTEXT DRIVE Attendance Projections SPECIAL GUESTS	Production & Workshop Materials Secure Production Crew Funding Workshop	Arrivals of Orchestrators Friday p.m. Checklist Sat. Reflection Decor Register Plan	
<u>IN - TOWN</u>	Check with Local Papers Check Fast - Food Availability	See Site Visit Radio Station Submit News Article	Spot to Radio Talk to Schools about Youth Participation	Check on Food & Elder's Groups	Backup Printing System Statewide article to the Newspaper	Final Data Sheet for Orchestrators	

III-2

Circuits Compendium: COORDINATOR VISIT TASKS AND CHECKLISTS

C-3

TOWN MEETING: NEW JERSEY JUNE 1977 (Location)		Visit # 1 Coordinator's Visits Weeks 5 - 11
TASK	COORDINATOR'S CHECK LIST	
<u>PROCURE</u> Mayor's Yes Tentative Date	1. Is the date for next visit clear? _____ 2. Do I have address and phone # of contact? _____	
<u>PROVIDE</u> Authorization & endorsement Materials Brochure	3. Is the check back point clear to you and your contact? _____ 4. Are there materials you need to mail to the Mayor or other contacts? _____	
<u>PLAN</u> B/s 2-3 People to meet next week Facility possibility	5. Do you know your plan for the community if you didn't get a Yes? _____	
<u>IN-TOWN</u> Check with Local Paper Check fast food availability	6. Did you leave materials with the local paper? _____	

TOWN MEETING: NEW JERSEY JUNE 1977 (Location)		Visit # 2 Coordinator Visits Weeks 5 - 11
TASK	COORDINATOR'S CHECK LIST	
<u>PROCURE</u> Date Site	1. Got a site? _____ 2. Have you seen it? _____ 3. Set the date? _____ 4. Plan a flyer? _____ 5. Who will print it? _____ 6. Did you set a time to phone and check on it? _____ 7. Did you B/s food plan? _____ 8. Did you get someone to run it? _____	
<u>PROVIDE</u> Sample Proclamation Fast Food List Brochures	9. Did an article go to the local newspaper? _____ 10. Who is taking it? _____ 11. How will you check on it? _____ 12. Will Mayor make a proclamation? _____ 13. Did you leave a sample brochure? _____ 14. Did you go to radio station? _____ 15. Will they run the spot? _____	
<u>PLAN</u> Flyer Proclamation & Letter to Groups in Town	16. Did you leave data for a tax? _____ 17. When will they start the spot and how often will they run it? _____	
<u>IN TOWN</u> See Site Visit Radio Station Submit News Article	18. Did you leave food list? _____ 19. Did they consent on time? (9-5) _____	

TOWN MEETING: NEW JERSEY JUNE 1977 (Location)		Visit # 3 Coordinator's Visit Weeks 5 - 11
TASK	COORDINATOR'S CHECK LIST	
<u>PROCURE</u> Posters (80) Sample Inkind Letter Radio Spot	1. Did you leave posters? _____ 2. Who will fill them out? _____ 3. How will they be distributed & put up? _____	
<u>PROVIDE</u> Flyer Proclamation	4. When? _____ Call back? _____ 5. Does group want Children's TM? _____ 6. Did you pick a coordinator for it? _____	
<u>PLAN</u> 1) Group and place for E.C. 2) B/S groups to meet for 45 minutes and name one person to contact each - Set up check back plan 3. FLYER DISTRIBUTION & further printing - on counters: who take where? - to schools? who request it? - group mailing to churches; civic groups; fraternal; service; & professionals - Who contact each? - Check back means?	7. Do you arrange for proclamation to be in paper? _____ 8. Did you secure all contact persons for groups? _____ 9. Did you see school personnel for credit participation? _____ 10. Did you give update to mayor's office? _____ 11. Did you deliver Radio spot? _____ 12. Did you clearly arrange next week's sponsor's group meeting? _____ 13. Did you secure E.C. person? _____	
<u>IN TOWN</u> Take Spot to radio station Talk to school about youth participation -	14. Did you give them a construct and talk it thru? _____ 15. Have you made all tasks simple? _____ 16. Have you arranged for anything needed for the Sponsor Group meeting next week and know when and for what you will be checking back? _____	

Circuits Compendium: COORDINATOR VISIT TASKS AND CHECKLISTS

C-4

TOWN MEETING: NEW JERSEY JUNE 1977		VISIT # 4 (Location)	Coordinator's Visit Weeks 5 - 11
TASK	COORDINATOR'S CHECK LIST		
PROCURE Banner (for T.M. hall) Report on Flyer Distribution -past -future plans -additional flyers needed? Report on Registrations Person for food (if not already named)	<input type="checkbox"/> 1. Did you leave bumper stickers & suggest ways of distribution? <input type="checkbox"/> 2. Did you give E.G. model to leader? <input type="checkbox"/> 3. Did you ask howrwa coverage was going? _____ <input type="checkbox"/> 4. Did you distribute assembly brochures? <input type="checkbox"/> 5. Did you confirm where next weeks workbooks should be delivered? _____		
PROVIDE Registration graph Bumper Stickers E.G. curriculum model Assembly brochures Simple Packet for group presentations	<input type="checkbox"/> 6. Is any concrete intensification needed on flyer distribution? _____ <input type="checkbox"/> 7. Is it clear who will secure registrations and who you will check with? _____ <input type="checkbox"/> 8. Is any of your time needed to work with the food procurement? What specifically is needed? _____ <input type="checkbox"/> 9. Does town want our workshop leaders? _____ <input type="checkbox"/> 10. Have you arranged time for training? _____ <input type="checkbox"/> 11. Is there a clear assignment for contacting special guests? _____		
PLAN Sponsor group registration CONTEXT Drive - tell story - tell miracles already - tell about Trenton ATTENDANCE PROJECTIONS - # projected from each group? - How do it? - Registering of those present - Give out flyers for registration SPECIAL GUESTS			
IN TOWN Check on Food Elders groups			

TOWN MEETING: NEW JERSEY JUNE 1977		VISIT # 5 (Location)	Coordinator's Visit Weeks 5 - 11
TASK	COORDINATOR'S CHECK LIST		
PROCURE Attendance estimate Children's plan report Food report Mock-up announcements	<input type="checkbox"/> 1. Do you see any problem in securing paper and other supplies for production? <input type="checkbox"/> 2. Steps you should take to secure this? _____		
PROVIDE Workbooks Production Materials check list Funding materials Update about the state	<input type="checkbox"/> 3. When you will walk thru the production procedures with the key person? <input type="checkbox"/> 4. What direct funding tasks do you need to do? _____ <input type="checkbox"/> 5. What funding calls are you making with local people? When? Where? _____ <input type="checkbox"/> 6. Are the 80 posters up? <input type="checkbox"/> 7. Is the radio continuing to do the spots? <input type="checkbox"/> 8. Have you checked with attendance person for an update? <input type="checkbox"/> 9. What other registration or production gimmicks are needed? <input type="checkbox"/> 10. Have photos been taken for paper? <input type="checkbox"/> 11. Is a group/person responsible for set up? _____ <input type="checkbox"/> 12. Is it cleared with facility that it needs to be open at another time for set up? _____		
PLAN Production materials Workshop materials Secure 2-3 for production - 2 typiste - 1 memo or ditto operator FUNDING: (\$300) - see workshop			
IN TOWN See that there is a back up printing system Take a statewide article to the paper			

TOWN MEETING: NEW JERSEY JUNE 1977		VISIT # 6 (Location)	Coordinator's Visit Weeks 5 - 11
TASK	COORDINATOR'S CHECK LIST		
PROCURE Registration report List of Special Guests Final reports - food - production - children's plan - materials	<input type="checkbox"/> 1. Have you talked with the M.C. <input type="checkbox"/> 2. Will newspaper or T.V. be at T.M.? Which ones? _____ <input type="checkbox"/> 3. Is children's program ready? <input type="checkbox"/> 4. Are people selected for registration? _____		
PROVIDE Common Document pages Outdoor T.M. sign & directional arrows State up-date Assembly Brochures	<input type="checkbox"/> 5. Are all materials at the site or how will they get there? _____ <input type="checkbox"/> 6. Who will host special guests? _____ <input type="checkbox"/> 7. Is there special entertainment? <input type="checkbox"/> 8. When will it occur? <input type="checkbox"/> 9. Who will you project should go to the assembly? _____		
PLAN Rousing for orchestrators & pick up Friday p.m. check in of orchestrators and host group Saturday night reflection (celebration) Decor (if not in hand already) Registration procedures	<input type="checkbox"/> 10. Is there any special data that must be known by orchestrators? <input type="checkbox"/> 11. Have you checked on the production equipment about its quality? <input type="checkbox"/> 12. Is there a back up production Plan? What _____?		
IN TOWN Do final datasheet for orchestrators			

Coordination Compendium: SAMPLE FINAL COORDINATOR DATA SHEET

COORDINATOR _____ TM _____ DATE _____

BASIC DATA:

Time of Town Meeting: _____

Arrangements for Set-up(who,when,where):

Contact Person (name,address,phone):

Lodging Arrangements (who,where,how many)

How Many Workbooks delivered & to whom:

Banner? _____

Estimated Attendance _____

Orchestrator Receives \$300 from:

ROLES: (Fill-in Names)

Mayor's Name _____

M. C. _____

Regis./Hosting _____

Typists _____

Workshop Ldrs. _____

Children's W/S _____

Photographer _____

Lunch Set-up _____

INTERLUDE:

Food:

Entertainment:

COMMUNITY DESCRIPTION:

Population: _____

Geo-Social Data:

PRODUCTION:

Location _____

Kind of Equipment _____

Typewriters? _____ Paper? _____

Stencils? _____ Ink? _____ Dittos? _____

Fluid? _____ Staplers? _____ Tape? _____

Markers? _____ Pencils? _____

COMMENTS/ADVICE:

SKETCH OF FACILITY:(Number, size and location of rooms)

MAP TO FACILITY:

TOWN MEETING: NEW JERSEY

WELCOMING THE COMMUNITY

Emcee _____

Community Sing: "This Land is Your Land"
"America"

Opening Prayer

Pledge of Allegiance

Welcome by Mayor

"The New World and Town Meeting"
(a talk by Town Meeting Volunteer)

WORKSHOP

Leader _____

Leader _____

Leader _____

Leader _____

"The Challenges Facing Our Town"

LUNCH/INTERLUDE

Entertainment:

"The New Citizen and Local Community"
(a talk by Town Meeting Volunteer)

WORKSHOP

"The Proposals for Our Town"

CELEBRATING THE COMMUNITY

Presenting reports from each workshop

Evaluating the day

Making future plans

Presenting the Song, Story and Symbol

Receiving the Town Meeting booklet

Toasting our Future

(A sample program)

NOTE: This program is used prior to the T.M. day
in the local community to give a simple
image of the anticipated event. Communities
have mass produced this in their promotion
drive.

PART IV

AREA ASSEMBLY

TOWN MEETING ASSEMBLIES
Community Forum G & H

FUNCTION

What is the function of the Town Meeting Assembly? It gives the participants a chance to experience the greatness of their Town Meeting again. It gives them a chance to share ideas about implementation with people from other Town Meeting communities. It gives them a chance to think through their Town Meeting proposals and to develop a concrete plan of action with which they can go back to their own communities. It gives them images and stories that will sustain them when they go back. The participants experience their collegiality with everyone else in the state (or whatever the turf of the campaign has been) who have been to a Town Meeting. They realize that they are one of thousands who have similar visions for their communities and have decided to act out of that vision using "Town Meeting methods". It expands their context beyond their communities and gives them an experience of a larger context -- the city, the county, the region, the state, and perhaps, the globe. It gives them a context for deciding to become a conscious part of a movement.

ROLE

The role of the Town Meeting Assembly in a Town Meeting campaign is fourfold. It marks the end of the campaign and gives the circuter a way of explaining why the community needs to decide to have the Town Meeting within the campaign dates; otherwise their community's input won't be included in the Assembly. It provides the answer to what the follow-up will be for the Town Meetings of the campaign; it IS the follow-up; it broadens a community's context for having a Town Meeting. They see what they do as relating to the whole of the campaign. And it is a celebration of the victory of the completed campaign.

CHARACTERISTICS

The Town Meeting Assemblies held in the United States during Quarter IV were developed as each campaign was held. There was experimentation in the creation of each assembly model as well as many areas of commonality. The following are basic characteristics of the Assemblies. Assemblies draw participants from each Town Meeting held during the campaign seeking to get as wide a representation from the Town Meetings as possible. The workshops attempt to engage each representative in deciding the proposals which his community might implement. Storytelling and community song singing generates a celebrative spirit which is prevalent throughout the day and which serves to solidify the collegial spirit present during the day. The ICA story is also told, which broadens the context of the day.

Product Working Configuration	MOTIVATING EVENTS	TACTICS	ONE YEAR T/L PLUS TACTICS
Grouped by Proposal Clusters	Schenectady Michigan Buffalo New Jersey		
Grouped by Community Size	Oklahoma Ohio Wisconsin		
Grouped by Community			Omaha
One group	San Francisco E. Texas	Delta	

**GENERAL
COMMENTS**

The workshop groups at the Assemblies worked in several different configurations and produced basically three different types of products. (See chart above.)

In five cases, the proposals were categorized before the Assembly: Schenectady, Michigan, San Francisco, Buffalo, New Jersey. In four of those cases, people were divided randomly into workshop groups, one group for each cluster or category of proposals. In the fifth case, San Francisco, there was only one workshop group. Three of the Assemblies had the workshops meet by type of community, e.g., communities under 5,000.

Each of the Assemblies identified motivating events and/or next steps. The Delta Assembly gave the participants a chance to choose eight of the proposals and write tactics for each of them. The Omaha Assembly created a one year timeline of events by quarters for each of the seven Town Meeting neighborhoods and developed specific implementaries for each event.

Here are some things that stand out from some of the Town Meeting Assemblies. In Ohio, as Chief Justice C. William O'Neal read the names of the Town Meeting communities, a representative

GENERAL
COMMENTS
(Cont.)

of that community walked to the center of the room and laid a copy of their Town Meeting document on the table. During the interlude at the Wisconsin Assembly, participants talked about what is happening there as a result of their Town Meetings. In Michigan, the Habitat Slide Show was shown as part of the interlude. At the close of the Oklahoma and New Jersey Assemblies, people started taking their community's symbol and other decor down like at the end of a football game. After the Delta Assembly there was a tour of the Delta Pace Social Demonstration and a barbeque, which heightened the celebrative atmosphere of the day.

We recommend that future Assemblies incorporate the elements of the Assemblies that have been held that will be helpful in the particular situation in achieving the purposes on the previous pages.

More detailed descriptions of the following Assemblies are contained in the backup materials for this report: Michigan, Ohio, Omaha, San Francisco, Delta, and New Jersey.

TOWN MEETING ASSEMBLIES HELD

Eleven Town Meeting Assemblies have been held this year since April 1 as the culmination of state, area, county and citywide campaigns:

GEOGRAPHICAL ENTITY	TOWN MEETING DATE(S)	NUMBER OF TOWN MEETINGS	DATE OF ASSEMBLY
OKLAHOMA	March 26	102	April 2
SCHENECTADY	April 30	10	May 21
MICHIGAN	May 14-21	21	June 4
OHIO	Jan 22-June 11	30	June 4
OMAHA	April 3-May 14	7	June 4
SAN FRANCISCO	May 15	12	June 4
BUFFALO	June 4	10	June 11
EAST TEXAS	June 4	25	June 11
MISS. DELTA	June 11	17	June 18
WISCONSIN	April 1-June 11	15	June 18
NEW JERSEY	June 4-18	96	June 25

R E G I S T R A T I O N	W E L C O M I N G	WORKSHOP: Practical Steps for Initiating Proposals	L U N C H	WORKSHOP: Planning for Local Implementation	P L E N A R Y	C L O S I N G / S L I D E S
9:00	9:15	9:45	12:15	1:15	2:30	3:30

The Town Meeting New Jersey campaign was held during the month of June with the Assembly falling on the last Saturday of the month. There were 160 community participants in the Assembly held on June 25, 1977 representing 60 of the 96 communities which held Town Meetings during the month of June. The Special Assistant to the Governor and the Director of Health, Recreation and Welfare for Trenton, N. J. gave the welcome to the Assembly.

