

REGION KANSAS CITY: Lorimor/Midcrest

Two HD-1 courses (in March and April) held in Lorimor catalyzed activity in both the village and across the state. Two new colleague families emerged in Lorimor and a Community LENS in East Waterloo developed from the excitement generated in a local colleague/community pastor. The change in management of Mother Lode sewing industry has caused a new ground swell of local participation in the economic future of Lorimor. Our expansion into broader 59-community Midcrest area officially initiated by the Midcrest Symposium held in Dec. 1982 provided the opportunity to ask assistance from several of the Lorimorians in doing pre-symposium interviews. This allowed the community to begin to shift from "waiting for the ICA to do it" to a new awareness of "CAN-DO" in a larger context. Several residents participated in regular house Roundtables and seasonal open houses. Of prime importance was the participation in the Nairobi GRA of one of Midcrest's outstanding citizens, Bob Bruch. As stake leader of the RLDS church, he carries symbolic responsibility in addition to his role in community government. Through him we have strong access to the Southern Iowa Council of Governments which will provide a new base for working with the communities of the eight counties. A SICOG LENS is likely. A key tactic is playing off every advantage one has and discovering the many networks that begin working for you.

REGION NEW YORK: Maine Human Development Zone

We came into this year with several advantages: a five year track record of progress in a rural Maine community, a very strong political frame with whom we had done a variety of consultations and a resident local ICA staff. The break loose of the year all worked together. The strategy of extending Starks beyond itself as well as moving on self-support led to a contract through a CAP Agency to do a cluster of 12 villages in the poorest county. Our strong political frame continued to hire us for consulting jobs, formed the backbone of our RDS steering committee and was instrumental in helping Starks obtain 2 CDBG's = over \$500,000. Starks grew in strength as more tenants moved into the cornshop, for a total of 4½ tenants, which has put it into a good position to become self-supporting this next year. The RDS helped to intensify the swirl of interchange in the State as well as New England the Maritimes. Key in this was a strong steering committee from across the region who acted as co-sponsors. The interchange that occurred at the RDS among Canadian/U.S. projects and policy makers gave everyone new perspectives on approaches which will move on the area's contradictions as well as some on-going interchange relationships.

REGION KANSAS CITY: Westport Neighborhood

Town Meetings from earlier days, the "Education Alive" symposium held in April 1982, and subsequent "Education for Life" forums done in the neighboring schools by the Kansas City Youth Cluster set the stage for Westport Schools Cluster emergence. Administrators from ten schools in the neighborhood presently are meeting weekly with ICA staff at the Religious House in developing a corporate educational thrust. A symposium entitled "Westport Alive" was held in early May in which all four phases and four sectors were represented in the 75-100 participants. New coalitions are beginning to emerge in the neighborhood as a result.

AREA SAN FRANCISCO: California State Sponsorship of Rural Development Showcase Forums

Following the Tulare RDS in February '83 two state wide groups indicated their excitement to us about the RDS/IERD direction and method, the California Extension Service and the California Department of Housing and Community Development. Two months after the RDS we went back to these agencies plus others for referrals and assistance in documenting 50-100 rural development efforts across the State. Forty-five efforts were documented in May and June, and on June 30, 9 of these were selected as "most outstanding" and recommended to the US National Steering Committee. Immediately we proposed to the 9 projects/communities that: 1) we would conduct a 1 day "sitevisit" with them regarding the Dehli selection process, and 2) they would act as "host" for a one day Rural Development Showcase Forum for their part of the state late in the fall of 1983. All 9 said an enthusiastic yes to the RDSF and were in fact more excited about this than the Dehli possibility. In late July we approached the State Rural Development Committee, and ad hoc appointed committee of agencies working rural California. Through our contacts with the Extension Service and the CA Dept. of H & CD they decided to become an official co-sponsor of this series of RDSF's (probably 5-8 events) They have also decided to go with us to a major San Francisco foundation for a grant (\$5,000-\$10,000) for these events. When the NSC makes its selection final, the California project we believe these projects coupled with the statewide support from Sacramento form the basis of an extensive strategy of declaration this year that will include two series of statewide events and the possibility of intensive impact and training events in at least 2 and maybe 5 sections of the state. This extensive campaign (if there is one selected) surrounds our continued work in Tulare County which will move toward a working cluster system for 10-20 small communities by Spring '84.

AREA SAN FRAN: Arizona Showcase Forums Spark Rural Development Interchange

Between the 11th and the 27th of June a series of six Rural Development Showcase Forums took place across Arizona (Phoenix, Tucson and Flagstaff) and New Mexico (Portales, Espanola, and Las Cruces.) They brought together a total of 76 local communities, groups and agencies actively engaged in local rural development. The events combined displays, reports, special addresses and workshops to spotlight success and share approaches being used effectively by the various groups. Participants identified "keystones" to successful implementation and brainstormed their vision for a "leap" in rural development over the next five years. They particularly appreciated the opportunity to hear of the many significant strides being taken by the great variety of groups assembled and to scratch below the surface as to the methods and approaches that are working. New forms of collaboration were called for, including: direct lateral networking between local communities, common planning of the public, private, voluntary and local sectors in regions, councils and clearing houses for interchange, funneling field and student personnel into rural areas, interagency problem-solving, and a common motivating story for the urgency of catalyzing local initiative. In every case a deep concern was expressed to continue this kind of sharing, learning and strategizing.

## AREA SAN FRANCISCO:

Set Up 1 per metro. Steering committee (6-8 organization heads referred by colleagues) organized in each location to invite communities and groups they knew of, do local publicity and help secure a good location. In some cases one or two organizations of the steering community became official co-sponsors; they played a more major role in terms of receiving registration, etc.

One common brochure was used and a common format with all six dates on it. (This means you have to get around fast to the 6 locations and get the steering committee organized enough to select a date.) Inserts can contain specifics for each location. A well-known figure for guest speaker is very helpful to insert.

## AREA HOUSTON: Mississippi Leading the Way--Again

Mississippi is again "Leading the Way" with a state-wide symposium to formulate a rural development policy for the State. November 3-4, in the capitol of the state, the outgoing governor & the newly elected governor will keynote the event whose co-chairperson will be the 2 candidates for Gov. who lost the election. All the symbolic power working together, & Sharon Robertson left N. A. Council early to plan and orchestrate the second 50 member steering committee meeting, representing a broad cross-section of all four sectors. This State-wide event will be a model for what can happen in Arkansas or Oklahoma or.....

The key maneuver that brought this about was involving Mississippi in Success Southern Style. The state had 4 members on the Area Steering Committee, (Bill Linder, Director of Southern Rural Development Center, one of our 2 co-sponsors with office in Mississippi). Numerous circuits to old PACE HDP and contacts as well as projects referred by a state coordinating committee pulled together by Ruth Wilson, of the Governor's Office of Voluntary Citizen Participation. Last ditch phone blitzes by ICA out of Memphis and Ruth from Jackson netted a final count of 19 participants and 13 participating organizations from Mississippi in Success Southern Style.

After the Memphis RDS in mid May, Ruth and Bill attended the evaluation with the Steering Committee and staff to celebrate the "Success". Then and there, they decided this was the type of event they had been looking for to catalyze a state Rural Development policy and began planning for "their" event. Less than 1 week later, Jesse Clements stopped in Jackson to consult with Ruth Wilson and David Zahrt, Jesse went back about 3 weeks later to plan further with Ruth and Bill for a steering committee. By the end of June, Jesse and Molly stopped by again on their way to the project selection meeting in Memphis to finalize the plans. By Mid-July, Ruth had called together the 50 key people, who set the date, formed task forces and are now carrying the ball for the Mississippi RDS. ICA is consulting and will facilitate their event.