Prior to the Assembly, the proposals were grouped into eight clusters. In the morning each of the eight workshop groups worked on one of the clusters. In the afternoon, people worked in groups by clusters of counties and then divided up into subgroups by communities. The excitement of the Assembly came as people from other communities who had had Town Meetings gathered with others who were similarly excited and were planning to implement proposals' in their communities.

In the plenary session, someone asked how the group could stay in contact with each other on a regular basis. He then volunteered to be the Northern New Jersey coordinator of a Newsletter and challenged Southern New Jersey to come up with a coordinator. Someone volunteered. About 40 people stayed to watch the Habitat Slide Show after the Plenary session. Announcement of the summer program, brochures from GSD projects, and the Ivy City Consult document were on the display table. The documents disappeared quickly. Some folks commented: "Where did you get that green document? It was not in my packet!"

Assembly Compendium New Jersey Assembly Preparation Procedures:

STEPS FOR PULLING TOGETHER PROPOSALS BEFORE ASSEMBLY

1. Scan the Proposals from all the Town Meeting Documents.
2. Create seven Holding Categories for the proposals.
(Bracket any directly political categories, try to fit those proposals into the other categories.)
3. Cut up all the proposals numbering each with its Town Meeting number.(you give each Town Meeting a number ie 1-100.)
4. Sort the first 50 into the 7 categories with one miscellaneous category.
5. Decide if an eighth or ninth category is needed.
6. Sort the rest of the proposals by category.
7. Create a Proposal Chart (like a scoreboard) to do step 6.

	<u>categories</u>							
TM#s	1	2	3	4	5	6	7	8
1								
2								
3								
4								
5								

8. Cluster the proposals with in each category.
9. Pick "the best" proposals in each category.
Mark the selected proposals on the Proposals chart.
10. Use chart to determine if any Town Meetings are not represented in the selected proposals and make a substitution.
11. Print the selected proposals by category for use to begin the assembly workshop.

ASSEMBLY

Contexting

The

Work

1. Pull together workshop group by singing -- Use one of the songs created by Town Meetings
2. Opening conversation - Events, highlights, key happenings from your Town Meeting.
3. Context for document and workshop
 - Out to discern insights and common directions and put practical implementation to them
 - We are going to push beyond what any one Town Meeting did, using the wisdom and solutions from the proposal sections of each Town Meeting document
 - We are not out to redo the Town Meeting document or proposals created at a Town Meeting but to move beyond them into concrete events and practical steps that would helpfully implement any of the proposals from any of the Town Meetings using the insights and wisdom from across the state of New Jersey
4. Method
 - Morning product will be a series of clusters of proposals with the practical implementation steps and suggested motivating events to launch them
 - Short workshop in the afternoon which will allow us to meet first in geographical clusters and then by local communities to look at what would be the most appropriate way to implement our local proposals
 - We will use the data from the Town Meeting documents as our source of information for the workshops. We will be using the simplest form of the Town Meeting methodology, with the four steps being, Brainstorming, organizing, discussing and writing.
 - The end results will be put into a state-wide document which will be passed out at the plenary session at the end of the day

MORNING WORKSHOP PROCEDURES

ASSEMBLY

Context 15 minutes	
NAME LOCAL DIRECTIONS (Group) 20 minutes	<ol style="list-style-type: none"> 1. Individually read proposal summaries and star the ones that stand out 2. Look thru total proposal list, add others that relate to your particular cluster of proposals 3. As a group list proposals and eliminate overlap 4. Select 3-5 proposal groupings and name each cluster 5. Assign teams to cover each proposal (To avoid excessive movement assign teams by proximity of where they are seated rather than counting off)
WRITE INTENT SENTENCE (Team) 20 minutes	<ol style="list-style-type: none"> 1. One person read the entire proposals in the grouping 2. Individually write a 3-5 word phrase that describes the intent of the proposal grouping 3. As a team share phrases and decide on a statement which holds the intent of the cluster 4. Write the intent statement as a sentence. Hold specifics with "such as..." phrases
DETERMINE IMPLEMENTING STEPS (Team) 50 minutes	<ol style="list-style-type: none"> 1. Individually list 4 steps which would begin to make sure this practical activity happens 2. Share the steps as a team 3. Determine the 4 steps which as a composite together best implements the intent. Use "such as..." phrases to hold 4. Write a phrase for each step and place in sequence. Each team writes their intent sentence and 4 implementing steps on chalk board or butcher paper 5. Reassemble as the total group and have each team read their intent sentence and implementing steps
CHOOSE MOTIVATING EVENT (Group, Team) 10 35 45 minutes	<ol style="list-style-type: none"> 1. Workshop leader provides context for what is a motivating event 2. Brainstorm motivating events for each proposal cluster 3. As a team continue the brainstorm of motivating events 4. As a team select and name the most creative motivating event for your proposal grouping. Retitle your proposal grouping 5. Assign 1 person from each team to write team's work in final form for publication.

AFTERNOON WORKSHOP PROCEDURES

ASSEMBLY

<p>REFLECTION ON MORNING'S WORK</p> <p>(Group)</p> <p>20 minutes</p>	<ol style="list-style-type: none"> 1. Pull group together by singing a song 2. Individually read the results of the morning's work 3. As a group discuss the morning's work. Which proposal seems most likely to happen in your community? Which is the most practical? Which would have the greatest impact? 4. - How would New Jersey be a different place if these proposals were implemented? 5. What issues do these proposals deal with?
<p>MOTIVATING EVENTS</p> <p>(Group)</p> <p>20 minutes</p>	<ol style="list-style-type: none"> 1. Workshop leader provides context for the relationship of motivating events to implementing steps 2. As a group discuss: (one for each community in group) Which motivating event would be most helpful in eliciting community participation in you community? 3. How is that most helpful? 4. What would need to be done in your community for this to happen? 5. Break into teams by communities
<p>COMMUNITY DECISION</p> <p>(Community Teams)</p> <p>40 minutes</p>	<ol style="list-style-type: none"> 1. Choose one motivating event for you community? 2. Decide where and when it would best be implemented 3. Who are the 5 groups or individuals who could help with this event? 4. When and where can we meet again?

In the arena of the chosen proposal, it is suggested that activity be begun with a motivating event that will capture the attention of the people of the community and enlist their aid and participation in implementing the proposal.

In a gathering of a few key interested people, the following steps might be used to plan that motivating event.

1. Name the event.
2. Confirm when and where it would happen.
3. Who needs to participate and how can we enlist them to help or attend?
4. What resources are needed, where can they be found, and how can we obtain them?
5. How do we let people know what is happening?

SAMPLE DOCUMENT PAGE

PROMOTING ENVIRONMENT RESPONSIBILITY

We, the citizens of New Jersey, in order to create jobs that preserve natural resources and improve the environment,

WILL:

1. Establish local recycling centers with the goal of encouraging private businesses to expand the plant;
2. Encourage local government to offer tax incentives for research in alternate energy sources and utilization of substitutes for petroleum and natural gas products;
3. Create youth employment agencies, utilizing Seta and other available funds;
4. Form local environmental advisory groups ("Watchdog" responsibility).

MOTIVATING EVENT:

Community "Walk for the Environment" out of which a newsletter/flyer will be produced and distributed to entire community. Workshop B

INDIVIDUAL AND COMMUNITY INVOLVEMENT

We the citizens of New Jersey, in order to develop better religious, vocational, and ethnic understanding through community involvement and on an individual basis,

WILL:

1. Form community workshops;
2. Increase involvement of the community in local government and schools;
3. Set up individual meetings within the workshops on ethnic, cultural, and religious subjects for the interchange of ideas;
4. Continuation of intercommunity gatherings such as Town Meetings.

MOTIVATING EVENT:

Have a community party at a local park. Involve displays from religious or ethnic groups, a governmental speaker and a "Bring your own" picnic. It would be a time to meet community leaders, voice opinions, and organize workshops.

Workshop C

INVOLVEMENT FOR QUALITY EDUCATION

We the citizens of New Jersey in order to make free education available at all levels to all citizens of New Jersey,

WILL:

1. Monitor to see that the taxes collected for educational purposes be used for education only;
2. Require that teachers keep abreast of new educational development;
3. Make sure that schools make public and available information about educational opportunities.

MOTIVATING EVENT:

Town educational affair involving children as well as adults.

Workshop C

R e g i s t r a t i o n	Welcome: Lt. Gov. Celeste Parade of TM Communities Response: C. William O'Neil	Workshop: Key Proposals by size & type of community	Interlude: Reports on what Happens After a TM	Workshop A: Ways to Sustain Involvement Workshop B: Song/Symbol/ Slogan	P l e n a r y
9:30	10:00	11:00	12:30	1:30	3:00 3:30

The Town Meeting Ohio Assembly was the culmination of the Town Meeting Ohio campaign. It was held on June 4, 1977 at the Capital University Campus Center. The symbols from each of the 69 Town Meetings that had been held in Ohio were displayed. There were 80 people registered and they represented over 40 communities.

The highlight of the day was the reports at the interlude from Mt. Airy, Portsmouth, Norwood, and Breckville on what has happened as a result of their Town Meetings. Ron Downey ended his report by saying: "If it hasn't happened yet without you, it won't." That was followed by accounts by other Assembly participants.

Morning Workshop Procedures

Rational Objective: Clarify the trend toward local community development in Ohio.
Existential Aim: Sensing the power of local man to deal effectively with his particular situation.

Introduction: A. Introduce self; welcome group to the morning and have someone suggest a song.
B. Lay out the morning workshop (4 steps).

I. Listing Critical Proposals:

- A. Point to document as the wisdom of local community leaders - have everyone spend five minutes selecting the three most critical proposals for their own particular community; check the one most critical.
- B. Go around the room; brainstorm under Pol-Eco-Cult. Add others that need to be added. You are writing down the action phrase "we propose . . ."
- C. By critical we mean that action which will initiate creative citizen participation and deal with the most powerful underlying challenge.

II. Clustering the Actions:

- A. Cluster each column into 3-5 similar action arenas with whole grp.
- B. Number off according to total number of cluster arenas.
- C. Give instruction on procedures (steps III & IV).
- D. Send to designated space in the room.

III. Discerning the Local Trends:

- A. As a Team, list on wall the assigned proposals/action phrases.
- B. As a team, brainstorm the action arena to which your assigned list is pointing.
- C. Select 3-4 best examples of this action arena from your assigned list of proposals.
- D. Brainstorm and decide the underlying challenge this action arena is dealing with in the local community.

IV. Drafting the Recommendation:

- A. Write initial draft:
We, the representatives of _____ Town Meeting Community in Ohio, recommend (IIIB) as critical to local community development. Some illustrations of the proposed action arena are 1 (IIIC), 2 _____, 3 _____. This local action would begin to deal effectively with the underlying challenge of (IIID).
- B. Read to whole group.
- C. Write final draft and make copy for production, and large wall copy for the noon reporting.
- D. Assign a reporter and return to workshop area.

Conclusion: A. Have group sing song. C. Do a quick reflection.
B. Have reporters read from each group. D. Give instructions for luncheon procedures.

Afternoon Implementation Workshop

Rational Objective: Discerning the key elements which aid effective initiation of Town Meeting proposals.

Existential Aim: Sensing their own effectivity in demonstrating new methods of local care.

- Introduction:
- A. Welcome the group.
 - B. Reflections on interlude - what do you remember?
 - C. Lay out the afternoon.
 - D. Sing a song.

I. Listing the Keys to Implementation:

- A. What did you hear, from the reports, about implementing proposals. List on board. Add to List.
- B. What have you found to be key in your local community? Add to list
- C. What has come to mind in the last 15 minutes? Add to list.
- D. Reflection: What has surprised you?

II. Clustering the keys:

- A. Begin clustering in first column and move across.
- B. Number the clusters.
- C. Count off by cluster.
- D. Give instructions on steps III and IV and send teams out to designated space.

III. Discerning the Key Elements:

- A. List the phrases on wall chart assigned to your team.
- B. Brainstorm and select the objective or intent of the suggested keys.
- C. Brainstorm and select the one critical and three secondary element of implementing as suggested by your assigned list.
- D. Brainstorm and select three illustrations from specific communities.

IV. Producing the Statement:

- A. Write initial statement:
In order to (IIIB) in (type of town), we recommend (IIIC) as the key factor for effective Town Meeting proposal implementation. This key factor can be empowered by 1 (IIIC), 2 _____, 3 _____. This is best illustrated by 1 (IIID), 2 _____, 3 _____.
- B. Read and revise.
- C. Write final draft. Small copy to workshop leader and large copy for wrapup session.
- D. Designate a reporter from your group.

- Conclusion:
- A. Sing a song.
 - B. Have reports read.
 - C. Reflection on the work.
 - D. Send out.

O P E N I N G	Short Spin on Delta Days	GROUPING PROPOSALS: -long range -short range	Break: Talk on Effect... Action	Implement- aries on the 8 Proposals	Reporting and Reflection	C E L E B R A T I O N	
1:00			2:30	3:00	5:00	5:30	7:00

The Delta Days Town Meetings were held June 4-11 and the Assembly was held on June 18, 1977 at Delta State University. There were 70 people present representing 13 of the 15 towns that had Town Meetings. The Assembly was from 1 p.m. to 7 p.m. The first 4½ hours were spent in two workshops, the first on grouping proposals into long and short range and the second on practical activities to implement the proposals. The last two hours were spent touring Pace and feasting on BBQ. The uniqueness of this model was the visit to Pace after workshopping at Delta State University. Pace's mayor Robert Leflore invited the towns to meet together again in September.

DELTA DAYS TOWN MEETING ASSEMBLY PROCEDURES

I. Grouping Proposals:

1. Give context on long range and short range proposals. Have each Town Meeting delegation select their best short range and best long range proposal and write on 5x8 slips of paper the practical activity.
2. Call for each town's proposals and place on appropriate chart (one for long range and one for short range). (i.e. a crass gestalt chart)
3. Have the group combine similar ones (from 25 to 12-18) Have each delegation choose the 2 best short range activities and 2 best ~~sk~~ long range activities. Take a vote by reading each activity ~~xxxxxxx~~ with each delegate voting for their two long range and two short range ~~x~~choices.
4. Take the top 4 vote getters in each category as the choices for the second workshop.

II. Talk "Effective Action:

- short range and long range → doing miracles
- 5 presuppositions → symbol is key
- colleagues around the Delta
- Practical steps to do a ~~miracle~~ miracle → Planning & selection of an appropriate activity.

III. Doing the Proposals

1. Place the activities individually on butcher paper and on the wall. Brainstorm ideas people have on each of these (spend 3-5 minutes on each) ~~xn~~ (This should include all sorts of how, whys, whats, whos, etc.)
2. Break into 8 teams, to work on each of the practical activities. Each team has a leader who helps fill out the wall chart

PART V

FINANCIAL SUPPORT

THE FUNDING PLAN DESIGN

RESEARCH	PREPARATION	BLITZ	FOLLOW-UP
GUARDIANS MTG	PHONE TEAM	COLLEGIUMS	MAILING
MATERIALS	LOGISTICS	VISITS	TRACKING SYSTEM
OFFICE	STAFF TRAINING	DEBRIEFING	REPORTS
MAILING	SYMBOLICS	CELEBRATION	ADVOCATE EVENT

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A REPORT ON AREA CHICAGO'S FUNDING BLITZ

THE BEGINNING

In January, 1977, in the midst of one of the coldest winters the U.S. has ever seen, Area Chicago set out to initiate an approach toward more massive town meeting coverage throughout the area. Spurred on by the stories of the creation of Oklahoma 100, each state moved into a self-conscious story of how many town meetings in what period of time.

In the midst of this turn of events, funding throughout the area became the first step in creating the climate for an intensive push on town meeting set-up. The funding took the form of a corporation blitz. The blitz was held in the following cities between January and March: Kansas City, St. Louis, Des Moines, Wichita, Omaha, Green Bay, Milwaukee, Minneapolis, Chicago, Cleveland, Detroit, and Peoria. Troops were local ICA staff, volunteers and a development team.

The RESULTS

Over 900 corporations received proposals for from \$300 to \$1000 for support of the program. As of July 1, 131 corporations have sent in gifts from \$100 to \$2400 toward overall support of a particular state program, totalling \$60,180. Over 90% of the 111 town meetings held this year in Area Chicago paid the \$600 due to another 108 corporations choosing to support local town meetings for a total of \$58,160. The total amount secured through the blitz effort was \$118,330.

Due to the blitz other breakthroughs occurred. The blitz practically trained colleagues to be developers and opened a world of "all local program in the future paying for itself." As the corporations began to support the program they became increasingly interested in the work of the ICA and its ongoing support. The funding blitz created a self-conscious public face with corporations, the media and public officials which greatly enabled the flow of the campaign. It also catalyzed a much wider scope on inkind coverage by the media. Inkind printing, food, transportation and lodging have exploded throughout the houses holding these blitzes. The fall holds many corporations waiting to support local programs as well as corporation boards still waiting to meet on the request for operational funds. A great momentum has been built to support set-up of Town Meeting thanks to the funding blitz.

THE FUTURE

Based on Area Chicago's work, the following is a model for a funding blitz. This blitz is designed to be an integral part of every GCF campaign. It is directed primarily toward the private sector, including corporations, foundations and individuals. The focus, however, is on corporations, aiming requests at their

Funding Blitz, Pg. 2

discretionary funds which do not require a decision of the board. The blitz may be carried on in one large city or in a number of cities within the campaign geography. Logistics will need to be adapted to fit the situation.

Preparation should begin 2 weeks prior to the blitz week. This implies a team of 2 developers experienced in CF funding will be present to 1) train and work with phone and logistics team, and 2) train and call with local forces through the blitz week.

The funding blitz is the kick-off week of the campaign. All full-time circuiters and part-time volunteers are needed. To ensure the total success of the funding all facets of the following model need to be implemented.

AREA CHICAGO CORPORATION SUPPORT
April - June

CL Nathan L. Dauby Foundation
CH Stanleys Coin Laundromat
CL Toledo Community Foundation
CL Coe Manufacturing Company
GB C. Shaffer Printing Co.
CH Illinois Tool Works Foundation
MP Spring Realty Co.
MP First National Bank of St. Paul
MP Duluth Missabe & Iron Range Railway Co.
DM Iowa Association of Realtors
MP Minnesota Power & Light
MW Ailis Chalmers
MW W.A. Krueger Co.
CH Uptown Federal Savings
MW Standard Printing Inc.
MW Oscar Meyer
MW Owens Ayres & Associates
DT Speery Rand
DT Detroit Steel
DT Parke Davis
CL Cleveland Trust
WI Vickers Oil Co.
CN UAW
CN Nationwide Insurance
Cn IBM
CN Antenan Construction
DT Owasso Foundation
CN Anchor Hocking
CN Pease Corporation
MI Lancaster Colonies
KC Central Bank

ICA
Global Research
Assembly

AREA CHICAGO CORPORATION SUPPORT
April - June

July, 1977
Chicago

KC Delux Check Printers, Inc..	MW Madison Kipp Corporation
KC Sealright-Oswego Falls Foundation	MW Wisconsin Electric
OM Roberts Dairy	MN Lewis & Annie F. Paper Foundation
MN El Dorado International	CN Frisch's Restaurants
MN Scientific Computer, Inc.	GB Paper Converting Machine Company
KC Marley Fund	KC Sutherland Lumber Company
OM Northern Natural Gas	KC Mercantile Bank
OM Northwestern Bell	KC Rothschilds
MN Brown & Bigelow	KC Air Mark
MN MEI Corporation	KC Physicians' Exchange
MN General Mills	GB American Family Mutual Insurance
MN Munsingwear, Inc.	DM Iowa Credit Union League
MN Research, Inc.	MW Miller Brewery
WC Sears, Roebuck & Co.	MN Butler Foundation
SL Alumax Foils	MW Oscar Mayer
SL Grossman Contracting	MN Green Giant
SL Sel-More Garment Company	OM Arby's
KC Duffens Contact Lens Company, Inc.	DT IBM
KC Southwestern Bell	DT Burroughs
SL Central Hardware	CV Warner & Swasey
SL McGraw-Hill	CV Sherwin Williams
OM Nebraska Federal	CV American Greetings
MW Rainfair, Inc.	CH Chicago Bridge-Iron
MW Commerce Group Corporation	GB Charitable Second Trust
MN Supervalu Stores	WI Cargill Inc. - Ross Industries
MN Mutual Service Insurance	MI Braun Foundation
MN Country Kitchens	CN Berg-Berry Associates
KC Kansas City Power and Light	SL Johnson Sales
KC The H & R Block Foundation	CR National Boulevard Bank
OM Ak-Sav-Ben	IA Iowa Credit Union
PE Bankers' Life	MP 3M
OM Con-Agra, Inc.	MP Title Crece Co. of Minnesota
MN Midland Cooperatives	SL Gateway National Bank
MN Twin City Federal	WI La Clede Gas Charitable Trust
MW Allen-Bradley Company	SL Venture Stores
MW American Convenience Products, Inc.	IL Horace Mann Education for People
MW Pfister & Vogel Tanning Company	CH Continental Bank
MW Schlitz Foundation	CL Ogleby-Norton
MW Milwaukee Electric Tool Corporation	MP Mardag Foundation
CH Northern Illinois Gas	CL Coshocton Foundation
MN The St. Paul's Company	CL Gund Foundation
SL Cass Bank & Trust	CL Cleveland Foundation
SL Tower Grove Bank	MW Rexnord Corporation
DT Braun Engineering	SL Consolidated Corp
PE Berkley & Company	DT New Detroit
WC McNally Pittsburg Manufacturing Company	MW Louis Allis
MW Solvay Coke	MW Beloit Power Systems
MW Regal Ware, Inc.	MW Motor Casting Foundation
MW Advance Transformer Company	MW Briggs & Stratton Corp
MW Pelton Castell, Inc.	CN E. Kahn & Sons Co.
CH American Hospital Supply	CH Sears Bank Foundation

RESEARCH

The primary aim of the research week is to secure the necessary authorization and clout needed to establish authenticity with the economic community. During the research week a guardian's meeting is held to plan for the blitz and to gather all first-hand information possible: materials for the funding campaign are gathered or created; an office space is established with all needed equipment and systems; and a mailing is compiled and sent to all potential contributors.

GUARDIAN'S MEETING: The guardian's meeting is the launching pad for the funding portion of the campaign. Four things are accomplished: 1) the economic institutions within the campaign geography are framed according to the following prioritized sources:

1. Public utilities
2. Banks
3. Public consumer producers and service groups
4. Industrialized automated (GM)
5. Professional businesses (law offices)

Also to be considered are the number of local employees and the location of corporation headquarters. From this a list of target corporations and foundations is built; 2) recommendations are made for additions to the campaign advisory committee and assignments are given for contacting these individuals to secure their support (a meeting of this committee could be helpful, but not absolutely necessary; 3) an introductory letter to all target sources is drafted (F 12 & 13) and a plan is created to have the letter signed by an appropriate influential person; and 4) a letter to all potential participants in the campaign is written requesting their time and a contribution of money (if appropriate) to the GCF campaign. The guardian meeting is key to opening necessary doors within the economic community and to holding local continuity in on-going funding.

MATERIALS: Standard PR materials as well as some specially prepared materials for funding are needed early in the campaign. Standard materials include ICA brochures, HDP materials, standard authorization letters from various trade arenas, local calling cards, etc. Special materials include a list of all GCF's held in the campaign geography (see F 14), a list of all contributors in that area (see F 15), a quality campaign brochure listing the advisory committee and explaining GCF and its relationship to that geography, corporation briefs (F 16 & 17), a budget; sample proposals of each of the 3 types of target contributors (corporations, foundations and individuals) signed by a non-ICA person such as a local guardian (F 19 - 23), and 4-6 maps for use on calls which illustrate the campaign strategy in geographical units. Other materials needed to facilitate the campaign are a foundation journal, corporation listings (available at the library or Chamber of Commerce), the ICA annual report, maps of the geography, ICA tax exempt letters, an up-to-date giver printout, etc. All materials are located where they are easily accessible to all.

OFFICE: An office space is claimed and equipped with essentials including telephones, typewriters, a duplicating machine and file cabinet. An area is set up for the phoning team that allows for uninterrupted phoning. A filing system is created to hold all anticipated materials and data. Printing needs are estimated and arranged for so that all materials are ready when needed.

MAILING: An absolute must early in the research week is the mailing of the advocate's letter with one well-chosen piece of literature to all CEO's (Corporate Executive Officers) of targeted corporations and to directors of foundations. A comprehensive mailing list is created on data from the guardian's meeting and on listings of corporations and foundations. The number of corporations targeted is based on the understanding that 15% to 20% will contribute to ICA operational expenses and another 10% to 15% will contribute toward local community fees. If names are not available, they are secured through a phone call to the company. If financially necessary, a bulk mailing permit allows the letters to be sent at a cost of only \$.02 each. Several typists are needed to get the job done quickly. All names are then typed onto calling sheets to facilitate the phoning in the coming week.

PREPARATION

During the preparation week, all on-going structures needed throughout the campaign will be created including a phoning team, a logistics team, and a symbolics team. A training evening is set aside to gather forces for the blitz and the on-going campaign. The preparation week creates a climate of single-mindedness to win with funding early in the campaign.

PHONE TEAM: Two to three of your best women volunteers are chosen to spend the next two weeks solely on the phone setting appointments for the calling teams. The primary training for this is practical "learn-as-you-go", but also includes pitch creation, question response, style on phone, voice intonation, schedule planning, etc. (F 24). Each phoner calls the CEO of the corporation by name and nails down the appointment with either he or his designated staff member. If a phoner finds she has received 3 consecutive "no's" she should stop and briefly reflect with someone on her story/style and then move on. It is key that the phoner is local, telling a local story which stresses the need for the appointment now. All appointments are coordinated on a hourly, weekly, monthly schedule that phoners have before them holding the tension of close proximity and 15 minute appointments. The phone team will set between 60 and 100 private sector appointments during the preparation week. This team continues phoning all throughout the blitz week. The appointments are the backbone of the funding blitz and determine the difference 10:1 of money return. The campaign is won on the phone.

LOGISTICS: The logistics team is the heartbeat of the funding effort as they coordinate inkind, arrange all transportation, procure all troops and enable all materials to be prepared daily. Lodging and meals, if needed, can be inkinded through phone calls and/or visits to motels and restaurants explaining to them the advertising they will receive through their participation. Printing of materials and equipment, such as typewriters and duplicating machines, can also be inkinded. The logistics team secures all vehicles for all teams. Each afternoon, logistics arranges materials for the following day, including personalized proposal letters, mapped-out team calls and directions. Logistics coordinates schedules of all staff and volunteers to cover all appointments by teams with a combination of local and areal, male and female, young and old, etc. The logistics team enables the week to flow and not be eaten up by practics.

VOLUNTEER/STAFF TRAINING: Volunteer/staff training happens preferably the weekend before the blitz and includes a comprehensive yet brief picture of philanthropy, orchestration and roles on a call, articulating the request and recording the call. During the training, volunteers learn how to explain the ICA and its role in the GCF campaign and the timing and flow of a brief call on an executive. (see F 25). The two callers have opportunities to role play a call and walk through the forms needed to be filled out after the visit. The training session lasts approximately 2 hours and marks the beginning of an exciting week of many people developing funding skills. To sustain 100 appointments during the week 40 people should attend the training.

SYMBOLICS: The symbolics for the blitz week can be a separate team or more than likely be given to logistics. One person available only in the evenings could handle this well. Symbolics includes creating and accurately maintaining all charts and the thermometer, designing special decor for the week and creating a freeing time design. This time design would include a normal morning structure with teams leaving between 7 and 8 a.m. and returning after 5 to record the day and to prepare for the next day. A celebration of the day occurs over a late but brief dinner.

BLITZ

The blitz week will be one of the highlights of many people's memories of the entire campaign. This week includes a collegium every morning to lay out the particulars of the day; 4 or 5 visiting teams on the road early for the entire day; an early evening debriefing and practical follow-up of the day; and the preparation for the next day including a celebrative reporting time. This blitz week changes the face of the entire campaign.

COLLEGIUMS: The morning collegiums are usually held at breakfast with singing, etc. It first reviews all appointments set for the day, taking

all wisdom regarding the particular uniquenesses of each corporation, etc. Then the collegium is briefed on any information the logistics and phone team have on these visits. Finally, team assignments are made including vehicles and lunch arrangements. It is key to include all permeators, guardians, etc. in the day's work.

VISITS: Each assigned team receives approximately six visits for the day, checks the maps to insure the correct address, reviews the write-up on who they are seeing and leaves for the first appointment. Because of the brevity of each appointment and the importance of the person being seen, it is key to allow time to be there promptly. In the car, the team decides roles for the first call. Both do not necessarily have to have a speaking role but need to understand the significance of why there are two on the call. Corporations appear to be increasingly more interested in employee involvement in community programs and where appropriate this can be stressed. It is important to clearly articulate the request to the corporate executive and to get his response to the request. Be especially careful to leave on time except in cases where the CEO keeps you by his decision. In the car immediately record objective data about the call, follow-up necessary and any reflections. It is helpful between calls to briefly reflect with each other on style, story, etc. from the past call.

DEBRIEFING: When the team returns to the campaign center, they begin with other teams the debriefing process including written reports indicating follow-up necessary, verbal reports to the group and the completion of the wall charts. The accuracy of these reports determines the ability of those in future weeks to follow-up with special reports, etc. Verbal reports need to be brief and to the point with a short corporate reflection following all reports. All materials for the following day are typed during the debriefing period and teams are routed from one appointment to the next on maps to ensure smooth flow the next day.

CELEBRATION: Following this time of preparation for the next day, the dining space is transformed into a celebrative dinner space with wine and candles. Hosts are assigned for the evening to lift up the events of the day, celebrate them and provide entertainment. The meal is short and fun and sends people out early to prepare for tomorrow allowing them to be adequately ready to leave for appointments at breakfast.

FOLLOW-UP

During the follow-up week careful attention is given to acknowledging all contributions, establishing a system to ensure follow-up on all leads; compiling reports and information for future development; and establishing a guardian relationship with present and future contributors.

MAILING: A mailing the week following the GCF's to all companies contacted during the blitz is crucial for future development efforts. A thank you letter (see F 26) is sent to every contributor. An invitation to the GCF assembly and a brief report on the forums held is sent to those visited during the blitz. In some cases, an expanded proposal or other special information is included if it has been requested by the company. This mailing is key to future follow-up.

TIME TRACKING SYSTEM: A time tracking system is set up to ensure that all leads developed during the campaign are followed up. A simple tickler file for funding follow-up is set up for weekly use the first 6 weeks following the campaign, then for monthly use thereafter. This is cross-referenced with an A-Z file of all future contacts including corporations, foundations and individuals. Follow-up phone calls are made when scheduled after careful study of the file and using a planned phone model (see F 27). The campaign funding warboard is maintained to visibly hold the follow-up needed for each contact.

REPORTS: Reports holding all statistics and results of the campaign are compiled and made available. A report on the fiscal status of the campaign includes all money contributed through ICA efforts and community support and all expenses incurred by volunteers and staff during the entire campaign. A list of givers is compiled and printed for future use. All leads given during the campaign are put into the tickler file or passed on to other areas where necessary. Those corporations designating specific local community support are given to the assigned circuiter. An evaluation of all facets of the funding campaign including all reports is written up and sent to Development Centrum. Carefully maintained records are key to developing solid relationships with advocates in the economic community.