## AREA MONTREAL: Native Community Strategy

1. Introduction made to Marshall Naganash, key native by colleague who had participated in Lorne/Vogar.
2. Kept Marshall updated on ICA events and courses
3. Marshall helps set up 2 courses
  - a. HDI with Zone 5 Meti Indians representatives were sent from approx. 20 communities with Native Community Branch staff participating. Construct used was LENS with HDI lectures. Visits had to be made to nearly every community participating to recruit to course (focus statement created during visits)
  - b. Native Community Branch (NCB) part of Ministry of Citizenship and Culture held LENS for Toronto staff and outlying offices. Two of their tactics were sponsorship of RDS and leadership and planning for communities they served. 90 day follow-up held.
4. Marshall joins NSC and ICA boards
5. RDS participation. We visit approx. 15 native project. NCB pays registration fee for 7 projects. Native project are part of video produced from RDS.
6. NCB staff hires ICA to facilitate community LENS in Hornepayne--northern Ontario. Five organizations who serve the native community participate with 30 community people to create plan. See attached article.
7. NEXT STEPS:
  - distribute document from Hornepayne to NCB staff
  - set up training and community LENS with other communities who we've met through RDS, NCB, or Meti organization
  - create core of Native American to facilitate courses
  - participation in IERD

## CANADA NATIONAL STRATEGY FOR THE IERD:

1. Set up of NSC-image we can visit anyone in country
  2. With our co-sponsors. Current frame walked us in door.
  3. 3 Provincial steering committees set up
  4. Local steering committee help secure sponsors for RDS
  5. Over 400 visits made to projects
  6. RDS Edmonton 3-1 day symposium to cover geography  
     Toronto Held RDS at center of potential HDZ and concentrated visits & media on 150 mile radius of location. Native Comm Branch had RDS as one of their tactics in LENS and sent 6 native projects  
     Montreal Participated in Maine RDS
  7. Documentation - local committees and ICA staff visited 100 projects and documented through enclosed form. Regional committees will narrow this down to 25 for selection by NSC
- Balloon for follow-up events--each province (10) would do event which would have reports from India, future share approaches and begin to form new strategy for 4-sector development. In Oct of Nov perhaps have National Event Symposia. It would be a major policy shaping and sharing event.
8. National media guild working on TV and newspaper coverage.
  9. NSC deciding format for national Directory

## AREA NEW YORK: Boonton Community Demonstration

1. Steering committee of 40 people decide to do community LENS
2. Coordinator used Town Meeting set-up procedures to journey community
3. After proposal session in the LENS participants sign up for task forces based on new directions (proposal).
4. Each taskforce bring back 15 tactics to plenary. Total group decides on key tactics and sends back to the task forces to write implementation briefs for the next 3 months. Tactic supervisors and Task force managers are named.
5. A 6th session of LENS is held 10 days later to reflect on process lay out first months plan and commission the task forces.
6. Monthly meetings held with total group with task force managers meeting two other times throughout the month.
7. 90 Day evaluation and future planning held. Train core to facilitate this internally next time.
8. 8 session community leadership training attended by 3 from Boonton.
9. Spin offs: articles with ICA mentioned in NY Times and surrounding communities for 3 months following event. Community LENS with community 20 miles down the road. Mission Planning with 50 churches in northern New Jersey Models for LENS, 6th session and 90 day followup available.

## AREA SAN FRANCISCO: DENVER/BILLINGS STRATEGY

Extensive: Catalyzing Rural Networks    Flanking: Initiating Urban Probes  
 Intensive: Maximizing Core Courses    Symbolic: Intensifying Engagement Events

Over 1200 people participated in courses, forums and research events in the D/B region in 1982-83. Key to the swirl of eventfulness was the "Sharing Approaches that Work" campaign. Nearly 100 projects were documented, both rural and urban through interviews, 5 rural development showcase forums and several think tanks. The winning factor had to do with 8 National Steering Committee members meeting regularly (average once a week for 5 months, including the Lieutenant Governor) to fulfill assignments given at the national NSC meetings. The group evolved into a guild who saw as its responsibility the identification of criteria for selecting effective self-help projects, the documentation and journeying of project personnel into even more effective development efforts.

Currently the guild is working on publicity for both regional and area use. Future strategy calls for taking each of 10 nominated regional projects and enabling them to take the next leap into human development--regional showcase forums, LENS, Economic Development Forum sponsorship in a 4-county area etc. The NSC will play a key role in this strategy.

Although the regional strategy was diverse, the unifying thread and focus in 1982-83 had to do with a regional team that met regularly for collegiums, House Church, strategy sessions and event facilitation.

AREA CHICAGO: HARPER COLLEGE COMMUNITY SERVICE

As part of its community service, Harper College, Ill. hires experts in the field of planning to facilitate six-hour planning sessions for city councils and other organizations. Bill Howard administers this program and hires Terry Bergdall at \$300 to \$500 a session. To date 18 sessions have been held surrounding Harper College.

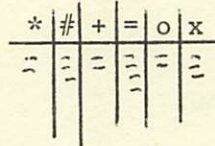
FORMAT

	3:00					9:00	
	SITUATION	VISION	CONTRADICTION	DINNER	FUTURE DIRECTIONS	SCENARIO ON OPERATION	REFLECTION
	Trends Advantages Vulnerabilities			Roles conversation		Conversation	Evaluation

WORKSHOP DESIGN

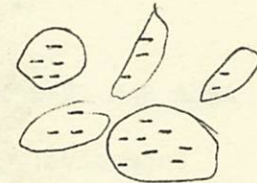
Vision

1. Brainstorm
2. Organize
3. name columns



Contradiction

1. Brainstorm
2. Cluster
3. Name cluster



Dinner conversation

1. No. of yrs. with organization, role
2. Greatest challenge
3. Easiest part, etc.

Future Directions

1. Brainstorm
2. Organize similar elements in boxes
3. Group boxes horizontally on chart. If only have 2 aspects (boxes), push group to see if they have left anything out.
4. Name new directions.

Three Aspects

New Direction

≡ →			—
≡	≡	≡	—
		≡	—

Scenario Conversation: If new directions established, what see happening? Who Involved? Timing-etc.

Document Produced - Cover, Vision, Contradictions, etc.

Next Steps: Bill has received a grant for small business forums and will hire ICA at \$500 a session to do these forums. These are a public service provided by the college. The organization participating in the planning has to commit one member to a 2-day training session in participatory method.

SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	JANUARY	FEBRUARY
<p>* Complete site visits 35+ U.S.A. 100 Canada</p> <p>* Complete remaining Form 2's</p> <p>* Write site visitors' briefs 35+ U.S.A. 100 Canada</p> <p>* Do additional interviews needed for brief completion</p> <p>* Research: -write national stories -collect edge materials -prepare contextual talk</p> <p>CANADIAN NSC MTG. 23-24 Sept.</p>	<p>* Procedures Prep. for U.S. NSC Mtg. 6 October</p> <p>* U.S. NSC MEETING 7-9 October Select Delegates: 20 Projects 10 At Large</p> <p>* Public Announcement of Canadian delegates: 15 October</p>	<p>* Public Announcement of U.S. Delegates: <del>1 November</del> <i>10 Oct. or later</i></p> <p>* PROJECT DESCRIPTION LABS (completed by 23 November)</p> <p>20 U.S.A. 15 Canada</p> <p>(PDL to include logistics prep for delegates)</p>	<p>REGIONAL SEND-OUT CELEBRATIONS (between 23 December &amp; 31 December)</p>	<p>PROCECURES PREP &amp; SET-UP IN DELHI</p> <p>Last facilities arrive 27 Jan.</p> <p>Travel 2 Feb.</p> <p>Arrival in a.m. 3 Feb.</p> <p>Exhibit Prep 4 Feb.</p>	<p>5-15 Feb.</p> <p>T H E I N D I A E V E N T</p> <p>R E T U R N R E C E P T I O N S</p>

U.S. PROJECT SELECTION PROCESS RECOMMENDATIONS

It is recommended that:

1. Site visits be completed before the NSC meeting. Data should be brought to the meeting by NSC members.
2. In preparation for the NSC meeting, Form 2 should be completed for all nominated projects. In addition, the site visit team should be interviewed and a one page brief written for every nominated project. Both the form 2 and the brief should be brought to the NSC meeting as they provide the key data for the final selection.
3. The national story should be further developed using existing and further research materials. It might be helpful to other task forces as well as the site selection to begin the NSC meeting with a National Story seminar with all NSC members participating.
4. At the NSC meeting, NSC members could meet for a time in Area groups to reflect on their Area's nominated projects using several screens (such as global contradictions addressed, national gifts, constituencies, age groups, ethnic groups, sector representation, geographic coverage). Areas could make recommendations to the final selection board. Screens used in the reflection would be reviewed and refined by the NSC preparation team on October 6 prior to the NSC meeting.
5. A NSC selection board with one member from each Area plus one member at large make the final selection recommendations using Area work and checking the total picture. They would select 20 projects plus 5 alternates. The selection board might present the selected projects to the entire NSC in a series of brief vignettes.

APPALACHIA RDS

Date: October 19-21 (Backup date=November 2-4)

Place: Morehead State University, Morehead, Kentucky

Co-sponsor: Appalachia Development Center (Providing two staff members; the Director, Don Fogus, and the Communications Officer, Danny Wright. Also providing the printing, mailing, media campaign design, telephone services, framing, and assistance with funding)

Progress Report:

- + Steering Committee formed(20 members) Have met once and will meet again on September 19.
- + Mailing sent to 50 Appalachian networks and Governors of all 13 States inviting project nominations and participation.
- + Invitation to Governor Rockefeller of W. Virginia to be Keynoter.
- + Twenty two projects nominated to date.
- + Media materials prepared and ready for release.
- + Funding blitz and site visit trek scheduled.

Advantages:

- + Don Fogus, Danny **Wright**, **several** other members of the Steering Committee have a personal interest in seeing this event come off and are taking initiative at several points.
- + RDS project grads and Regional Team members are on the Steering Committee, offering to help facilitate and enable the event. Four from Louisville are taking a day off work to facilitate or enable.
- + Funding will be enabled throughout the Appalachian States using the story of this local program.

ICA Coordination:

- + The Rochester, Washington, Atlanta, Memphis, and Indianapolis Houses all serve Appalachia territory. This network is in active dialogue on how to coordinate contacts, site visits, fund raising, etc. John Gibson has been designated as ICA orchestrator for the set up process.

National Steering Committee:

- + The NSC has determined to select one Appalachia project for the India plenary. Pre-RDS site visits and documentation will help identify two or three projects from which the NSC can choose. Several NSC members are on the Appalachia Steering Committee(Mary Coggashal, Jerry Vaughan, Marie Cerillo and Dan Stewart.)

SITE VISITORS' BRIEF

The "Site Visitors' Brief" is to be written in 1 or 2 pages by the team that does the site visits in the U.S. between July 10 and October 6, 1983.

1. INTRODUCTION: a sentence describing the kind of project it is
2. ISSUES  
ADDRESSED: What issues in this part of the nation are being addressed by this project? (a list)
3. ACCOMPLISHMENTS: What has the project accomplished and over what period of time?
4. IMPORTANT  
BACKGROUND: What needs to be known about the origins and relationships of this project? (a short paragraph)
5. KEY FACTORS  
OF SUCCESS: What particular activities or aspects of this project were key to its success? (a list)
6. LEARNINGS: What has been learned from this project that other projects can utilize? (a list)
7. IMPORTANCE TO  
LOCAL AREA: What difference has this project made in its surrounding society? (short paragraph)
8. GLOBAL  
IMPORTANCE: What difference could its learnings make somewhere else in the world? (short paragraph)
9. MATERIALS  
AVAILABLE: What materials exist from or about this project? (a list)
10. RECOMMENDATION:
  - 1) Strengths (3 to 10)
  - 2) Weaknesses (3 to 10)
  - 3) Why the project should or should not represent the United States. (short paragraph)

# CANADA MODEL- 100 PROJECT BRIEFS

INTERNATIONAL  
EXPOSITION  
OF RURAL  
DEVELOPMENT

## PROJECT BRIEF PREPARATION SCREEN



LEVEL	DOCUMENTATION ARENAS		
I.  O B J E C T I V E	DOCUMENTING THE PROJECT SUCCESS		
	<p><u>A. PROJECT NAME, LOCATION &amp; DATES</u></p> <p>(BEGIN BRIEF BY PROVIDING THIS BASIC INFORMATION ON PROJECT. LOCATION SHOULD BE TOWN OR CITY AND PROVINCE. DATES SHOULD INDICATE WHEN PROJECT BEGAN, IF COMPLETED OR ONGOING, AND PROJECTED DATE FOR COMPLETION, IF ESTIMATED)</p>	<p><u>B. ISSUES ADDRESSED &amp; OBJECTIVES SET</u></p> <p>(STATE THE ISSUES OR NEED PROJECT WAS ESTABLISHED TO DEAL WITH, AND LIST THE OBJECTIVES SET AT THE BEGINNING OF THE PROJECT TO ADDRESS THESE ISSUES OR NEEDS, AS WELL AS THE CURRENT PROJECT GOALS IF MODIFIED)</p>	<p><u>C. ACCOMPLISHMENTS OF PROJECT</u></p> <p>(SUMMARIZE THE RESULTS OF THE PROJECT TO DATE. PROVIDE OBJECTIVE DATA WHERE POSSIBLE, BUT ALSO POINT TO WHERE THE PROJECT HAS PRODUCED MORE SUBJECTIVE IMPACT IN THE AREA, SUCH AS ITS EFFECT ON QUALITY OF LIFE)</p>
II.  R E F L E C T I V E	IDENTIFYING THE PROJECT LEARNINGS		
	<p><u>A. IMPORTANT PROJECT BACKGROUND</u></p> <p>(OUTLINE PERTINENT INFORMATION TO HELP UNDERSTAND THE PROJECT AND THE SITUATION IT OPERATES IN. THIS MAY INCLUDE HOW THE PROJECT WAS INITIATED, WHO PARTICIPATED IN SETTING IT UP, HOW IT IS STRUCTURED AND FUNDED, ETC.)</p>	<p><u>B. KEY FACTORS OF SUCCESS</u></p> <p>(STATE KEY ELEMENTS OF PROJECT IMPLEMENTATION THAT CONTRIBUTED MOST TO SUCCESS ACHIEVED. THIS MAY INCLUDE TRAINING, OPERATING STYLE, LEADERSHIP, COMMUNITY PARTICIPATION, COOPERATION WITH OTHERS, EVALUATIONS, SUPPORT FRAMEWORK, ETC.)</p>	<p><u>C. BROAD DEVELOPMENT LEARNINGS</u></p> <p>(SPEAK TO INSIGHTS ABOUT THE DEVELOPMENT PROCESS IN GENERAL THAT HAVE COME FROM EXPERIENCE WITH THIS PROJECT. DISCUSS THE IMPORTANT ELEMENTS THAT ARE NECESSARY FOR SUCCESS IN LOCAL DEVELOPMENT IN OPINION OF PROJECT STAFF)</p>
III.  I N T E R P R E T I V E	STATING THE DEVELOPMENT IMPLICATIONS		
	<p><u>A. IMPORTANCE TO LOCAL AREA</u></p> <p>(DISCUSS THE CHANGES TO THE SITUATION OF THE AREA RESULTING FROM THE PROJECT'S SUCCESS. THIS MAY REVEAL NEW EDGES FOR THE PROJECT, NEW OPPORTUNITIES FOR OTHER PROJECTS, WAYS TO EXTEND PROJECT BOUNDARIES, ETC.)</p>	<p><u>B. UNIQUE DEMONSTRATION OF SUCCESS</u></p> <p>(POINT TO THE UNIQUE DEMONSTRATION THE PROJECT HAS BEEN OF HOW A PARTICULAR DEVELOPMENT CHALLENGE CAN BE MET SUCCESSFULLY. BRIEFLY DESCRIBE THE PROCESS THAT HAS ENABLED THE DEMONSTRATION SUCCESS)</p>	<p><u>C. GLOBAL APPLICABILITY</u></p> <p>(SUMMARIZE THE POSSIBLE WAYS THE PROJECT AND IT'S LEARNINGS MAY APPLY TO DEVELOPMENT NEEDS IN OTHER PARTS OF THE WORLD. INCLUDE RECOMMENDATIONS ON WHAT WOULD BE NEEDED TO ENSURE STRONGEST POSSIBILITY OF SUCCESS)</p>
IV.  D E C I S I O N A L	SHARING THE PROJECT EXPERIENCE		
	<p><u>A. READINESS TO SHARE LEARNINGS</u></p> <p>(BRIEFLY STATE THE WAYS THAT THOSE ASSOCIATED WITH THE PROJECT ARE PREPARED TO MAKE THE LEARNINGS OF THE PROJECT AVAILABLE TO OTHERS)</p>	<p><u>B. AVAILABLE PROJECT MATERIALS</u></p> <p>(LIST ANY PERTINENT RESOURCES AVAILABLE ON THE PROJECT AND HOW TO OBTAIN THEM. THIS MAY INCLUDE REPORTS, ARTICLES, FILMS, PUBLICATIONS, ETC. INDICATE COST, IF ANY, OF PROVIDING MATERIALS)</p>	<p><u>C. KEY CONTACT INFORMATION</u></p> <p>(INDICATE KEY PERSON OR PERSONS ASSOCIATED WITH THE PROJECT, AND HOW THEY MAY BE CONTACTED--ADDRESS AND TELEPHONE)</p>
<h3>Sharing Approaches that Work</h3>			

## WEIRDALE CHILDREN'S CREATIVE PLAYGROUND

The Weirdale Children's Creative Playground Project is an all log, fort-type playground, consisting of 2 park shelters, 3 forts, a playhouse on stilts, swings, benches, a swinging bridge, and a totem pole built by a summer youth team in 1980 for the benefit of the children of Weirdale; Weirdale is a community of 100 people and serving a rural population of about 1000. The playground extends for one block along public camping grounds.