ADVOCATE EVENT: An event is held soon after the assembly for all those who had expressed interest in the work of the ICA during the campaign. The event begins with an overview of the programs of the ICA. A slide show features the GCF's or HDP's. Materials are displayed including consult and GCF documents. An invitation is extended to attend a social demonstration consult. This event will enable the developing of collegialty with the economic community.

SAMPLE OF LETTER SENT FOLLOWING
CORPORATION BLITZ

January 9, 1977

Dear :

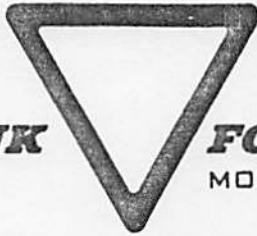
The planning for one hundred Town Meetings in the State of Missouri has been initiated. It was a great pleasure to learn that sponsorship by a great diversity of corporations in our metropolitan area and across the State is being obtained for this project. The City of St. Louis will be cooperating in whatever ways possible to provide appropriate support through its departments and offices.

As you know the Town Meeting program, designed by the Institute of Cultural Affairs, calls for the people of our business institutions to serve as leadership and to participate fully in these local community forums. Any effort which you are making to offer your own resources and those of your firm to the support of this project will be appreciated by the people of St. Louis, as well as the State of Missouri.

I have accepted the invitation to serve on the Missouri Town Meeting Committee which will be contacting you soon with information on coordination and training meetings for the St. Louis metropolitan area. My congratulations and encouragement are extended to you for this fine effort.

Sincerely yours,

John Poelker, Mayor
City of St. Louis

FRANK**FOUNDRIES CORPORATION**

MOLINE, ILLINOIS 61265 / TELEPHONE (309) 762-8801

January 17, 1977

Mr. Kit Krauss, Director
 Institute of Cultural Affairs: Peoria
 444 West 2nd Ave
 Peoria, Illinois 61605

Dear Mr. Krauss,

Here is a copy of the letter which I am sending to the companies which were visited on January 11, 1977.

"The planning of one hundred Town Meetings in the State of Illinois has been initiated. I was pleased to learn that sponsorship by a great diversity of corporations in our metropolitan area and across the state is being obtained for this project.

The Town Meeting Program, designed by the Institute of Cultural Affairs, has been held under local sponsorship in over 600 communities in the United States in the past 18 months. It calls for people of our financial and business institutions to serve as leadership and to participate fully in these local community forums. Town Meetings are scheduled in LeClaire and Eldridge, Iowa on March 12 and March 19, 1977, respectively. Springfield will hold a Town Meeting on April 23, 1977. If you wish more information on these events, or a personal invitation to attend, please contact (by phone or letter) the Institute's office in Peoria, or let me know.

I have accepted an invitation to serve on the Illinois Town Meeting Committee, and will be providing support of the program as requested by the Institute in their letter of January 11, 1977. It is my hope that your support and that of your firm will be forthcoming for the Town Meeting Illinois program."

Sincerely,

John T. Hageboeck
 John T. Hageboeck
 Vice President

JTH:l gm

SAMPLE

TOWN MEETING '76 - MINNESOTA - PHASE I

ORGANIZATIONAL
SUPPORT

American Revolution Bicentennial
Administration - John W. Warner,
Administrator

Minnesota Bicentennial Commission
Lt. Gov. Perpich, Chairman
Lois Polari, Director

Minnesota U. S. Congressional Delegation

Sen. Hubert H. Humphrey Rep. Joseph E. Karth
Sen. Walter Mondale Rep. Donald M. Fraser
Rep. Albert H. Quie Rep. Richard M. Nolan
Rep. Thomas M. Hagedorn Rep. Bob S. Bergland
Rep. Bill Frenzel Rep. James L. Oberstar

League of Women Voters
of Minnesota

Office of Economic Opportunity,
Ron O'Neil, Director

Kiwanis International,
Minnesota-Dakota District
Garth White, Governor

Minnesota Department of
Economic Development
A. R. Trow

Minnesota League of
Municipalities

PARTICIPATING
COMMUNITIES
AND
CHAIRPERSONS

AITKIN
Noel Jones
Jim Kimball

APPLE VALLEY
P. D. Cozine

BEMIDJI
Mike Port
Carol Milowski
Lee Weinland

BLAINE
Janet Boland

BROOKLYN CENTER
Henry Dorff

BROOKLYN PARK
Linda Scheid

BURNSVILLE
Jeff Ohm

CHATFIELD
Wm. Eppen

CHISHOLM
Laura Perry
Rose Niemi

CROOKSTON
Mary Vahendal

CRYSTAL
Lowell Bertrand

DULUTH CENTRAL
John Dehman

DULUTH WEST
John Dehman

E. GRAND FORKS
Mayor Vivian Harvey

EXCELSIOR
Shirley Rice

FERGUS FALLS
Ann Siren
Marlene Stueve

FRIDLEY
Don Harstad

GOLDEN VALLEY
Don Thompson

HAMLIN MIDWAY
Edna A. Anderson

JACKSON
Ann Olson

LA CRESCENT
Dennis and Barbara Stotesbury

LITTLE FORK
Rev. Doug Hedling
Alfrieda Anderson

MANKATO
Vernon Lundin

MOUND
Charles Jackson

NEW YORK MILLS
Lillian Ailie
Russ Parta

NORTHEAST MINNEAPOLIS
Doug Peterson

NORTHSIDE MINNEAPOLIS
Bob Samples

PARK RAPIDS
Donald Day
Robert Thorndycraft

PLAINVIEW
Mr. Richard Petty

PLYMOUTH
Gene Schroeder

ST. JOSEPH
Steve Dehler

SPRING VALLEY
Rev. Ed Shannon

TRICITY (Hopkins-
Eden Prairie-Minnetonka)
Charlotte Deitz

RICHFIELD
Martin Chorzenpa

SHAKOPEE
Randle Hanson

WILLMAR
Dr. John Torkelson

TOWN MEETING '76: MINNESOTA - PHASE I

State and Local-
Representative Contributors

SAMPLE

Bank of America
Exxon Co. USA
Anchor Hocking Corp
Addressograph Multigraph
Gulf
Nasgele Outdoor
Country Club Market
Mr. Donut
Dairy Queen Inc.
Augsburg Publishing House
Lions Club
A.B. Dick
General Mills
Pillsbury
Red Owl
Munsingwear
Emmrich Bakery
Seven Up
Minnesota Power and Light
Shoppers City
Asplund Coffee
Super America
Red Barn
Target Inc.
Jeno's
Northwestern Bell
Union 76
George A. Hormel Inc.
American Crystal Inc.
Montgomery Ward
Sears and Roebuck
Gamble-Robinson Co.
Houston County News
Home Federal Savings and Loan
Heth Hardware
LaCrescent IGA
Winona Daily News
Golden Valley State Bank
Hopkins House
Kraft Food
Continental Minnesota, Inc.
Farm Bureau
7-Up Bottling Co.
KKIN-KEZZ Radio
Sperry Univac
First State Bank, Apple Valley
Southside TV
Beef 'N Brew
ABC Realtors
Community Auto Supply, Inc.
Granada Barber Stylist
Hanlin Photography
M. R. Sports

Mobil Auto Repair Clinic
McGlynn Bakeries
Northern National Bank
Hub House
KCMR & KMNT TV
Hubbard County Independent
DeKalb Co.
Norcross Cards
Servanation
St. Paul Book and Stationary
Shoppers City

X-Mart
Super Valu
Sperry Univac
Household Finance Corp.
McDonald's
Country Kitchen
Minnesota Bicentennial Commission
Kentucky Fried Chicken
Snyder Drug
Burger King
League of Women Voters
Polk County State Bank
Crookston National Bank
American Federal Savings & Loan
First Federal Savings & Loan
Brander Printing Co.
Bridgeran's
Monty's Market
Grand Forks Grocery Co.
Mankato Free Press
Mankato Central Labor Union
Webster's West
PAX of Golden Valley
Buhler Mfg, Inc.
Byerly Foods
Little Fork Co-op
Holsum Bread
Anchor Gas
VFW
American Legion
Park Rapids Enterprise
Stauralite Inn
Perso Realty
Osvag's Implement
Heisch Distributing
State Theatre
Haut Printing
Midway Grocery
Brawers Office Equip.
Holiday Inn
DeKols Co.
Packaging Corp. of America
Sullivan's Super Market
Town Crier Pancake House
Home Juice Co.
Willet Trucking Co.
Cconcowcc Canning
Crown Industrial Paints
Western Electric
Abbott Laboratories
Pease Doors, Inc.
Golden Grain
A. Levy and Zentner

Twin City Federal
Clark 100
Burgess Publishing
Goldfines
Frito Lay
ARCO Coffee
McGarvey Coffee
J. C. Panny
Konywell
Quality Homes Inc.
Butler Foundation

CORPORATION BRIEF

Folder on each corporation

CORPORATE DATA SHEET

COMMUNITY FORUM

CAMPAIGN

TOWN:

ZIP:

Corporate Headquarters:

Name:

Address:

Telephone:

Product:

Total number of employees:

Notes

Appointment Data:

Person:

Time:

Date:

Location (directions):

Chief Executive Officer:

Chairman of the Board:

Officers:

ACCESS ROUTES

PLANT LOCATIONS

CORPORATE SOCIAL RESPONSIBILITY
(giving patterns)

SPONSORSHIP RECORD

Initial Request Visit

Contact:

Position: -

Call Journey:

Caller:

Date:

Tentative Response to Request:

Response

1.

2.

3.

4.

Securing the Sponsorship

Decision Making structure & Timelin:

Follow-up Journey:

Support Scheme:

Date:

 Received

 Acknowledgement

Special Follow-up

BUDGET ROUGH DRAFT
TOWN MEETING: NEW JERSEY

PROGRAM COORDINATION

TRAVEL	200 mi/day x 6 days x 3 cars x 12 wks x \$.17	\$ 7,344.
PROMOTION	state-wide media coverage	5,000.
PRINTING	promotional literature	8,000.
WORKBOOKS	200/Town Meeting x 120 Town Meetings x \$2	48,000.
TELEPHONE	\$800. / mo. x 3 mo.	2,400.
OFFICE RENTAL	\$400 x 3 mo.	1,200.
OFFICE SUPPLIES	\$100 / wk. x 12 wks.	1,200.
MAILINGS	300 pieces x 12 wks. x \$0.13	468.
	Subtotal	\$73,621.

VOLUNTEER SERVICES

TRAVEL	200 mi/day x 8 cars x 6 days x 12 wks x \$0.17	\$19,584.
PÉR DIEM	\$8./day x 16 vols. x 6 days/wk x 12 wks	9,216.
LODGING	\$15/day x 16 vols. x 5 days/wk x 12 wks	14,400.
ORCHESTRATOR TRAVEL	\$50 x 2 x 120 Town Meetings	12,000.
TRAINING	40 vols. @ \$10./session x 12 sessions	4,800.
	Subtotal	\$60,000

STATE ASSEMBLY

MATERIALS		\$ 575.
FACILITY		725.
	Subtotal	\$ 1,300.

TOTAL \$134,912.

ANTICIPATED INCOME

CONTRIBUTED GOODS AND SERVICES		\$ 14,000.
PARTICIPATING COMMUNITIES		
120 Town Meetings @ \$300		36,000
FOUNDATIONS AND CORPORATIONS		70,400
ASSEMBLY REGISTRATION FEE		1,500
TOTAL		\$122,000



THE INSTITUTE OF CULTURAL AFFAIRS

410 South Trumbull Avenue, Chicago, Illinois 60624, 312/722-3344

July 7, 1977

SAMPLE
(FOR CORPORATIONS)

Mr. Andrew Mc Nally, III
Rand Mc Nally Corporation
2730 Dempster Street
Skokie, Illinois 60420

Dear Mr. Mc Nally:

Town Meetings have been held across this continent in a variety of communities. Working in groups of fifty or less, the participants determine future directions for their community and create proposals for practical action.

One hundred such meetings are being planned for the state of Illinois. This letter is to request your aid in making these gathering possible. We are inviting you to be one of the many corporations who support this state-wide effort. Your assistance is needed in the following ways:

1. Authorize the use of your company name as a sponsor of the rider (TOWN MEETING ILLINOIS) in published materials.
2. Publicize upcoming Town Meetings through your internal channels such as newsletters and bulletin boards.
3. Assist in rider follow-up by publicizing results from meetings held in the city.
4. Contribute (fixed amount under \$1,000) to help cover the costs of these events. Other monies to meet local expenses will be raised from within the community.

Thank you for your vital support of this project.

Respectfully,

Ray Caruso

Ray Caruso (not ICA staff)
Rider Advisory Committee

TO BE GIVEN TO THE
EXECUTIVE DURING
THE FUNDING CALL.





THE INSTITUTE OF CULTURAL AFFAIRS

4750 N SHERIDAN ROAD

CHICAGO, ILLINOIS 60640

312-769-3635

CABLE ICACHI

SAMPLE

TOWN MEETING: IOWA

(FOR CORPORATIONS)

In 1975-76, six hundred Town Meetings were held across the nation, thus laying the groundwork for citizen participation on a massive scale, and creating the opportunity for Town Meetings to be held in 100 local communities across Iowa in 1977.

In order to activate such citizen participation, six phases of implementation are proposed for 100 Town Meetings during April and May 1977.

**Phase I
LAUNCHING
THE
PROJECT** The support required to undergird the Town Meetings will be developed by establishing a state-wide committee. This committee will enlist financial sponsorship and network endorsement from public and private sectors of the state.

**Phase II
ENLISTING
THE
COMMUNITIES** The ICA staff will establish coordination centers in the sectors of the state to serve as bases for enlisting the towns in each sector. The enlistment will be done through systematic geographic coverage, utilizing ICA staff and volunteers during January and February.

**Phase III
ENABLING
THE
COORDINATORS** Each sector center will train local coordinators from each participating community in that sector. Local coordinator training will be staged on Saturdays in February and March. ICA staff will design formats for the sector meetings and provide materials for local use in implementation.

**Phase IV
TRAINING
THE
LEADERSHIP** The sector center will train eight or more workshop leaders from each community in that sector. Two workshop leader training sessions will be held on Saturdays in March and April and another training session will be held before each Town Meeting day. Formats and materials will be provided by the ICA.

**Phase V
ACTUALIZING
THE
PROGRAM** The Happening of the Town Meetings in April and May will be supported by the project offices of the ICA. Delivery of Town Meeting materials, trained orchestrators, and a plan for state and national coverage by the media will be coordinated through the ICA offices.

**Phase VI
STAGING
THE
FOLLOW-UP** A Town Meeting Assembly will be held in June after all the Town Meetings. This is a research event in which the challenges and proposals are pulled together and organized, and a document is prepared on the "possible next steps" at the local level. This document will be published as a new Practical Vision for Iowa.

TO BE GIVEN TO
THE EXECUTIVE
DURING THE VISIT



CONCERNED WITH THE HUMAN ELEMENT IN WORLD DEVELOPMENT

DIRECT CITIZEN INVOLVEMENT

Citizen participation is deeply embedded in the history of American Democracy. But the channels for direct citizen involvement have been eroded. Individuals have experienced the loss of neighborliness, family disintegration, the increase of crime, and cynicism about the political process. It is now time for something to happen. The Town Meeting is a social instrument for inviting citizen involvement in creating the new fiber of our social fabric.

BUSINESS-COMMUNITY DIALOGUE

Vital to each community are businesses and corporations, which recognize that the very existence of their operation depends upon the strong, healthy buying power of the public and upon good employment opportunities. TOWN MEETING is a method which brings the consumer and the businessman together, builds a mutual respect and develops health and pride in both sectors. The free flow of information provides the basis for planning which results in community growth, wealth and general well-being.

POSITIVE CITIZEN RESPONSE

Six hundred of these Town Meetings were held across the nation this past year. The participants, more than 100,000 strong, made it clear by their written responses that they wanted to continue holding Town Meetings.

TOWN MEETING: IOWA

A state-wide Steering Committee, made up of representatives of the economic, political and social communities across the state is now organizing. Its specific purpose is to develop a special project called TOWN MEETING: IOWA. The project calls for 100 communities to participate in Town Meeting during the spring of 1977.