### ISSUES ADDRESSED

The community of Weirdale had little that young people, both children and youth, would enjoy doing.

- 1) Lack of employment for youth
- 2) No play facilities for younger children
- 3) Image of "dying community" had little that would tie youth to the community.

### OBJECTIVES

The project aimed to provide summer employment by having youth work with money provided by a Canadian Summer Youth Employment grant. The project was to benefit the community by providing something for younger children and by drawing business from campers. The goal of the youth was to build the biggest and best playground around.

### ACCOMPLISHMENTS OF THE PROJECT

- 1) A creative, durable park enjoyed by children during all seasons of the year.
- 2) Pride by the people of the community; relatives and visitors are encouraged to come.
- 3) Youth developed skills in building and log work.
- 4) Experience of cooperation as design, plan and work was done.
- 5) Provided five months of employment for 7 youth and 5 weeks of work for an additional 8 youth.

### IMPORTANT BACKGROUND DATA

Weirdale is located in a fertile farming area of Saskatchewan with farms relatively close to each other; the population of the village is only 100 with up to 1000 in the rural area served, a 5-6 mile radius. The High School was closed in the 1960's and as of 1983 the Grade School has been closed. Highway 55 runs along the vil. with Prince Albert being about 30 minutes away. The image was that the community was dying--in early days 8 stores had served the area, but now only one remains.

### KEY FACTORS OF SUCCESS

- 1) The creativity of the youth--willingness to do anything to make it work and be trained on the job; careful selection of the youth for the project.
- 2) Enthusiasm occasioned by everybody "creating something ourselves; having a goal, a worthwhile project of work for.

- 3) Community support - shared needed tools and made trips to city for materials.
  - 4) Project never lagged--always new suggestions before each unit was completed; materials were anticipated by manager in advance to need; manager was able to recontext and re-motivate when any worker relaxed efforts.
  - 5) An adult advisor who obtained the grant and gave necessary advice and support.
  - 6) Local un-used or low cost materials available--i.e. logs
- BROAD DEVELOPMENT LEARNINGS

To succeed in any project, the workers themselves need to be involved, sharing the goals, helping to create the plans, and committed to complete the project with a sense of pride in the results.

IMPORTANCE TO THE LOCAL AREA

- 1) The visible impact and improvement of the community-- a new and beautiful children's park.
- 2) The creative play space provided needed service to community
- 3) Adults better able to engage in curling, camping activities, and shopping as children play.
- 4) Youth saw themselves of new worth and parents saw the children's value anew.

UNIQUE DEMONSTRATION OF SUCCESS

This project demonstrates that a very small village can improve itself in a short time by dealing with youth employment, care of children, and community beautification at the same time.

GLOBAL APPLICABILITY

Any small community could decide together what is needed for its youth and children, make use of natural resources available, and contribute existing tools to get the job done. It is helpful to have initiating adults to encourage the youth, give guidance, and help obtain materials and funding as well as to ensure that all aspects to project completion are feasible.

MATERIALS

Collection of pictures  
Listing in tourist guidebook "Woodlands Park"  
Report done by Cable 9 TV  
CKBI interview

KEY CONTACT

rolena Krawec  
Weirdale, Sask. S4J 2Z0  
(306)929-4851

TOWARD INDIA EVENT ASSIGNMENTS  
(People like these from Areas and Regions)

EVENT ORCHESTRATION (80)					REGULATORY	EVENT MANAGEMENT (7)				
Master Facilitrs	Facili- tator Trs	Transla. Liasion	Celebra. Team	Materials Liasion		Hotel Relations	Transport Relations	Conf. Ctr Relations	ICAI Managemt.	Health
Da. McCleskey S. Kock M. D'Souza J. Wiegel D. Hahn T. Jayasakera	(35 from India)			F. Berresford	C. Walters G. Walters C. D'Souza C. Hahn S. Westre W. Westre			G. Burns		H. Holmes
6	70	2	2	1	6	2	1	1	2	1
PUBLIC RELATIONS (20)					GUARDIAN/COLLEAGUES CONTINENT BOTTOMLINES	PRODUCTION AND PUBLISHING (24)				
VIP CARE	MEDIA RELATIONS	CO-SPON RELATNS	DELEGATES HOSTING	SPEAKERS HOSTING		EDITORIAL & TRANSLA	EVENT DOCUMENTA	TYPING & WD. PROC	DUPLICA. SYSTEMS	PUBLISHERS LIASION
					EUROPE - 6 EURASIA - 1 NAME - 1 BL. AFRICA - 4 SUBCONTINENT - 10 SEAPAC - 5 LA. AMERICA - 7 NO. AMERICA - 26 <hr/> TOTAL 50 (35 with fees and travel)	English & Six major languages	A. Berresford			
3	6	1	8	2		8	2	8	3	3

IERD LOCAL/REGIONAL MEDIA OPPORTUNITIES

MONTH	SEPTEMBER				OCTOBER				NOVEMBER				DECEMBER				JANUARY				FEBRUARY				MARCH							
	10	11	12	13	1	2	3	4	5	6	7	8	9	10	11	12	13	1	2	3	4	5	6	7	8	9	10	11	12	13		
ACTIVITY EVENT	NSC CANADA SELECTION SEPT. 24-25				NSC U.S. SELECTION OCT. 7-8				STATE/REGIONAL SELECTION ANNOUNCEMENT				DELEGATE FUNDING EVENTS				CHRISTMAS FUNDING EVENTS				LOCAL DELEGATE SENDOUT				I E R D			R E T U R N				
THEME NEWS OPPORTUNITY	LOCAL PROJECTS TO BE CHOSEN FOR IERD				DELEGATES AND PROJECTS CHOSEN FOR DELHI IERD WITH STATE/REGIONAL ENDORCEMENT				LOCAL COMMUNITIES DOCUMENT AND PREPARE CHOSEN PROJECTS				SHARING APPROACHES THAT WORK, A UNIQUE CHRISTMAS PRESENT.				STATE AND LOCAL BUSINESSES RECOGNIZE IERD DELEGATES IN PRESENTATION OF LUGGAGE OR STATE PINS				DELEGATES GATHER FOR NATIONAL PREP MEETING				LOCAL DELEGATE VISITS VILLAGE			CELEBRATION FOR RETURNING DELEGATE				
APPROACH PLACE- MENT	<p>STEP 1. Create mailing list Use the Bacon's-Checker list sent in your July packet for options.</p> <p>2. For talk shows see "TV Publicity Outlets" that came in your July Packet.</p> <p>3. For PSA's, see communications manual pgs. 47 ff.</p> <p>4. Major cities campaign info will arrive by early October.</p>																<p>HINTS FROM THE COMMUNICATIONS MANUAL::</p> <ol style="list-style-type: none"> <li>1. For Press Release "how-to's, see page 21ff.</li> <li>2. For TV &amp; Radio, see page 47ff &amp; 57ff.</li> <li>3. Also review "Ten month of Opportunities"</li> </ol> <p>FROM OUR OWN RECENT EXPERIENCE:</p> <ol style="list-style-type: none"> <li>1. Features such as those in a Sunday Supplement may take 2-3 weeks of work before they appear.</li> <li>2. Events with possibility of photographs needs 2-3 days notice and phone backs the day before and a double check on the day of the event.</li> <li>3. Regular phone backs, asking what you can do to be of assistance, is the name of the game.</li> </ol>															
<p>FOR USE OF KINGSLEY VIDEO, SEE ATTACHED SHEET.</p>																																

MEDIA TASK FORCE: "THE MAJOR CITIES CAMPAIGN"

WHAT IS IT?

In order to maximize the impact of successful local self-help development in the U.S. and Canada, a major media blitz is proposed around the announcement of delegates for the India Plenary.

WHEN?

Early October in Canada  
October 20-30 in the United States

WHO DOES IT?

The Selected Projects, National Steering Committee Members, ICA staff in offices nearest the major cities, the IERD post and the Media Guild in Chicago and Washington. Linda Jones, Laura Spencer, Bill Salmon and Suzie Goldman will coordinate the campaign in the U.S. with Linda working full-time on the blitz; and Bill Staples and Lou Whitehead will coordinate the campaign in Canada.

WHERE?

United States:

Atlanta, Georgia  
Anchorage, Alaska  
Albuquerque, N. Mexico  
Burlington, Vermont  
Boston, Mass.  
Chicago, Illinois  
Cincinnati, Ohio  
Columbus, Ohio  
Denver, Colorado  
Cleveland, Ohio

Des Moines, Iowa  
Charleston, W. Virginia  
Kansas City, Missouri  
Lafayette, Indiana  
Minneapolis/St. Paul, Minn.  
Memphis, Tennessee  
New York, N.Y.  
Phoenix, Arizona  
Louisville, Kentucky  
Portland, Maine

Raleigh, N. Carolina  
Sacramento, California  
San Antonio, Texas  
Seattle, Washington  
Washington, D.C.

CANADA

Montreal  
Brandon      Halifax      Ottawa  
Edmonton      Moncton      Toronto  
Calgary      Regina      Saskatoon

COMPONENTS OF THE CAMPAIGN:

1. Newspaper Coverage in major state and city papers on the SELECTION OF PROJECTS -
2. TV and Radio Coverage--a) use of Kingsley film plus NSC member interviews  
b) on-site and studio interviews with projects and ICA
3. SPECIAL Events Publicity--  
Press Conference at state capitol (for example) where governor announces selection ; nominated projects--the regional 10 should also be recognized  
NSC/ICA Receptions and Fund Raising Events--using video, new poster, etc. with press representatives present  
International Week--ICA along with city representatives from UNICEF, the United Nations, Peace Corps, etc. can host a reception for international guests (eg. A.M. Noel, Vivian Paul, the Hajega's etc.) along with local projects to introduce the IERD. Special food, music, video, etc. can be used.
4. Other Ideas: Write human interest stories on particular projects and put in the Sunday Supplement magazine for the state paper, or University Extension Service print and visual media, in addition to regional publications headquartered in your city such as Farm Journal, Grit, airline magazines, etc.

(Implementation suggestions on back)

MEDIA TASK FORCE: "THE MAJOR CITIES CAMPAIGN" (continued)

IMPLEMENTATION PLAN:

MATERIALS-- The following press packet items will be created, produced and mailed to ICA offices one week before the blitz begins:

1. A special folder with Campaign images printed on the front cover
2. Selected newspaper and magazine articles already published on the IERD in North America
3. Brief background articles on the ICA and the IERD
4. SHARING APPROACHES THAT WORK brochure
5. IERD IMAGE
6. Press contacts for the particular city involved
7. A 10-day suggested timeline for the campaign
8. Specific how-to's for each of the components

COMMAND POST OPERATION--

It is recommended that Linda Jones begin work on this campaign, October 1 in order to gather the packet materials and mail them for arrival by October 8 in the houses. Linda will be joined by Laura Spencer, Bill Salmon and Suzie Goldman, if feasible, shortly thereafter, in order to design a communications plan for speaking with each ICA office involved every other day by telephone during the campaign. Hints on how to do everything and success stories will be exchanged during these calls.

ICA OFFICE ASSIGNMENTS TO MAJOR CITIES--

DETROIT - Detroit  
ATLANTA- Atlanta & Raleigh  
CHICAGO & NEXUS- Chicago  
PHOENIX - Phoenix & Albuquerque  
INDIANAPOLIS- Cincinnati, Columbus, Lafayette & Louisville  
SEATTLE - Anchorage & Seattle  
WASHINGTON- Charleston & Wash. D.C.  
LORIMOR- Des Moines & Kansas City  
MEMPHIS - Memphis  
ROCHESTER - Burlington  
BOSTON - Boston  
MINNEAPOLIS - Minneapolis/St. Paul  
HOUSTON - San Antonio  
DENVER - Denver  
LOS ANGELES - Sacramento  
NEW YORK - New York  
TORONTO - Toronto & Ottawa  
MONTREAL - Montreal, Moncton & Halifax  
EDMONTON - Edmonton, Vancouver, Brandon, Calgary, Saskatoon & Regina

(Note: these cities are offered as initial suggestions; others should be added)

I. LAB PREPARATION

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1. SITE VISIT AND INTERVIEWS

In principal most projects will have been visited at least once prior to conducting a Project Description Lab (PDL) event. Two Forms can provide helpful information on a project during such visits.

Form 2 - A Site Interview Form

The Form 2 can serve as an interview tool and conversation piece to begin to explore the particular aspects of the project which point to "Approaches That Work" and may be the focus of a PDL.

A site visit gives the opportunity to discuss more fully the purposes of the Exposition and discern the level of interest on the part of the project leaders and participants in participating in further documentation. This will help NSCs in making final selections and in selecting delegates as well.

2. SELF-EVALUATION AND QUESTIONNAIRE

Form 3 - Documentation Factors Questionnaire Form

The Form 3 Questionnaire is designed for projects to do an objective question and answer self-evaluation. It may be given to them during a visit or mailed to the project in advance of a visit, particularly if this seems to be a project with which a PDL may be conducted.

The Questionnaire may also be used in lieu of Form 2, particularly in view of the time factor leading up to conducting the PDLs and preparing exhibits.

\*NOTE - The Form 3 Directory Checklist weds together the Questionnaire and the PDL product.

3. TEAM COMPOSITION

Team members should be secured from as broad a base as possible in doing the PDL. Members should come from the NSC, ICA, other projects already participating, supporting organisations and co-sponsors where possible. The team configuration illustrates to the project the kind of cross-sectoral cooperation and interchange the Exposition is all about in "SHARING APPROACHES THAT WORK".

4. PROJECT AND ORGANISATION RELATIONS

The ICA and NSC in relating to projects and organisations must look for many ways for those who want to participate to do so. In addition to being delegates or having projects selected, on-going interchange can be established, projects included in the global directory and/or data-base, and Phase III possibilities discussed regarding activities following the Exposition Plenary.

5. VARIABLE DESIGNS

The five session outline that follows may be conducted over a variety of periods of time from one to five days depending on the need. It also may be edited to fit various circumstances. Whatever time frame or format is used the focus must be on USABLE COMMON PRODUCTS as outlines in sections III. and IV. of this manual.

COMMON PRODUCT: Each Project Description Lab will produce a 30 paragraph document on a project which has been selected for India. The paragraphs will be written during the sessions of the PDL by the participants. The 30 paragraphs are divided into the following five sections:

I. Background Description: paragraphs 1-6, also called "Project Brief" in the PDL manual.

II. Practical Accomplishments: paragraphs 7-12.

III. Local Participation: paragraphs 13-18.

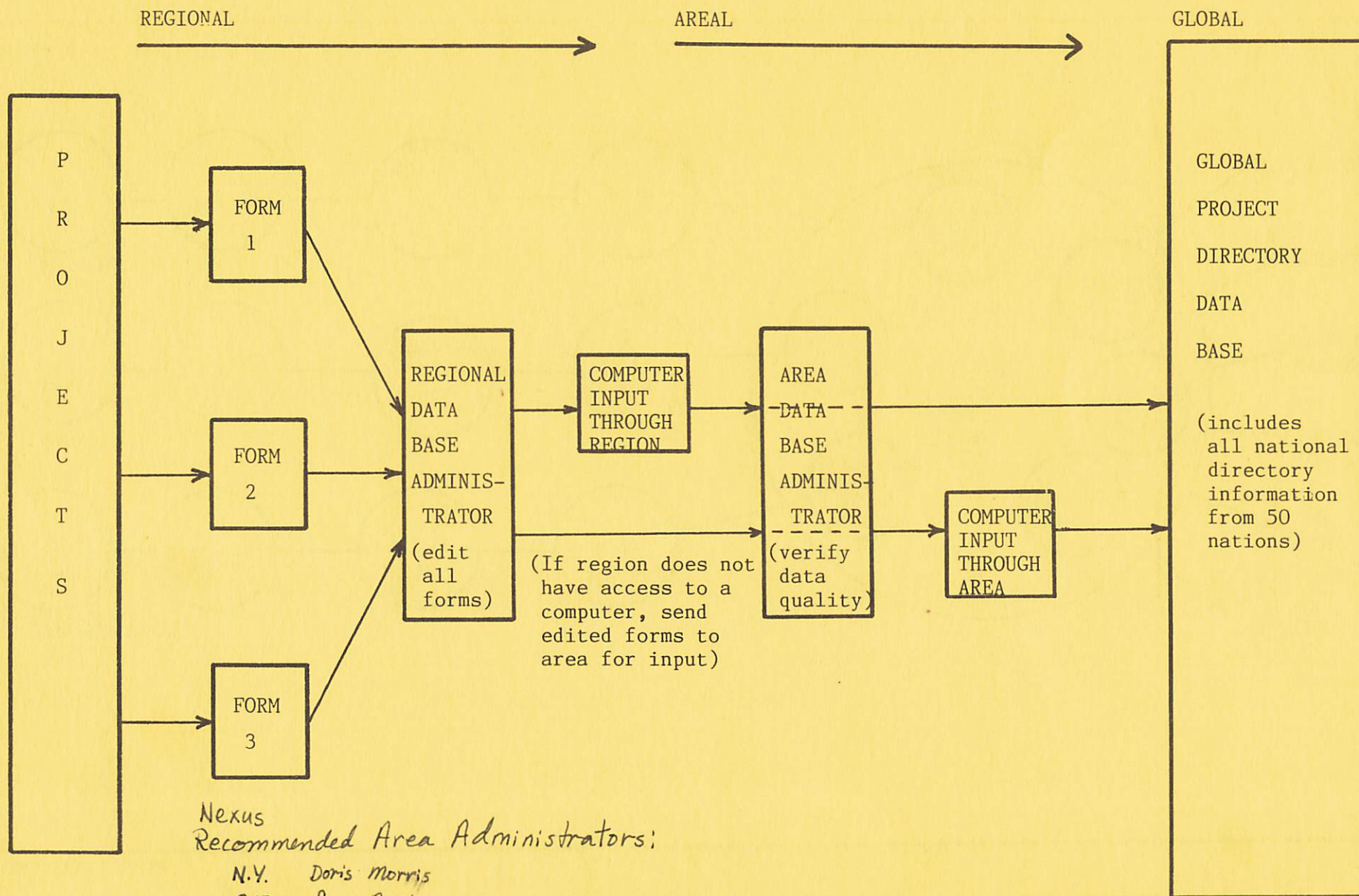
IV. Replication Potential: paragraphs 19-25.