IOWA LEADS THE WAY

Iowa's pride and self-determination make her the natural choice to lead the way in creating bold, new patterns for the exercise of responsible citizenship through the Town Meeting dynamic.

A PROPOSAL FOR TOWN MEETING

TOWN MEETING is a one day forum held in communities across the nation. Each meeting involves local residents in deciding the issues and challenges facing their community and proposing solution to meet those challenges. TOWN MEETING is designed to allow citizens to participate effectively in the decision-making process of their community. It spurs individuals to responsible action and fosters responsive government. After the day long session, participants leave with a sense taht what they say, think and do, not only matters, but, indeed determines the future of their community.

A state-wide Advisory Committee, made up of representatives of the economic, political, and social communities across the state is organized for Iowa. The project calls for 100 communities to participate in Town Meeting during the Fall of 1977. Seven communities have already held their meetings. Representatives from all the Town Meetings will come to an assembly to pull together a state document and examine the practical steps to implementing proposals within their communities.

Service clubs, corporation branch offices, Chambers of Commerce, and other groups in each community serve as sponsors for the Town Meeting. Volunteers from the community are enlisted to coordinate food service, child care, typing and printing the results of the workshop sessions. Local residents also serve in the roles of Mater of Cermonies and workshop leaders. The Town Meeting is orchestrated by two ICA consultants.

The budget for each Town Meeting is \$1,600 for an attendance of approximately 200 people, which covers the cost of the buffet lunch, program materials, consultant travel, local promotion, facility, and decor. Funds are promoted regionally through government, corporate, and individual gifts and grants. Among the first to make major contributions in support of the national program were Exxon, the Bank of America, the Cleveland Foundation. Major gifts in kind have been recieved from Abelson-Frankl Advertising Co, McDonalds Corporation, Addressograph-Multigraph Corporation, and Postal Instant Press.

The Institute of Cultural Affairs has developed TOWN MEETING out of twelve years of work in communities in the United States and abroad. As a research, training, and community development organization, the ICA is a chartered not-for-profit corporation in the State of Illinois and has offices in forty-seven U.S. cities. Support for ICA programs comes from both public and private sectors in the forms of grants and contributions. The Arthur Anderson Company serves as the auditors for the ICA.

The Town Meeting format emerged from extensive research into the methods of effective planning and human motivation. Town Meeting was initiated and refined in 1974; as of July 1977, 1,500 communities had sponsored Town Meetings, involving nearly, 200,000 participants. Currently, the ICA projects a total of 5,000 communities will hold Town Meetings by the end of 1978, involving nearly one per cent of the adult popu!ation in the United States.

SAMPLE FOUNDATION PROPOSAL



THE INSTITUTE OF CULTURAL AFFAIRS

4750 N SHERIDAN ROAD
1840 HOGAN STREET

CHICAGO, ILLINOIS 60640
ST. LOUIS, MISSOURI 63106

312-769-5635
314-621-1755

CABLE ICACHI
CABLE ICATSL

July 4, 1976

SAMPLE

(FOR AN INDIVIDUAL)

You are among over 100,000 people in the United States who have participated in Town Meeting '76 during the past year. Nearly 500 Town Meetings have been held nation-wide. In assessing the immensity of this effort by so many local people we have come to appreciate more fully the meaning of Washington's statement that "The fate of liberty and democracy are finally entrusted to the hands of the American people." We call upon you to help us expand the possibility of Town Meetings in other cities and towns during the remainder of the Bicentennial year.

We are pleased to submit to you the enclosed summary Statement and to request support for the Town Meeting '76 program in the St. Louis region. We are asking individuals and families for an average contribution of \$100 toward the launching of \$22,800 worth of Local Program Support—see attached Budget Item II—that will be carried out by ICA: St. Louis during the remaining six months of 1976 in Missouri, southern Illinois and eastern Iowa.

Corporations and foundations also are being asked to contribute to the program. The list of businesses and civic institutions which have supported the program locally is quite remarkable. (Refer to the enclosed review of "Business & Government Support".) However, at the regional level, the review process of companies is too long to enable the immediate work that is needed to support communities already planning Town Meetings for late summer and fall. Consequently, we must rely on individuals to respond at this time so that our \$3000 goal for the month of July can be met.

We ask your participation in supporting an effort which utilizes existing institutions and individual initiative rather than funding staff salaries or facility costs of the ICA. The financial model is weighed toward self-support of the program as a whole and within each community. We believe this to be in keeping with the goal of sparking new forms of local initiative and to be an essential part of the program's success nationally. Please refer to the attached Financial Model for clarification of the regional Budget and Income Sources.

We trust that your experience of Town Meeting '76 has revealed the importance of this program for our nation's future. We look forward to your financial support and deeply appreciate your participation in Town Meeting '76.

Sincerely yours,

BEM/gcf
encl.

Bruce E. Macomber
Regional Director



CONCERNED WITH THE HUMAN ELEMENT IN WORLD DEVELOPMENT

INSIST ON SPEAKING WITH THE PRESIDENT (FATHER-FIGURE)

BE CALM
AVOID COMMUNITY WORDS. -SHARING-TOGETHER-INVOLVEMENT-COOPERATION-
ACCENT THE FIRST PART OF THE SENTENCE....

CONVERSATION WITH SECRETARY

I am _____, a volunteer with Town Meeting (rider). I need to speak with _____ (Chief decision maker, president, father figure regarding an appointment, do you handle his calendar or would I need to speak directly with him? This is concerning the Town Meetings program here. If she won't set the appointment-get to him.

CONVERSATION WITH EXECUTIVE

I am _____, a volunteer with Town Meeting (rider). We're the group responsible for the Town Meetings across the U.S. We are particularly working on 100 Town Meetings here during March (time frame). The reason I am calling you is because whenever we begin a state effort of this magnitude, we need to formally contact the economic and political leaders of the state. We've taken the liberty of choosing them for this area and this is why I am calling you. This week our entire staff and volunteers will be visiting in this area. I was hoping you'd have about 15 minutes to hear this report. I was wondering if Tuesday might be possible, say 2:00.

GIVE THE ENTIRE PITCH, BEFORE LETTING HIM INTERRUPT.

COMMONLY ASKED QUESTIONS

1. WHAT ARE YOU COMING FOR?

1. Present our current plans for Town Meeting (rider).
2. Show you the Town Meeting Book and introduce ourselves.
3. Suggest 4 ways corporations have been participating.

2. CAN SOMEONE ELSE HELP?

Because of the magnitude of this program, we've found that the leaders have wanted to hear first hand the report. Then decide from there, the ways their companies will participate.

3. WHAT IS A TOWN MEETING ANYWAY?

Oh, you haven't heard about Town Meeting, its a one day workshop and celebration to plan the next 20-30 years for the community. We'd like to explain that more in detail in your office.

4. WHY DON'T YOU JUST SEND ME SOMETHING?

Because everybody these days gets lots of mail and we've found people understand the total program better from just a few minutes of conversation.

THE FIVE MINUTE CORPORATION PRESENTATION

ICA	Town Meeting	You-Economic	Request
Rider Name and Your Introduction	National Program 5,000	Key to TM success is the economic community. TM is key to eco- nomic success	* Corporate Assistance 1. Name 2. Publicity 3. Follow-up
Fifth City (20 yrs) Concerned with- 1. Human Development 2. Leadership Trng. 3. Community Resolve 4. Citizen Partici.	Frame of Rider 1. Local Community 2. Time frame 3. Document	Economic Community's clout is Motivation	* Financial Assistance Make request for specific amount
Community Congress - Practical Consensus A.M. - Challenges P.M. - Proposals Town Meeting	Local Happenings - Stories - Miracles	Corporate Scheme - No. TM's/per geo-political unit - county/ state	Agreement - What is our current agreement?

* THE 4 REQUESTS

1. Authorize the use of your company's name as a sponsor of (Rider) in following published materials:
 - a. List of state-wide sponsors to be published in every document (free publicity)
 - b. Campaign PR materials
 - c. Assembly documents
2. Publicize upcoming Town Meetings through internal channels such as newsletter and bulletin board.
 - a. Bi-weekly press releases
 - b. State-wide posters
 - c. Speaking engagements
 - d. Notices of particular meetings
3. Assist in (Rider) follow-up through publicizing results of meetings held in area.
 - a. State Assembly Document
 - b. Neighborhood recommendations
 - c. Support of local efforts to implement proposals
4. Contribute a specific amount. Be straight forward!



THE INSTITUTE OF CULTURAL AFFAIRS

410 South Trumbull Avenue, Chicago, Illinois 60624, 312/722-3344

SAMPLE THANK YOU

Date

xxx
xxx
xxx
xxx
xxx

Dear _____:

Mary Schwartz and I are grateful for our conversation February 16th and for your concern about rural communities throughout Nebraska. We also want to thank you for your response to our request that you assist communities throughout New Jersey in holding 104 Town Meetings.

I thought you would be interested in the enclosed material that spells out other aspects of the work we are doing. Enclosed you will find a summary of the results of our State Assembly held on January 4 in Shea Stadium.

Again, our deepest thank for your assistance in informing your employees of Town Meeting and for your gift of \$600 toward Town Meeting Ohio state expenses. It was a genuine pleasure to talk with you, and I look forward to seeing you again.

Respectfully,

John Mack
Program Consultant

Enclosure



CONCERNED WITH THE HUMAN ELEMENT IN WORLD DEVELOPMENT

PHONE FOLLOW-UP MODEL

IDENTITY	TOWN MEETING	REQUEST	DECISION
Shirley Jones	Present Progress	Name	Mailing Address
Town Meeting New Jersey Volunteer	Corporation Support	Employee	Further Questions
Remember our visit Jan. 16	Local Stories	Money	Thank-You

PART VI

PUBLIC RELATIONS

TOOLS FOR PUBLIC RELATIONS

Promotion Materials

Brochures
Endorsement letters
Radio Tape
T.V. Tape For TM U.S.A. available thru Chicago Centrum
Proclamations
Brief on T.M.
Brief on ICA
Supportive Articles
Press Releases
List of Local Supporters
Participant Comments Sheet
Follow Up Report Sheet
Representative Support Sheet
Contributors List
Bumper Stickers
List of Town Meetings Held and Scheduled
Official Registration Procedures
"Better Business Bureau" Sheet

Key Promotion Actions

Press Conferences
Initial State Wide Press Release
Mailings to Every Municipality, County, ect.
Mailings to Mayors Networks
Regular Press Releases
Radio and T.V. Interviews
Subscribe to "Clippings Service"
Media Association Head Contacts
Newspaper Editor/Publisher Contacts

Public Relations Compendium: GUIDELINES FOR OFFICIAL REGISTRATION

The Institute of Cultural Affairs
Chicago

July 14, 1977

REGISTRATION STATEMENT

Increasing visibility through Global Community Forum and Global Social Demonstration has brought the requirement for registration of the I.C.A. in each nation where it is located, and in the United States in each State (and sometimes in a City), in order to do programs and solicit funds. In the twenty-four nations where the I.C.A. is located, registration is either completed or in process. The focus of registration has now shifted to the various states in the United States.

In the United States there is no such thing as a "national" corporation. Legal entities like corporations exist only within the laws of a state and are governed by the laws of the states. The I.C.A. is a corporation in the State of Illinois, and in all other states it is treated as a "foreign" corporation. (In Canada, the I.C.A. is a national corporation as provided for in Canadian law, with the province of Alberta adding its own legal requirements.) In addition, some cities require licensing for any organization to solicit funds in that city.

According to information provided by the auditors of the I.C.A., of the fifty states, thirty-five require some form of registration and annual reports in order to solicit funds in those states. Each of these has its own forms and requirements, and each is unique. Of these thirty-five, five require annually a detailed financial statement prepared and signed by an independent auditing firm (and each is different). Fifteen require an annual financial statement verified as correct by the officers of the Board of Directors. The other fifteen generally require an annual up-date of information including the Board of Directors, Officers and any change in the purpose of the I.C.A.

In addition, verification of credentials of the I.C.A. by those solicited for funds has required reporting to various organizations, such as the National Council of Better Business Bureaus.

Because all of the registration papers and annual reports and financial statements filed with each state and organization are matters of public record, and therefore accessible to anyone, it is essential that the reports and statements be accurate and do not contain any conflicting information. Inquiries have, in fact, been made by one organization to more than one state.

REGISTRATION GUIDELINES

- 1) There is to be only one legal entity (such as a corporation) of the Institute of Cultural Affairs in each nation.
- 2) The I.C.A. registers in each State or Province only as requested to do so by the officials of that State or Province.
- 3) All matters of registration are to be handled by the Legal Commission, working through Management and Development Centurms. No House is to initiate any registration or licensing proceedings in any State, Province or City unless specifically requested to do so by the Legal Commission.
- 4) All correspondence received by any House regarding registration or its requirement is to be forwarded immediately to the Legal Commission at the Nexus.

Carefull attention to these matters will enable the I.C.A. to do programs and solicit funds for their support, where it chooses, and without restriction.

Public Relations Compendium: SAMPLE STATE TOWN MEETING DIRECTORY

What is TOWN MEETING OHIO

Town Meeting Ohio is statewide project that helps local communities enlist broader participation of citizens in planning their future.

It is part of a national non-profit program called "Town Meeting 50" in which over 600 American communities are recovering the old "town meeting" ... thirteenth century style.

Ohio has led every other state with a total of 41 town meetings (as of December 1976.) These modern town meetings have been so effective in renewing established institutions and in shaping a consensus on new directions, that the town meeting movement is greatly accelerating in 1977.

It is the goal of Town Meeting Ohio to hold at least one town meeting in all 88 counties in May 1977, in order that the meeting format may be fully demonstrated and made accessible to all Ohio communities.

CITIZEN PARTICIPATION

Delegates from the town meetings will attend a Town Meeting Ohio Assembly at the capital in June 1977. Each delegate will present the document containing challenges and proposals written at his own town meeting. Then all the delegates will participate with state officials in a special town meeting focused on the issue "How do we sustain citizen participation in Ohio?"

Definition: A TOWN MEETING is a one-day community workshop/celebration that is planned and carried out by a local steering committee with the widest possible representation of government, service organizations, churches, unions, professional groups, etc. The steering committee is assisted, and local workshop leaders are trained, by a statewide volunteer network of town meeting "veterans" and staff members from town meeting offices in Cleveland and Cincinnati.



During a town meeting, community participants use workbooks and a structured workshop format to help them identify the challenges facing their community and the practical proposals to meet them. They also celebrate their heritage and create "new traditions" for their future. People experience town meetings as both exhilarating and practical. By the end of the day, they have written and printed and passed out a 20 or 30 page compilation of the day's work, so that it can be studied and implemented.

9 am... Welcoming

10 am... Challenges
In the morning the people suggest the fundamental challenges facing their community.

12 noon Interlude

2 pm... Proposals
In the afternoon they work in teams to write up proposals which effectively deal with the challenges.

4 pm... Plenary

Finally, the workshop groups gather at the plenary session and celebrate the day's reports by singing the newly-written song. At 5 pm, the participants each receive a copy of the full report containing their community's challenges, proposals, story, song, and symbol. The town meeting day is over, but the commitment is left with a renewed determination to create its future.



CHALLENGES
"Self-interest vs. Common Good" in the arena of corporate welfare, the fact that there is a need for long-range planning for the common good, indicates the underlying contradiction is a preoccupation of self-interest. This contradiction is illustrated by out-moded zoning ordinances, absentee landlords, traffic hazards, and undisciplined youth.

PROPOSALS
"Intergroup Planning Agency" by the citizens of Clinton County, in order to promote effective systematic change, propose appointment of an interagency advisory board composed of representatives of the various communities, the college, and county at large, to provide input to the county decision-making process. The board would have professional consultants on a volunteer or paid basis. This would be done through publicity, special elections, proportionate funding from area.