V. Additional Information: paragraphs 26-30.

TEAM MAKE-UP AND FUNCTION: The function of the PDL team is to facilitate project leadership and beneficiaries in articulating their story in the common global format. The composition of the team will vary, but it will be a minimum of 4 people: One from the Area, one person from the Region, one from the NSC, and one from another project or supporting organization. Continuity will be important: try to ensure that the team for the first PDL in your Area contains members who can, among themselves cover the rest of the PDL's in your Area. (Alternately, create another model to assure an experienced person on each PDL team sent out).

FINANCIAL MODEL: The continental IERD budget contains funds for Symbolic Order travel expenses to and from the PDL's (both from nexus, from other Areas, and within the Area). The image is that the selected project will host the PDL facilitation team.

INFORMATION FLOW TOWARDS NATIONAL/GLOBAL DATA BASE CREATION  
FOR LOCAL ACCESS, DIRECTORIES, ETC. (for a typical region and area)

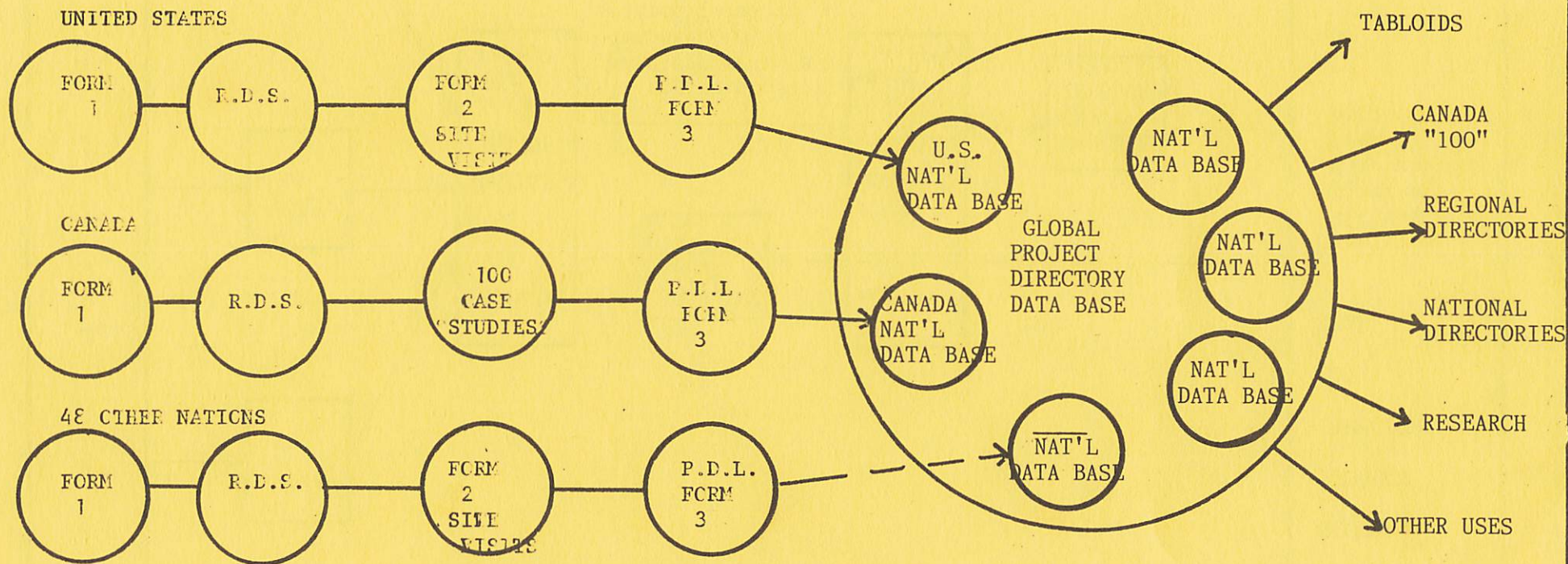


*Nexus  
Recommended Area Administrators:*

- N.Y. Doris Morris
- CHI. Gene Boivin
- HOU David Zahrt
- S.F. Conna Shropshire
- Mont. Jim Stewart
- Ed. Bill Staples

GLOBAL PROJECT DIRECTORY DATA BASE (PLANNED)

IERI Catalysis



REGION KANSAS CITY: Lorimor/Midcrest

Two HD-1 courses (in March and April) held in Lorimor catalyzed activity in both the village and across the state. Two new colleague families emerged in Lorimor and a Community LENS in East Waterloo developed from the excitement generated in a local colleague/community pastor. The change in management of Mother Lode sewing industry has caused a new ground swell of local participation in the economic future of Lorimor. Our expansion into broader 59-community Midcrest area officially initiated by the Midcrest Symposium held in Dec. 1982 provided the opportunity to ask assistance from several of the Lorimorians in doing pre-symposium interviews. This allowed the community to begin to shift from "waiting for the ICA to do it" to a new awareness of "CAN-DO" in a larger context. Several residents participated in regular house Roundtables and seasonal open houses. Of prime importance was the participation in the Nairobi GRA of one of Midcrest's outstanding citizens, Bob Bruch. As stake leader of the RLDS church, he carries symbolic responsibility in addition to his role in community government. Through him we have strong access to the Southern Iowa Council of Governments which will provide a new base for working with the communities of the eight counties. A SIGOG LENS is likely. A key tactic is playing off every advantage one has and discovering the many networks that begin working for you.

REGION NEW YORK: Maine Human Development Zone

We came into this year with several advantages: a five year track record of progress in a rural Maine community, a very strong political frame with whom we had done a variety of consultations and a resident local ICA staff. The break loose of the year all worked together. The strategy of extending Starks beyond itself as well as moving on self-support led to a contract through a CAP Agency to do a cluster of 12 villages in the poorest county. Our strong political frame continued to hire us for consulting jobs, formed the backbone of our RDS steering committee and was instrumental in helping Starks obtain 2 CDBG's = over \$500,000. Starks grew in strength as more tenants moved into the cornshop, for a total of 4½ tenants, which has put it into a good position to become self-supporting this next year. The RDS helped to intensify the swirl of interchange in the State as well as New England the Maritimes. Key in this was a strong steering committee from across the region who acted as co-sponsors. The interchange that occurred at the RDS among Canadian/U.S. projects and policy makers gave everyone new perspectives on approaches which will move on the area's contradictions as well as some on-going interchange relationships.

REGION KANSAS CITY: Westport Neighborhood

Town Meetings from earlier days, the "Education Alive" symposium held in April 1982, and subsequent "Education for Life" forums done in the neighboring schools by the Kansas City Youth Cluster set the stage for Westport Schools Cluster emergence. Administrators from ten schools in the neighborhood presently are meeting weekly with ICA staff at the Religious House in developing a corporate educational thrust. A symposium entitled "Westport Alive" was held in early May in which all four phases and four sectors were represented in the 75-100 participants. New coalitions are beginning to emerge in the neighborhood as a result.