SONGS
"Together for Unity"
Tune: Yellow Ribbon

Rally round our nation, it is great to be living in this land of true liberty; Sacrifice and Effort brought us to this day, But along the way we began to stray-- So put the blame on me Together with each other we will work...for unity. Now the whole darn nation's cheering and I can't believe I see a hundred million people working for...our unity! Mt. Airy

Public Relations Compendium: SAMPLE STATE BROCHURE



TOWN
MEETING
TEXAS

presented by

The Texas Committee For Town Meeting



STATE OF TEXAS
OFFICE OF THE GOVERNOR
AUSTIN

DOLPH BRIGGS
GOVERNOR

April 22, 1977

Mr. Donald J. Clark
Area Director
The Institute of Cultural Affairs
4207 Chartres
Houston, Texas 77004

Dear Mr. Clark:

Thank you for bringing Town Meeting: Texas to my attention. I am pleased to encourage the citizens of our state to participate in Town Meetings.

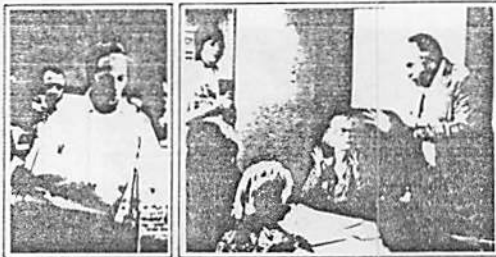
An important part of our American tradition is the reliance on local initiative to solve local problems. This not only creates better communities, but it encourages a spirit of neighborliness and cooperation among the people. The Town Meeting is a sound and effective way of assisting this process.

I commend all those involved and look forward to hearing of your progress.

Sincerely yours,

Dolph Briggs
Governor of Texas

DB:smc



On Town Meeting day, citizens gather to discuss the challenges facing their community and create proposals which respond creatively and practically to these challenges. TOWN MEETING: TEXAS is designed to recapture the vitality and enthusiasm of early American town meetings, to rekindle the spirit of grassroots democracy.

welcoming

Meet your friends and neighbors at 9:00 a.m. over coffee and doughnuts. The welcoming begins the day's activities with a brief presentation on the new community emerging in Texas and across the nation.

challenges

Join one of the morning workshops and help identify the basic challenges facing Texas' future. You begin by analyzing the underlying economic, political and cultural issues of your community and conclude by writing challenge statements.

interlude

Gather for a festive luncheon interlude featuring local entertainment and community singing. The afternoon begins with a brief presentation on the new local citizen emerging in communities across the state and around the nation.

proposals

Participants in one of the afternoon workshops and help create the practical proposals to meet the challenges identified in the morning session. Or help create the new song, story and symbol celebrating the uniqueness of your community and the heritage and destiny of Texas.

plenary

Come to the closing plenary session to hear and participate in the closing proposals. Sing the community's anthem and receive your copy of the document you have developed concerning the challenges, proposals, songs and symbols of your community.

TOWN MEETING: TEXAS is offered under local sponsorship by a volunteer staff of specially trained consultants. Town Meeting was developed by the Institute of Cultural Affairs, a not for profit research, demonstration and training organization concerned with the human factor in community development.

The Texas Committee For Town Meeting

- | | | |
|---|---|---|
| Shelton Dan Adams
Third Senatorial District
Jasper | Henry Green
Memorial Health Mutual Reorganization
Odessa | D Ford Nelson, D.D.S.
City Council (Past Member)
San Antonio |
| Dr. Dave Adkinson
Dallas Independent School District
Dallas | Len Griffin
Celanese Chemical Co.
Corpus Christi | Alan K. Olson
Chief of Engineering
Kemp and Keller Bases
San Antonio |
| Craig Allen
Architect
San Antonio | Stan Hartman
City Council
San Antonio | Rev. Edwin Folsom
Christ the King Lutheran Church
Houston |
| James R. Batten
Gulf States United Telephone Co.
Tyler | Dan Hruschak
Mayor
Odessa | A.J. Drake
Tenneco Oil
Houston |
| George Black
American National Insurance
Galveston | James Henderson
Beaumont | Scott Ford
Southwestern Bell Telephone
Houston |
| John Bryant
State Representative
Dallas | C. Vision Hays
Exxon Company, USA
Houston | Kathy Probst
Big Spring |
| Dr. Leo Buice
Dean, Ochsler College
Odessa | F.F. Isaack
President, Board of Realtors
Briarcliffe | Billy Reagan
Superintendent of Schools
Houston Independent School District
Houston |
| James Burg
Owens Corporation
San Antonio | Randolph P. Johnson, M.D.
Post Oak Psychiatry Associates
Houston | Ronald Shoup
Texas Medical Center
Houston |
| Charles T. Bush, Sr.
Past Governor, Texas (Democratic District)
Arkansas International
Atlanta | Pete Jones
New Mexico National Service
Big Spring | Philip Dunaway
American Chemical
San Antonio |
| A.L. Bull-Cantwell
Floyd West Insurance
Dallas | Jerry Labaree
Bay City | Rev. Don Slaughter
First United Methodist Church
Coppell, TX |
| Dr. Evelyn Casan
Houston Independent School District
Houston | Billy Langford
Executive Director, Gulf East Texas
Council of Governments
Jasper | Raymond Slaton, Jr.
City Council
Jalisco, TX |
| George Clowes
Environmental Strategies, Inc.
Corpus Christi | Robert Lathan
First National Bank
Midland | Barbara Somerville
Gouldage Park Community Center
Lubbock |
| James Clout
President, Texas Oklahoma
Kaweah Foundation
Bay City | Herman L. Schell
State Representative
Houston | Harold Spinks
President, Jasper Community Foundation, Inc.
Jasper |
| Charles Evans
State Representative
Weslaco | Pat Luman
Shell Co.
Houston | Zachary Taylor
Mayor
City of Troup |
| Wesley G. Jones
Secretary to the Governor
San Antonio | Janet Lee
Southern Bell Telephone
Houston | Burdie Taylor
State Representative
School |
| Richard F. Jones
Ferguson
Pharmaceuticals
Big Spring | Gregory Martin
Social Security Administration
Amarillo | Rev. Richard Taylor
First Baptist Church
Amarillo |
| Wesley Jones (Dorsey)
Wesley Jones (Dorsey)
Houston | Richard Maynard
Houston Community College
Houston | Don Wilson
Colonial Texas Oil Company District
Shawnee Community Center
Fort Worth |
| Robert B. Johnson
Radio Station KTYC
Big Spring | Paul Miller
Temple Police, Inc.
Temple | David Wilson
Amarillo Independent District
Amarillo |
| John Johnson
Owner, American Rental
Dallas/Ft. Worth | Rev. Howard Moore
First United Methodist Church
Fort Worth | Ernie Wood
President, Fort Worth Citizens
San Antonio |

Corporations and institutions listed for identification purposes only
in cooperation with
THE INSTITUTE OF CULTURAL AFFAIRS
4207 Chartres St. - Houston, Texas 77004
(713) 522-7433

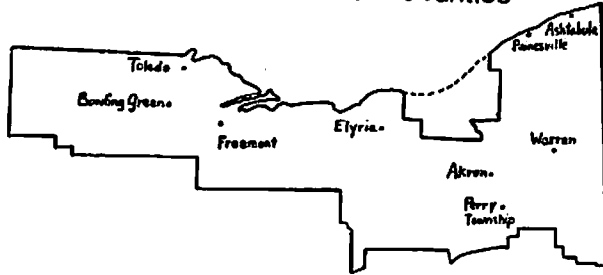
TOWN MEETINGS in Northern Counties

Town Meetings
in preparation:

BOWLING GREEN
March 5, 1977
Nancy Miller
(419) 352-7430

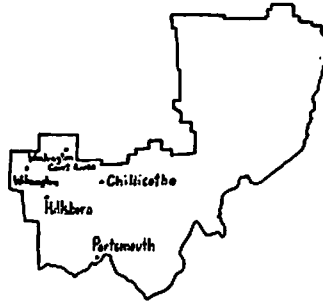
WARREN
March 26, 1977
Jay Harbeck
(216) 369-2902

FREMONT
April 30, 1977
Tom McFarland
(419) 332-7142



PAINESVILLE	ELYRIA	ASHTABULA	AKRON	TOLEDO	PERRY TOWNSHIP
May 31, 1975	May 15, 1976	June 5, 1976	June 16, 1976	Oct. 23, 1976	Nov. 6, 1976
Dr. Robert Battershell Painesville City Planning Commission 54 Hecitor Ave. Painesville, Ohio 44077 (216) 357-7471 Mrs. Greg Oberst AADM 34 Nelson St. Painesville, Ohio 44077 (216) 352-6414 Jack Sebring Cleveland Purchasing Management Association & Local church, chairman of council on industries 37 Mulwal Dr. Painesville, Ohio 44077 (216) 354-8768	Jack Pyba Rotary 230 Cowd Rd. Elyria, Ohio 44035 (216) 366-1031 Mrs. Roderick Pierce (Margt) League of Women Voters 515 Stafford Elyria, Ohio 44035 (216) 365-9601	Ken Carrod Association of Life Underwriters 1333 Cleasor Dr. Ashtabula, Ohio 44004 (216) 954-8849 Dave Fritz Association of Life Underwriters 1948 E. 40th St. Ashtabula, Ohio 44004 (216) 997-9952	Mrs. Jeanetta Brown Local church leader 390 Minnesota Ave. Akron, Ohio 44320 (216) 836-4171 Ms. Helen Arnold NAACP, State Welfare Chairman 413 Selzer St. Akron, Ohio 44310 (216) 376-7836	Rev. Norman Copley United Methodist Church District Program Coordinator 2055 Belvedere Toledo, Ohio 43614 (419) 381-0943 Mrs. Lester Boehm local church leader 216 1/2 Eastbrook Dr Toledo, Ohio 43613 (419) 472-6270 Nelson Grace Board of Community Relations NAACP State Youth Conference 3003 Collingwood Toledo, Ohio 43610 (419) 241-1845	Dick Schilling Jaycees 6658 Westwood Massillon, Ohio 44846 (216) 837-4556 Bill Hillier Jaycees 4060 Groveland St Nauvau, Ohio 44710 (216) 837-2833

TOWN MEETINGS
in Southeastern Counties



WASHINGTON COURT HOUSE	WILMINGTON	HILLSBORO	CHILLICOTHE
May 31, 1975	Apr. 3, 1976	May 15, 1976	Nov. 13, 1976
Rev. Mark Dove 201 E. Mariet St. Washington C.H., Ohio 43160 (614) 335-0878 Elton Rhoad Retired Professor of Agricultural Science Route 42 3131 US Route 62 SW Washington C.H., Ohio 43160 (614)335-4376 Timothy Bailey 4201 Stafford 1d SW Washington C.H., Ohio 43160	Robert Moyer Mayor, Wilmington City Hall Wilmington, Ohio 45177 William Arthur Community Action Agency 319 S. Mulberry Wilmington, Ohio 45177 (513) 367-1465 John Borrowman Director, CAC 1703 Nelson Rd. Wilmington, Ohio 45177 (413) 382-8365	Rev. John Carson 607 South West Hillsboro, Ohio 45133 (513) 393-1027 Kay Ayers Junior Women's Club Rural Route 7 Hillsboro, Ohio 45133	Clark S. Alexander Mayor, Chillicothe 161 E. 5th St. Chillicothe, Ohio 45601 Delores McDride League of Women voters 67 E. 5th St. Chillicothe, Ohio 45601 (614) 772-4281

Town Meetings
in preparation:

PORTSMOUTH
March 26, 1977
Randy Denthen
(614) 354-4561

Public Relations Compendium: SAMPLE STATEWIDE ADVOCACY LISTING

ORGANIZATIONS AND ASSOCIATIONS

The following organizations and associations have been provided with information on the Town Meeting Project in Illinois. They have been asked to inform their many local affiliates of the Project and may be helpful in supporting the Town Meeting in your local community.

American Association of Retired Persons, Gary Roberts, Des Plaines
Illinois Association of School Boards, Dr. Harold P. Seamon, Springfield
Illinois Bar Association, David Anderson, Springfield
Illinois Broadcasters Association, James G. Turpin, Springfield
Illinois Chamber of Commerce, Jim Beaumont, Springfield
Illinois Community College Trustees Association, David Viar, Springfield
Illinois Electric Co-ops Association, Thomas E. Moore, Springfield
Illinois Life Underwriters Association, Edmund D. Thornton, Springfield
Illinois Nurses Association, Julia R. Cinak, Springfield
Illinois Association of Park Districts, Eugene Berghoff, Springfield
Illinois State Police, Sergeant Robert J. Brandt, Springfield
Illinois Telephone Association, John F. Tharp, Springfield
Illinois Realtors Association, Randall Witter, Springfield
Illinois Manufacturers Association, Orville Bergren, Chicago
Illinois Jaycees, Roger Fouts, Springfield

Public Relations Compendium: SAMPLE ICA BRIEF

The Institute of Cultural Affairs is an international voluntary group focused on local development through practical research, pilot demonstrations, and leadership training. Originally a program branch of the Ecumenical Institute, it is incorporated in the State of Illinois as a not-for-profit tax exempt corporation. With headquarters in Brussels, Bombay, Canberra, Chicago, Hong Kong, and Nairobi, there are ICA offices in more than 100 major cities serving twenty three nations. In the United States, area offices are located in Chicago, Houston, New York City, and San Francisco. The Institute's programs around the world are supported by grants, gifts, and contributions from government departments and agencies on the Federal, state and local levels, and from private foundations, corporations, and trusts, and from concerned individuals.

For many years the Institute has responded to requests from local leaders for a design for a planning event that was future oriented, multi-generational in approach, and could provide a systematic way to engage a broad range of citizens. These prototypes preceded the TOWN MEETING '76 program, which under the "Horizons" section was endorsed by the American Revolution Bicentennial Administration, and was used during the past year over 800 times across the nation, including seventeen events in New Jersey. The continuation of the program this year has been through the work of previous Town Meeting participants who have assisted other communities in the project, using the ICA in a consultative capacity.

The concept of local Town Meetings linked in a statewide event originated in Oklahoma. On March 26, 100 communities across the state held Town Meetings. On April 2, delegates from the Town Meetings gathered for a statewide assembly in Oklahoma City. In addition to New Jersey, similar projects are underway in Iowa, Illinois, Kansas, Michigan, Minnesota, Mississippi, Missouri, Nebraska, North Carolina, Ohio, Texas, and Wisconsin. Multiple Town Meetings are also scheduled for the cities of Schenectady, Buffalo, and Pittsburgh. The ICA is serving in a consultative capacity to each of these projects.

The ICA provides several other approaches to community development: Human Development Projects are a series of inclusive socio-economic revitalization programs in twenty-four cities and villages; four are in the United States. They are of four-year duration, with an auxiliary staff of the Institute in residence the first two years. Global Community Forum is an international program, enabling Town Meetings in fourteen nations outside the United States. Social Methods Schools are an eight-week training course that trains local leaders in comprehensive community development methods. LENS--Living Effectively in the New Society--is a seminar in Management skills for corporation and community leaders that demonstrates the processes of effective planning, team decision-making, and motivational methods.



CONCERNED WITH THE HUMAN ELEMENT IN WORLD DEVELOPMENT

Public Relations Compendium: SAMPLE TOWN MEETING BRIEF



TOWN MEETING: TEXAS

In cooperation with
THE INSTITUTE OF CULTURAL AFFAIRS

Town Meeting: Texas is a statewide program of one-day community meetings offered by the Institute of Cultural Affairs, a non-profit association with offices in Houston, Dallas, San Antonio and Amarillo. Each Town Meeting is sponsored by a local committee which normally includes the mayor, elected officials, and representatives of the Chamber of Commerce, civic clubs, churches, schools and local businesses. Town Meetings are also held in schools and other institutions for a particular constituency.

THE DAY

The key element in Town Meeting: Texas is a carefully crafted workshop format which allows active participation by 200-300 people. After an opening session at which people are welcomed, dignitaries recognized, and an introductory talk, the Town Meeting divides into four workshops which consider local issues and decide the challenges presently facing the community. A festive luncheon follows. In the afternoon, the challenges form the basis for workshops which create simple, practical proposals for the community's future directions. All the results are printed and distributed as a document at the closing session.