AREA SAN FRANCISCO: California State Sponsorship of Rural Development Showcase Forums

Following the Tulare RDS in February '83 two state wide groups indicated their excitement to us about the RDS/IERD direction and method, the California Extension Service and the California Department of Housing and Community Development. Two months after the RDS we went back to these agencies plus others for referrals and assistance in documenting 50-100 rural development efforts across the State. Forty-five efforts were documented in May and June, and on June 30, 9 of these were selected as "most outstanding" and recommended to the US National Steering Committee. Immediately we proposed to the 9 projects/communities that: 1) we would conduct a 1 day "sitevisit" with them regarding the Dehli selection process, and 2) they would act as "host" for a one day Rural Development Showcase Forum for their part of the state late in the fall of 1983. All 9 said an enthusiastic yes to the RDSF and were in fact more excited about this than the Dehli possibility. In late July we approached the State Rural Development Committee, and ad hoc appointed committee of agencies working rural California. Through our contacts with the Extension Service and the CA Dept. of H & CD they decided to become an official co-sponsor of this series of RDSF's (probably 5-8 events) They have also decided to go with us to a major San Francisco foundation for a grant (\$5,000-\$10,000) for these events. When the NSC makes its selection final, the California project we believe these projects coupled with the statewide support from Sacramento form the basis of an extensive strategy of declaration this year that will include two series of statewide events and the possibility of intensive impact and training events in at least 2 and maybe 5 sections of the state. This extensive campaign (if there is one selected) surrounds our continued work in Tulare County which will move toward a working cluster system for 10-20 small communities by Spring '84.

AREA SAN FRAN: Arizona Showcase Forums Spark Rural Development Interchange

Between the 11th and the 27th of June a series of six Rural Development Showcase Forums took place across Arizona (Phoenix, Tucson and Flagstaff) and New Mexico (Portales, Espanola, and Las Cruces.) They brought together a total of 76 local communities, groups and agencies actively engaged in local rural development. The events combined displays, reports, special addresses and workshops to spotlight success and share approaches being used effectively by the various groups. Participants identified "keystones" to successful implementation and brainstormed their vision for a "leap" in rural development over the next five years. They particularly appreciated the opportunity to hear of the many significant strides being taken by the great variety of groups assembled and to scratch below the surface as to the methods and approaches that are working. New forms of collaboration were called for, including: direct lateral networking between local communities, common planning of the public, private, voluntary and local sectors in regions, councils and clearing houses for interchange, funneling field and student personnel into rural areas, interagency problem-solving, and a common motivating story for the urgency of catalyzing local initiative. In every case a deep concern was expressed to continue this kind of sharing, learning and strategizing.

## AREA SAN FRANCISCO:

Set Up 1 per metro. Steering committee (6-8 organization heads referred by colleagues) organized in each location to invite communities and groups they knew of, do local publicity and help secure a good location. In some cases one or two organizations of the steering community became official co-sponsors; they played a more major role in terms of receiving registration, etc.

One common brochure was used and a common format with all six dates on it. (This means you have to get around fast to the 6 locations and get the steering committee organized enough to select a date.) Inserts can contain specifics for each location. A well-known figure for guest speaker is very helpful to insert.

## AREA HOUSTON: Mississippi Leading the Way--Again

Mississippi is again "Leading the Way" with a state-wide symposium to formulate a rural development policy for the State. November 3-4, in the capitol of the state, the outgoing governor & the newly elected governor will keynote the event whose co-chairperson will be the 2 candidates for Gov. who lost the election. All the symbolic power working together, & Sharon Robertson left N. A. Council early to plan and orchestrate the second 50 member steering committee meeting, representing a broad cross-section of all four sectors. This State-wide event will be a model for what can happen in Arkansas or Oklahoma or.....

The key maneuver that brought this about was involving Mississippi in Success Southern Style. The state had 4 members on the Area Steering Committee, (Bill Linder, Director of Southern Rural Development Center, one of our 2 co-sponsors with office in Mississippi). Numerous circuits to old PACE HDP and contacts as well as projects referred by a state coordinating committee pulled together by Ruth Wilson, of the Governor's Office of Voluntary Citizen Participation. Last ditch phone blitzes by ICA out of Memphis and Ruth from Jackson netted a final count of 19 participants and 13 participating organizations from Mississippi in Success Southern Style.

After the Memphis RDS in mid May, Ruth and Bill attended the evaluation with the Steering Committee and staff to celebrate the "Success". Then and there, they decided this was the type of event they had been looking for to catalyze a state Rural Development policy and began planning for "their" event. Less than 1 week later, Jesse Clements stopped in Jackson to consult with Ruth Wilson and David Zahrt, Jesse went back about 3 weeks later to plan further with Ruth and Bill for a steering committee. By the end of June, Jesse and Molly stopped by again on their way to the project selection meeting in Memphis to finalize the plans. By Mid-July, Ruth had called together the 50 key people, who set the date, formed task forces and are now carrying the ball for the Mississippi RDS. ICA is consulting and will facilitate their event.

## AREA MONTREAL: Native Community Strategy

1. Introduction made to Marshall Naganash, key native by colleague who had participated in Lorne/Vogar.
2. Kept Marshall updated on ICA events and courses
3. Marshall helps set up 2 courses
  - a. HDI with Zone 5 Meti Indians representatives were sent from approx. 20 communities with Native Community Branch staff participating. Construct used was LENS with HDI lectures. Visits had to be made to nearly every community participating to recruit to course (focus statement created during visits)
  - b. Native Community Branch (NCB) part of Ministry of Citizenship and Culture held LENS for Toronto staff and outlying offices. Two of their tactics were sponsorship of RDS and leadership and planning for communities they served. 90 day follow-up held.
4. Marshall joins NSC and ICA boards
5. RDS participation. We visit approx. 15 native project. NCB pays registration fee for 7 projects. Native project are part of video produced from RDS.
6. NCB staff hires ICA to facilitate community LENS in Hornepayne--northern Ontario. Five organizations who serve the native community participate with 30 community people to create plan. See attached article.
7. NEXT STEPS:
  - distribute document from Hornepayne to NCB staff
  - set up training and community LENS with other communities who we've met through RDS, NCB, or Meti organization
  - create core of Native American to facilitate courses
  - participation in IERD

## CANADA NATIONAL STRATEGY FOR THE IERD:

1. Set up of NSC-image we can visit anyone in country
  2. With our co-sponsors. Current frame walked us in door.
  3. 3 Provincial steering committees set up
  4. Local steering committee help secure sponsors for RDS
  5. Over 400 visits made to projects
  6. RDS Edmonton 3-1 day symposium to cover geography  
 Toronto Held RDS at center of potential HDZ and concentrated visits & media on 150 mile radius of location. Native Comm Branch had RDS as one of their tactics in LENS and sent 6 native projects  
 Montreal Participated in Maine RDS
  7. Documentation - local committees and ICA staff visited 100 projects and documented through enclosed form. Regional committees will narrow this down to 25 for selection by NSC
- Balloon for follow-up events--each province (10) would do event which would have reports from India, future share approaches and begin to form new strategy for 4-sector development. In Oct of Nov perhaps have National Event Symposia. It would be a major policy shaping and sharing event.
8. National media guild working on TV and newspaper coverage.
  9. NSC deciding format for national Directory

## AREA NEW YORK: Boonton Community Demonstration

1. Steering committee of 40 people decide to do community LENS
  2. Coordinator used Town Meeting set-up procedures to journey community
  3. After proposal session in the LENS participants sign up for task forces based on new directions (proposal).
  4. Each taskforce bring back 15 tactics to plenary. Total group decides on key tactics and sends back to the task forces to write implementation briefs for the next 3 months. Tactic supervisors and Task force managers are named.
  5. A 6th session of LENS is held 10 days later to reflect on process lay out first months plan and commission the task forces.
  6. Monthly meetings held with total group with task force managers meeting two other times throughout the month.
  7. 90 Day evaluation and future planning held. Train core to facilitate this internally next time.
  8. 8 session community leadership training attended by 3 from Boonton.
9. Spin offs: articles with ICA mentioned in NY Times and surrounding communities for 3 months following event. Community LENS with community 20 miles down the road. Mission Planning with 50 churches in northern New Jersey Models for LENS, 6th session and 90 day followup available.