The Town Meeting creates its own agenda and focuses on local solutions to local problems. Participants work hard, enjoy it thoroughly, and reach a new and deeper understanding of the needs and resources of their community.

THE BENEFITS

A community holding a Town Meeting can expect a renewed pride that will become visible in practical signs of community spirit. It can expect a new unity of purpose that will provide a focus for the many activities in the community. The Town Meeting trains people in citizenship, increases the number of those willing to volunteer for public service, and projects a series of citizen activities to deal directly with local problems.

The Town Meeting redirects that attitude of the participants from that of asking for services to that of finding new solutions. People come with particular issues and concerns and find their views greatly broadened as the workshops wrestle with the complexity of issues facing the larger community. The Town Meeting usually helps the participants appreciate the efforts already being made by their elected officials and leaders in the private sector.

THE COST

Town Meeting: Texas operates on a budget of \$1,200 per meeting and is supported entirely by contributions. No set fee is required of a community. Each participating town, neighborhood, or institution determines the amount it will contribute. Supplemental grants are solicited from statewide sources such as corporations and foundations.

THE HISTORY

The Town Meeting program began in 1975 as Town Meeting '76, an official nation-wide Bicentennial project. By the end of 1976, 34 Town Meetings had been held in Texas, and 699 across the country, in 49 states. The program is endorsed and supported by Governor Briscoe and five other southern governors (Oklahoma, Mississippi, Georgia, North Carolina and Alabama), state legislators, members of congress, leading business executives, chambers of commerce, volunteer organizations and many more. Financial contributions in Texas have been made by Exxon Company, U.S.A., Southwestern Bell, and Houston Lighting and Power, to name a few.

THE FUTURE

Town Meeting is now moving to an intensive state-by-state focus so that towns of all sizes may participate. In Oklahoma, 230 Town Meetings were held during the period March 21 to April 14, including one in each school in Oklahoma City. Similar efforts are envisioned in Texas during the next 18 months.

THE CONTACTS

A brochure is available which includes a description of the program, Governor Briscoe's letter of endorsement, and a listing of the membership of the Texas Committee for Town Meeting. Please contact one of the ICA offices listed below.

THE INSTITUTE OF CULTURAL AFFAIRS: HOUSTON
4207 Chartres Street
Houston, Texas 77004
Telephone: 713 522-7933
Mr. Donald J. Clark, Director

THE INSTITUTE OF CULTURAL AFFAIRS:
DALLAS
4422 Sycamore
Dallas, Texas 75204
Telephone: 214 827-8850
Mr. Jeffrey Roper, Director

THE INSTITUTE OF CULTURAL AFFAIRS:
SAN ANTONIO
2018 West Commerce Street
San Antonio, Texas 78207
Telephone: 512 224-8927
Mr. William Slicker, Director

THE INSTITUTE OF CULTURAL AFFAIRS:
AMARILLO
508 South Buchanan
Amarillo, Texas 79101
Telephone: 806 372-2226
Mr. Roger Marsh, Director

Public Relations Compendium: SAMPLE LOCAL NEWS RELEASE WITH BRIEF

NOTE TO THE EDITOR OF _____

ONE OF THE TOWN MEETINGS DESCRIBED IN THE ATTACHED RELEASE
IS SCHEDULED FOR JUNE ____ IN _____
THE LOCAL CITIZENS BEHINDING UP THIS PROJECT ARE:

TOWN MEETING HAS PROVED TO BE A SIGNIFICANT NEWS EVENT IN
COMMUNITIES WHERE THEY HAVE ALREADY BEEN HELD. WE'LL
BE GLAD TO COOPERATE WITH YOUR COVERAGE OF IT IN ANY WAY WE
CAN.

Town Meeting: New Jersey State Committee

LOCAL COMMUNITIES PLANNING THEIR FUTURE

FOR IMMEDIATE RELEASE:

More than 100 of the projected 120 Town Meetings to be held
throughout New Jersey in June have now been scheduled and the
remainder are imminent. Town Meeting: New Jersey officials report.

The meetings are being held on the first three Saturdays of June,
and will be followed on June 23 by the Town Meeting Assembly in
Trenton, which will be attended by representatives of all the
local Town Meetings.

The Town Meeting: New Jersey program is designed to enable the
citizens of the state to determine the basic challenges facing
their communities and their state and to agree on some practical
proposals to meet those challenges.

Each local Town Meeting is a one-day event, usually running
from 9 AM to 5 PM. All citizens of the community are invited to
attend. The day's activities include opening ceremonies, two
workshop periods, a luncheon period with entertainment, and a
final assembly. At the close of the day each participant is
given a document containing a record of the day's discussion.

The Town Meeting program is being held in consultation with the
Institute of Cultural Affairs, a non-profit research and training
organization which is engaged in similar programs throughout
the United States and in several other countries.

-30-

TOWN MEETING: NEW JERSEY PROGRAM

The objective of the Town Meeting: New Jersey Program is to hold town
meetings in one fifth of the State's approximately 600 incorporated political
entities during the month of June--to be followed closely by a statewide
assembly of those who participated in the local meetings.

The purpose of the Town Meeting program is to demonstrate to people that
in this crowded and complex society it is possible for persons of varied
backgrounds and differing viewpoints to work together to identify community
needs and develop practical plans for meeting those needs.

The format of the Town Meeting has been developed to draw from the partici-
pants the issues that need to be considered instead of having a pre-determined and
arbitrary agenda set by a few persons in advance. This feature, coupled with
the use of local citizens as Town Meeting moderators, insures that the Meeting
will be a reflection of the views of the community.

Town Meeting is scheduled as a day-long event--9 a.m. to 5 p.m. usually.
The morning session deals with determining the challenges the community must
meet if it is to develop in the way its citizens desire. After a noon break
for lunch and some entertainment, the Meeting moves into the afternoon to de-
velop practical proposals to meet the challenges. In both the morning and the
afternoon sessions the participants are divided into groups of 30 to 50 to
make sure that each individual has an opportunity to express his or her views.
Following the afternoon session all participants re-convene as a large group
to hear and discuss the proposals that have been developed. A document is
prepared for distribution at the close of the meeting which contains all the
challenges and proposals developed by the Meeting.

Town Meeting: New Jersey is part of a national and international program
created by the Institute of Cultural Affairs, but sponsored locally by state
and community groups. More than one thousand Town Meetings have been held
throughout the United States thus far, including 17 in New Jersey. A minimum
of 5,000 are projected for the nation. Additionally, the program is being
carried on in Canada, Australia, Great Britain, India and other countries.

The office of Town Meeting: New Jersey is in Newark, PO Box 639, Newark,
07101. The telephone is 466-2641. The Institute of Cultural Affairs, which
is a not-for-profit research and training organization, is located at 156 Mt.
Prospect Street in Newark.

Public Relations Compendium: SAMPLE LOCAL COMMUNITY NEWS RELEASE

FOR: USE IN LOCAL NEWSPAPERS

FROM: LOCAL TOWN MEETING COMMITTEE

CONTACT: NAME OF LOCAL CONTACT

SUGGESTED FOR USE IN JUNE, 1977

TOWN MEETINGS VALUABLE

What do you call it when 200 people get together and talk about the hopes and dreams they have for their community, and then spend the day creating proposals that will help make these hopes and dreams come true? It is called Town Meeting, and because of it something good happens to a town. A Town Meeting participant in Shakopee said, "Town Meeting was the first actual grassroots get-together in which the citizens spent time talking and doing something about what they want their community to be."

During 1977, 100 Town Meetings are projected for the gopher state. The statewide project is called Minnesota Future Day. At this time, 45 communities have participated in Town Meeting. Governor Perpich launched Minnesota Future Day in Hibbing on April 23.

With one or two groups or individuals as prime movers, and the support of business and organizations such as Jaycees, Womens Clubs, Student Councils, and Senior Citizens, a community can have a Town Meeting. (Cambridge) Town Meeting is set for (Saturday, October 15) or (New Ulm) is looking forward to a fall meeting. Throughout the planning period volunteers of the Minnesota Future Day committee act a consultant staff.

Public Relations Compendium: SAMPLE T.V. EDITORIAL ENDORSEMENT

EDITORIAL

TOWN MEETING

A popular theme in society today is the cry for broader political participation by "the people". Politicians realize this, so they are quick to claim that support for their efforts come from the grassroots level or that their proposals are the result of input from all segments of the community. They develop small, vocal followings in the neighborhoods and then claim that they are responsive to all the people in their precincts. The truth of the matter is that politicians actually listen to a small number of people and they adhere mostly to the party line. Most of the people do not participate in the political process, and the people out in the districts do not get involved with neighborhood activists.

But there is hope for change. Right now a program is being offered to every community and neighborhood across the nation that does give "the people" a way to make their concerns and ideas heard, and then motivates them to action on the issues. The program, called Town Meeting '76, is conducted by the Institute of Cultural Affairs, a non-profit group of volunteers who believe in the need for strong local participation and community. Over 600 Town Meetings have already been held across the country, 41 of which were in California. The meetings are highly structured and fast-paced, and they are designed to get to the real issues in a community and to give everyone a chance to participate. More important, they open up a new level of communications between political leaders and people of all ages, persuasions, and outlooks.

To believe in a program such as Town Meeting, you must believe that the people can identify the problems facing their particular communities and that they can create solutions to those challenges. We do, and this is why we urge communities to find out more about Town Meeting by writing them at 957 South Van Ness, San Francisco, 94110.

VARIOUS TIMES:
March 14 - March 15, 1977
Time: 1:59
VTR 421-2535



KGO-TV, 277 GOLDEN GATE AVENUE, SAN FRANCISCO, CALIFORNIA 94102. (415) 863-0077
AN ABC OWNED TELEVISION STATION

KGO-TV regularly presents editorials on topics of vital interest to its viewers. Clearly labeled as opinion, these television editorials are delivered by KGO-TV Vice President and General Manager, Russ C. Coughlan. Your comments concerning the attached editorial will be greatly appreciated Robert A. Sunderland, Editorial Director

Public Relations Compendium: SAMPLE GOVERNOR'S PROCLAMATION

EXECUTIVE DEPARTMENT

Proclamation

WHEREAS, during this 1976 Bicentennial year there have been twenty-six town meetings held in the State of Oklahoma which have reawakened the hope of our people for meaningful grass-roots participation in the conduct of their affairs; and

WHEREAS, the Town Meeting 76 program conducted with the co-operation and aid of the Oklahoma Bicentennial Commission has been a signal success and has given to our citizens a new vision of the possibilities of influence of the local citizens in the democratic process through the town meeting format; and

WHEREAS, it is in the public interest that encouragement and support be given to the continuation of the Town Meeting program beyond the limited term of the Bicentennial Commission in the hope that town meetings will become an annual event in the lives of the citizens of Oklahoma.

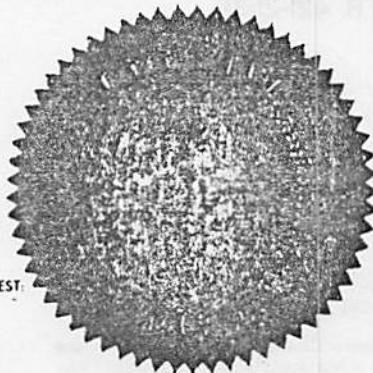
NOW, THEREFORE, I, DAVID L. BOREN, GOVERNOR of the State of Oklahoma, do hereby proclaim Saturday, March 26, 1977 as

"TOWN MEETING: OKLAHOMA 100 DAY"

in the State of Oklahoma and do further request that the Oklahoma Bicentennial Commission assist and support the Town Meeting: Oklahoma 100 Project and request all employees of the State and all other Oklahoma citizens interested in taking advantage of this unique opportunity to attend the town meeting to be held in their area.

In Witness Whereof, I have hereunto set my hand and caused the Great Seal of the State of Oklahoma to be affixed.

ATTEST



Done at the Capitol, in the City of Oklahoma City, this 29th day of October, in the Year of Our Lord one thousand nine hundred and seventy-six, and of the State of Oklahoma the sixty-eighth year.

James W. Boyd
SECRETARY OF STATE

David L. Boren
GOVERNOR

Public Relations Compendium; SAMPLE STATE ASSEMBLY RESOLUTION



GENERAL ASSEMBLY
STATE HOUSE, TRENTON, N. J.

ASSEMBLY RESOLUTION

By Assemblyman HAMILTON

Adopted April 21, 1977

WHEREAS, During the Bicentennial Year of 1976 there were sixteen Town Meetings '76 held in the State of New Jersey which have enabled local citizens to achieve a sense of meaningful participation in the conduct of their affairs; and,

WHEREAS, It is in the public interest to extend this opportunity for a renewal of democracy to all citizenry; and,

WHEREAS, The complex problems of the times in which we live can better be resolved by the creative input of participating and involved citizens; and,

WHEREAS, The Town Meeting format is designed to allow this contribution; now, therefore,

Be It Resolved by the General Assembly of the State of New Jersey:

1. That the month of June, 1977, be proclaimed as Town Meeting, New Jersey Month.

2. And that it be further urged that all citizens of New Jersey participate in a Town Meeting held in their town or community; and,

Be It Further Resolved, That a duly authenticated copy of this resolution, signed by the Speaker and attested by the Clerk, be transmitted to Town Meetings '76.

Attest:

William J. Hamilton
Speaker of the General Assembly.

Joell J.
Clerk of the General Assembly.

Public Relations Compendium: SAMPLE MAYOR'S ENDORSEMENT LETTER

OFFICE OF THE MAYOR
SAN FRANCISCO



GEORGE R. MOSCONE

Dear San Franciscans:

Saturday, May 21, 1977 is TOWN MEETING: SAN FRANCISCO day. This event will be held in 12 locations across the City, and is an opportunity for citizens to spend a day expressing their creative ideas and their responses to the major challenges facing our neighborhoods and our City. These ideas will be compiled in the form of written proposals that can be implemented by citizens themselves.

TOWN MEETING: SAN FRANCISCO is part of a nationwide program being offered in several thousand communities, and is sponsored by many city-wide organizations including the Community College District, Office of Community Development, Commission on Aging, Council of Churches, the Police and Fire Departments, as well as a number of neighborhood groups and interested citizens. The program is offered in cooperation with the Institute of Cultural Affairs, a not-for-profit organization of volunteers concerned with the human factor in community development.

As your Mayor I am concerned with what concerns you. City officials must depend on the voice of all citizens to determine directions, and we are constantly seeking effective ways to listen and respond.

TOWN MEETING: SAN FRANCISCO offers this opportunity to San Franciscans. I look forward to the results and benefits of this grassroots endeavor. I urge you to encourage your neighbors and friends to take part in this important event. Enclosed is a list of locations of the meetings on May 21, and names of people to contact for more information.

Sincerely,

A handwritten signature in cursive script that reads "George R. Moscone".

George R. Moscone
Mayor

Enclosures

Public Relations Compendium: SAMPLE NATIONAL ENDORSEMENT LETTER

THE WHITE HOUSE
WASHINGTON

May 17, 1977

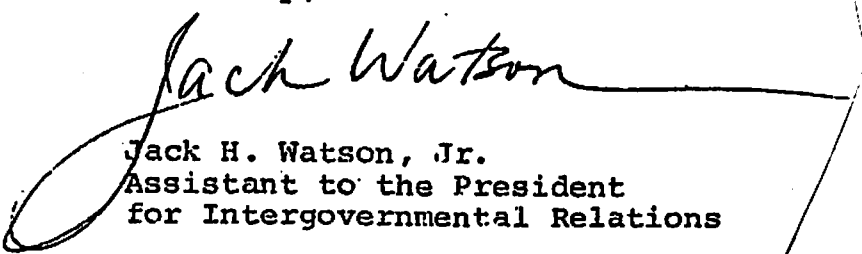
Dear Mr. Baker:

On behalf of President Carter, I am pleased to extend warm greetings to all participating in the Town Meeting: New Jersey.

President Carter strongly believes that it is the people of our country who should manage governmental affairs -- making decisions, debating complicated issues, and forming judgments about our future. Your meeting will encourage community participation in our government and will be an example to all Americans of a new spirit and a new commitment in this country for a better and peaceful world. You have the President's appreciation and admiration for your efforts today.

I wish to join him in wishing you every success.

Sincerely,


Jack H. Watson, Jr.
Assistant to the President
for Intergovernmental Relations

Mr. Donald Baker
President
Statewide Steering Committee
Town Meeting: New Jersey
Post Office Box 639
Newark, New Jersey 07101

Public Relations Compendium: SAMPLE ADVOCACY LETTER



Sullivan Way, Trenton, New Jersey 08607

John S. Leslie
Chairman of the Board

609-771-0600

April 26, 1977

MEMORANDUM TO THE MEMBERS

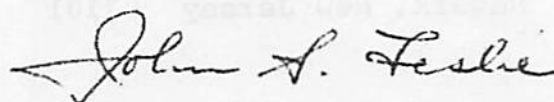
The New Jersey Business & Industry Association's program "MAKE JERSEY WORK" is focused both on the upgrading of the economic base of the state and on projecting a renewed image of the resources and assets of the state. Recently, Leonard Johnson and I were introduced to a program which we believe provides another approach to our program. We recommend it to you.

The program is "TOWN MEETING : NEW JERSEY." Its purpose is to give a new burst of self-confidence and a new sense of responsibility to communities across the State of New Jersey. It provides for a one-day community event in some 120 towns and communities across the state during the month of June, followed by a meeting of representatives of these communities to look at the future of our state together. The program is geared toward the future and what role citizens can play in making that future positive.

The program is non-political and is organized by a statewide committee of civic and business people who participated in pilot Town Meetings last year in various communities of New Jersey. The format of the program was created by the Institute of Cultural Affairs during the Bicentennial Year and had the endorsement of the American Revolution Bicentennial Administration as an Horizons program. Over 1,000 Town Meetings have been held to date across the United States. Volunteers, in consultation with volunteers of the ICA, are now meeting with various communities in the state to tell them about the plan, inviting them to participate during the month of June, and assisting them in preparation for the event.

We believe that "TOWN MEETING : NEW JERSEY" supports the philosophy of NJBIA in generating awareness of what can be done at the community level to promote continued economic development and growth in New Jersey, for, invariably, orderly overall growth depends upon the enthusiasm and cooperation of citizens at the local level.

We would like to suggest: (1) that you encourage your own community to participate in the program; (2) that your employees know about and are encouraged to participate; and (3) that your firm participate through contributions of goods, services, and funds toward this significant endeavor.



Public Relations Compendium: SAMPLE MAYOR'S LETTER

May 3, 1977

ENCLOSURES INCLUDED:

1. Daily News Article
(Montclair)
2. N.J. BUSINESS &
INDUSTRY ASSOC.
LETTER
3. UNION CITY, OPEN
LETTER TO N.J.
MAYORS
4. I.C.A. BRIEF

NOTE: Mayor Gille's
Letter did not
arrive in time
for enclosure

Dear Mayor:

"An informed and engaged citizenry is key to effective democracy, and to the practical vision for the future." This comment by a mayor greeting the opening of a Town Meeting in Pennsylvania, well describes the intent of Town Meeting: New Jersey. Presently eighty-five communities have reserved dates to participate in this New Jersey event in June.

As a forerunner to June, Montclair held a Town Meeting last Sunday. Enclosed you will find an article from the New Jersey edition of the Daily News about it, and a letter from the Mayor, Grant Gille.

If various reports and news articles have been confusing, let me state several things about Town Meeting: New Jersey for your consideration (This information has also been provided to the New Jersey Conference of Mayors and to the New Jersey League of Municipalities):

- 1) This is a citizen event and does not require either funding by the municipality or that you or the council would be responsible for the preparation.
- 2) A volunteer consultant would be working with three or four citizens for the four weeks before the Town Meeting to do the necessary things to make it a great day.
- 3) The participation in this event is not restricted to a particular selected group of communities, any can be part of Town Meeting: New Jersey who so choose. Approximately 310 communities were visited in April by a limited number of volunteers.
- 4) There is an expected contribution from within each participation community of \$300. Again, this is not municipal money, but is gathered through contributions of businesses, groups, individuals or, if so desired, by a registration fee at the Town Meeting. The volunteer consultant will work out with the hosting group the various means; let it be understood, however, that our major concern is that your town participate.
- 5) The consultative organization which is coordinating this event for New Jersey as it has done in other states is the Institute of Cultural Affairs. For your further information we are enclosing a description about the ICA and a letter from Mr. John Leslie, president of the New Jersey Business and Industrial Association.

We hope your community will be in Trenton for the Assembly.

Sincerely yours,


Donald Baker, President
Statewide Steering Committee

Public Relations Compendium: SAMPLE REPRESENTATIVE SUPPORT LISTING

National

Nebraska

E American Standard, Inc, Chicago
C Abelson-Frankel, Inc, Chicago
O Addressograph Multigraph Corporation
N Bank of America, San Francisco
O Burroughs Corporation, Detroit
M The Cleveland Foundation
I Deluxe Check Printers, KCK
C The Dodge Foundation, New Jersey
Exxon USA, Houston
Gulf Oil Corporation, Pittsburg
Harris Trust and Savings, Chicago
McDonald's Restaurants, Chicago
National Boulevard Bank, Chicago
Ross Manufacturing Co, Wichita
Tec-Tank, Inc, Parsons, Kansas
Union Carbide Corporation, New York
Vickers Petroleum Corp, Wichita
Vulcan Materials Corp, Wichita

P Congressman Berkeley Bedell, Iowa
O Congressman Larry Winn, Kansas
L Congressman Richard Bolling, MO
I Senator Thomas Eagleton, MO
T Senator Hubert Humphrey, Minnesota
I Senator James Pearson, Kansas
C Senator Charles Percy, Illinois
A Former Senator Stuart Symington, MO
L Senator Adlai Stevenson, Illinois
Governor David Boren, Oklahoma
Governor Julian Carroll, Kentucky
Governor Cliff Finch, Mississippi
Governor William Milliken, Michigan
Governor Joseph P. Teasdale, MO
Lt Governor William Phelps, MO
State Senator Tom Rehorn, Kansas
State Senator Stan Gibson, Kansas
Rep Adeline J. Geo-Karis, Illinois
Rep Michael McClain, Illinois
Rep Wyvetter Younge, Illinois
Rep Helen Satterthwaite, Illinois
Mayor James Donnell, Wichita, Kansas
Mayor Leroy Thanepohn, Yorkville, IL
Mayor Neal Eckert, Carbondale, IL
Mayor John H. Poelker, St. Louis, MO
Mayor Jack Reardon, Kansas City, KS
Mayor Charles B. Wheeler, KC, MO
Mayor Robert Hyder, Jefferson City, MO
Mayor Jack King, Independence, MO
Mayor James M. Donnell, Wichita, KS

S American Revolution Bicentennial Adm
O US Dept of Justice - Law Enforcement
C Assistance Administration
I United States Jaycees
A Illinois Law Enforcement Commission
L Kiwanis International
US Dept of Housing and Urban Devt

E Addressograph Multigraph Corporation, Omaha
C Bankers Life of Nebraska, Lincoln
O Community Bank of Nebraska, Omaha
N Commercial Federal Savings and Loan, Omaha
O ConAgra, Omaha
M Copy Cat Instant Print, Omaha
I Nebraska Federal Savings and Loan, Omaha
C Nebraska Furniture Mart, Omaha
Northside Bank, Omaha
Northern Natural Gas, Omaha
Northwest National Bank, Omaha
Northwestern Bell, Omaha
Omaha Printing Company, Omaha
Quaker Oats Company, Omaha
Redfield & Company, Omaha
Roberts Dairy, Omaha
Sperry-Univac, Omaha

P US Senator Edward Zorinsky
O Former US Representative John Y. McCollister
L County Commissioner Michael Albert, Douglas Co
I State Senator Gerald Koch, Ralston
T State Senator Roland Luedtke, Lincoln
I State Senator Jack Mills, Big Springs
C State Senator William Nichol, Scottsbluff
A State Senator John Savage, Omaha
L State Senator Neil Simon, Omaha
Mayor Robert Cunningham, Omaha
Mayor Joseph Wager, Ralston
Former Mayor Eugene Leahy, Omaha
Msgr Floyd Fisher, Archdiocese of Omaha
Rev Robert Folkers, Ogallala United Meth Church
Mr Alvin Goodwin, Jr, Director Urban Bus Devt Ctr
Rev Richard Maguire, Fairview Pres Church, Omaha
Mr Glen McEniry, Exec VP, NE Assn of Comm & Ind
Ms Rowena Moore, Kellom Community Day Care, Omaha
Mr Harry P. Seward, Pres, Bankers Life of NE
Dr Ernest Smith, Exec Dir, Omaha Metro Assn of Ch
Mr Harold Smock, Pres, NE Chamber of Comm Mgrs
Mr Sev Sorenson, Agriculturalist, Nebraska City
Mr Charles Stilwell, Pres, NE Fed Savings & Loan
Mrs Margaret Sutherland, Pres, League of Women
Voters of Nebraska
Mr A L Trehearn, Pres, Nebraska Retail Merchants
Mr Hugh Wilkins, Pres, Geneva Bank, Geneva
Mr George Woods, Chief, Tech Assistance Agency,
State of Nebraska, Lincoln

S AK-SAR-BEN
O Nebraska State Education Association
C Greater Omaha Community Action Program
I Housing and Community Devt Dept, City of Omaha
A Interdenominational Ministerial Alliance
L National Council of Jewish Women
Nebraska Retail Merchants Association
Omaha Opportunities Industrialization Center
United Contractors Association of Nebraska

Public Relations Compendium: SAMPLE SUPPORT ARTICLE

Cities & Villages

PUBLISHED BY THE OHIO MUNICIPAL LEAGUE
VOL. XXV No. 3
March, 1977

Town Meeting Ohio:

Community Participation

DURING the celebration of America's Bicentennial last year, many national leaders voiced the need for citizens to participate in rethinking the nation's purpose.

In an effort to assist in the rethinking process, "Town Meeting '76" was established. Throughout the nation, one-day community forums were held engaging local citizens and local leadership in constructive and creative problem-solving workshops. Almost 700 town meetings were held throughout the nation with approximately 140,000 concerned citizens helping to create a consensus of the challenges being faced in our communities and coming up with ideas of what can be accomplished to deal effectively with those challenges.

Ohio, with a total of 42 town meetings, led the nation. These modern town meetings have been so effective in renewing established institutions and in shaping a consensus on new directions, that the town meeting movement is greatly accelerating in 1977.

Mayor Clark S. Alexander of Chillicothe made this comment following the Town Meeting Chillicothe — Ross County in November, 1976: "... I feel the community impact was exceptional in that it gave people of all professions and vocations a chance to sit down and discuss problems and the chance to recommend a solution. I feel that in years to come some of the questions raised will be corrected, and no doubt some will still be with us! In the near future we plan to organize the community under the town meeting concept and conduct meetings periodically.

"In conclusion, I personally feel that "Town Meeting '76" is a great thing for any community, and every community should proceed to conduct a town meeting regardless of its size."

In Shelby for years prior to their town meeting, efforts to get a recreation center had been thwarted by lack of funds. At the town meeting session citizens heard themselves saying in the workshops that a community center had to be built, if many of their proposals were to be realized.

The city was broken into wards and more town meetings were held resulting in the launching of a fund raising campaign with hundreds of volunteer workers. When pledges topped the \$1.6 million mark needed for construction, a pa-

rade was held to celebrate.

A spinoff of the campaign enticed a local company that changed ownership not only to stay in Shelby but to expand its local operations.

The specific definition for a "town meeting" is a one-day community workshop/celebration planned and carried out by a local steering committee with the widest possible representation of service organizations, churches, unions, professional groups and government officials. The committee is assisted and local workshop leaders are trained by a statewide volunteer network of town meeting "veterans" and staff members from town meeting offices in Cleveland and Cincinnati.

During the actual town meeting session, the participants use workbooks and a structured workshop format to help identify the challenges facing the community and the practical proposals to meet these challenges. By the end of the day, participants have written, printed and passed out a 20 to 30 page compilation of the day's work so that it can be further studied and implemented.

An extension of "Town Meeting '76" is Town Meeting Ohio. Town Meeting Ohio will be held May 21st and offers an opportunity to share the experience of local citizen involvement on a statewide basis. On that date, at least one town meeting will be held in each of Ohio's 88 counties.

Town Meeting Ohio has grown out of the experience of the 45 Ohio communities which have already participated in the "Town Meeting '76" project.

Delegates from the town meetings held May 21st will attend a Town Meeting Ohio Assembly at the Capitol in Columbus in June. Each delegate will present the document containing challenges and proposals written at his own town meeting. Then all the delegates will participate with state officials in a special town meeting focused on the issue "How Do We Sustain Citizen Participation in Ohio?"

At a time when many of our citizens have grown skeptical about their ability to control the events that shape their own municipalities, Town Meeting Ohio offers a promising opportunity for the citizens of our state and an exciting prototype for the nation. (P)

Ohio Cities & Villages

15¢

DAILY NEWS

NEW
JERSEY
★★★

Vol. 58, No. 252

New York, Friday, April 15, 1977

Sunny, 42-60. Details p. 83

Time-Honored 'Town Meetings' Enjoying a Rebirth

By EDWARD NORTON

The town meeting — long a traditional facet of democracy in many New England states — is coming to New Jersey again, with the first meeting scheduled for Paterson tomorrow. Many others are planned as grass-roots gatherings in the Garden State through June.

The daylong events are nonpolitical, open to all citizens and designed so that local problems can be tackled by local residents.

Part of a national and international program sponsored by the Institute of Cultural Affairs in Newark and New York, the first of its town meetings took place last year in Newark, Jersey City, New Providence, Madison, Moores-town, and Vineland, among other communities.

The goal this year is for 50 New

Jersey communities to hold meetings.

As structured by the non-profit institute, the town meeting begins with a morning session at which participants outline problems. After a luncheon and entertainment break, the afternoon session is devoted to finding practical proposals to meet the challenges.

Most town meetings, a spokesman said, are held in schools. Local officials may attend the meetings, but they are not in charge of them.

"This is not a political decision-making body. This is for grass roots citizenry," the spokesman said. "The meeting is to think through the issues of the future."

The institute has held 1,000 such town meetings in the U.S. since 1975.

"Our purpose is not to create a new organization, but to share in ways already existing organizations can work on solutions to issues," the spokesman explained.

He said in some cases local officials have taken the participants' work documents on solutions to problems and presented them to official bodies.

The history of town meetings around the country, the spokesman noted,

showed that most Americans complained of a lack of local communications about shared interests. "That's very common," the Institute official said. Its workers have been canvassing New Jersey for a month, signing up meetings in many of the 200 communities they have visited. Eighty are interested in having the meetings, he said.

Among those on the statewide steering committee are: Donald E. Baker of East Orange, president; Ethyl Smyres of Morris Plains, vice president, and Emily Henriques of Basking Ridge, secretary. Information about the meetings can be gotten at the institute's phone in Newark, 401-2441.

Public Relations Compendium: PUBLIC RELATIONS CHECKLIST

1. Did you build a PR Timeline for the whole campaign?
2. Did you talk to the major heads in the media?
3. Do you have a list of all major statewide and local News Media and are you sending them regular news releases, spots and tapes?
4. Did you schedule an initial press conference and at least one more?
5. Did you find out the deadlines for Newspapers, TV and Radios (spots, articles and interviews)?
6. Did you schedule and confirm dates for interviews and shows with the media?
7. Do you have a list of all Mayors and Political representatives?
8. Did you send an initial mailing to all Mayors, including a sample of a paragraph for a City Newsletter?
9. Did you make a list of 50-100 major corporations and send them a sample news release for their organizations?
10. Did you make a listing of all major organizations and their chairpersons?
11. Did you send a sample Newsletter article to those organizations or got them to send out a mailing for you?
12. How many Endorsement letters did you receive?
13. Did you find 5 major networks, representing all 3 sectors to lead the promotional campaign?
14. Are you updating all promotional materials?
15. Do you have a distribution model for brochures and posters?