## AREA SAN FRANCISCO: DENVER/BILLINGS STRATEGY

Extensive: Catalyzing Rural Networks    Flanking: Initiating Urban Probes  
 Intensive: Maximizing Core Courses    Symbolic: Intensifying Engagement Events

Over 1200 people participated in courses, forums and research events in the D/B region in 1982-83. Key to the swirl of eventfulness was the "Sharing Approaches that Work" campaign. Nearly 100 projects were documented, both rural and urban through interviews, 5 rural development showcase forums and several think tanks. The winning factor had to do with 8 National Steering Committee members meeting regularly (average once a week for 5 months, including the Lieutenant Governor) to fulfill assignments given at the national NSC meetings. The group evolved into a guild who saw as its responsibility the identification of criteria for selecting effective self-help projects, the documentation and journeying of project personnel into even more effective development efforts.

Currently the guild is working on publicity for both regional and area use. Future strategy calls for taking each of 10 nominated regional projects and enabling them to take the next leap into human development--regional showcase forums, LENS, Economic Development Forum sponsorship in a 4-county area etc. The NSC will play a key role in this strategy.

Although the regional strategy was diverse, the unifying thread and focus in 1982-83 had to do with a regional team that met regularly for collegiums, House Church, strategy sessions and event facilitation.

AREA CHICAGO: HARPER COLLEGE COMMUNITY SERVICE

As part of its community service, Harper College, Ill. hires experts in the field of planning to facilitate six-hour planning sessions for city councils and other organizations. Bill Howard administers this program and hires Terry Bergdall at \$300 to \$500 a session. To date 18 sessions have been held surrounding Harper College.

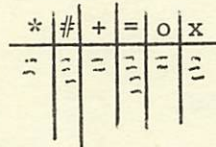
FORMAT

	3:00					9:00	
	SITUATION	VISION	CONTRADICTION	DINNER	FUTURE DIRECTIONS	SCENARIO ON OPERATION	REFLECTION
	Trends Advantages Vulnerabilities			Roles conversation		Conversation	Evaluation

WORKSHOP DESIGN

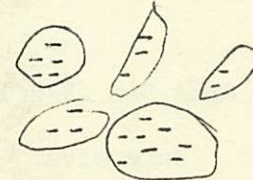
Vision

1. Brainstorm
2. Organize
3. name columns



Contradiction

1. Brainstorm
2. Cluster
3. Name cluster



Dinner conversation

1. No. of yrs. with organization, role
2. Greatest challenge
3. Easiest part, etc.

Future Directions

1. Brainstorm
2. Organize similar elements in boxes
3. Group boxes horizontally on chart. If only have 2 aspects (boxes), push group to see if they have left anything out.
4. Name new directions.

Three Aspects

New Direction

=			-
=	=	=	-
		=	-

Scenario Conversation: If new directions established, what see happening? Who Involved? Timing-etc.

Document Produced - Cover, Vision, Contradictions, etc.

Next Steps: Bill has received a grant for small business forums and will hire ICA at \$500 a session to do these forums. These are a public service provided by the college. The organization participating in the planning has to commit one member to a 2-day training session in participatory method.

SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	JANUARY	FEBRUARY
<p>* Complete site visits 35+ U.S.A. 100 Canada</p> <p>* Complete remaining Form 2's</p> <p>* Write site visitors' briefs 35+ U.S.A. 100 Canada</p> <p>* Do additional interviews needed for brief completion</p> <p>* Research: -write national stories -collect edge materials -prepare contextual talk</p> <p>CANADIAN NSC MTG. 23-24 Sept.</p>	<p>* Procedures Prep. for U.S. NSC Mtg. 6 October</p> <p>* U.S. NSC MEETING 7-9 October Select Delegates: 20 Projects 10 At Large</p> <p>* Public Announcement of Canadian delegates: 15 October</p>	<p>* Public Announcement of U.S. Delegates: <del>1 November</del> <i>10 Oct. or later</i></p> <p>* PROJECT DESCRIPTION LABS (completed by 23 November)</p> <p>20 U.S.A. 15 Canada</p> <p>(PDL to include logistics prep for delegates)</p>	<p>REGIONAL SEND-OUT CELEBRATIONS (between 23 December &amp; 31 December)</p>	<p>PROCECURES PREP &amp; SET-UP IN DELHI</p> <p>Last facilities arrive 27 Jan.</p> <p>Travel 2 Feb.</p> <p>Arrival in a.m. 3 Feb.</p> <p>Exhibit Prep 4 Feb.</p>	<p>5-15 Feb.</p> <p>T H E I N D I A E V E N T</p> <p>R E T U R N R E C E P T I O N S</p>

U.S. PROJECT SELECTION PROCESS RECOMMENDATIONS

It is recommended that:

1. Site visits be completed before the NSC meeting. Data should be brought to the meeting by NSC members.
2. In preparation for the NSC meeting, Form 2 should be completed for all nominated projects. In addition, the site visit team should be interviewed and a one page brief written for every nominated project. Both the form 2 and the brief should be brought to the NSC meeting as they provide the key data for the final selection.
3. The national story should be further developed using existing and further research materials. It might be helpful to other task forces as well as the site selection to begin the NSC meeting with a National Story seminar with all NSC members participating.
4. At the NSC meeting, NSC members could meet for a time in Area groups to reflect on their Area's nominated projects using several screens (such as global contradictions addressed, national gifts, constituencies, age groups, ethnic groups, sector representation, geographic coverage). Areas could make recommendations to the final selection board. Screens used in the reflection would be reviewed and refined by the NSC preparation team on October 6 prior to the NSC meeting.
5. A NSC selection board with one member from each Area plus one member at large make the final selection recommendations using Area work and checking the total picture. They would select 20 projects plus 5 alternates. The selection board might present the selected projects to the entire NSC in a series of brief vignettes.

APPALACHIA RDS

Date: October 19-21 (Backup date=November 2-4)

Place: Morehead State University, Morehead, Kentucky

Co-sponsor: Appalachia Development Center (Providing two staff members; the Director, Don Fogus, and the Communications Officer, Danny Wright. Also providing the printing, mailing, media campaign design, telephone services, framing, and assistance with funding)

Progress Report:

- + Steering Committee formed(20 members) Have met once and will meet again on September 19.
- + Mailing sent to 50 Appalachian networks and Governors of all 13 States inviting project nominations and participation.
- + Invitation to Governor Rockefeller of W. Virginia to be Keynoter.
- + Twenty two projects nominated to date.
- + Media materials prepared and ready for release.
- + Funding blitz and site visit trek scheduled.

Advantages:

- + Don Fogus, Danny **Wright**, **several** other members of the Steering Committee have a personal interest in seeing this event come off and are taking initiative at several points.
- + RDS project grads and Regional Team members are on the Steering Committee, offering to help facilitate and enable the event. Four from Louisville are taking a day off work to facilitate or enable.
- + Funding will be enabled throughout the Appalachian States using the story of this local program.

ICA Coordination:

- + The Rochester, Washington, Atlanta, Memphis, and Indianapolis Houses all serve Appalachia territory. This network is in active dialogue on how to coordinate contacts, site visits, fund raising, etc. John Gibson has been designated as ICA orchestrator for the set up process.

National Steering Committee:

- + The NSC has determined to select one Appalachia project for the India plenary. Pre-RDS site visits and documentation will help identify two or three projects from which the NSC can choose. Several NSC members are on the Appalachia Steering Committee(Mary Coggashal, Jerry Vaughan, Marie Cerillo and Dan Stewart.)

SITE VISITORS' BRIEF

The "Site Visitors' Brief" is to be written in 1 or 2 pages by the team that does the site visits in the U.S. between July 10 and October 6, 1983.

1. INTRODUCTION: a sentence describing the kind of project it is
2. ISSUES  
ADDRESSED: What issues in this part of the nation are being addressed by this project? (a list)
3. ACCOMPLISHMENTS: What has the project accomplished and over what period of time?
4. IMPORTANT  
BACKGROUND: What needs to be known about the origins and relationships of this project? (a short paragraph)
5. KEY FACTORS  
OF SUCCESS: What particular activities or aspects of this project were key to its success? (a list)
6. LEARNINGS: What has been learned from this project that other projects can utilize? (a list)
7. IMPORTANCE TO  
LOCAL AREA: What difference has this project made in its surrounding society? (short paragraph)
8. GLOBAL  
IMPORTANCE: What difference could its learnings make somewhere else in the world? (short paragraph)
9. MATERIALS  
AVAILABLE: What materials exist from or about this project? (a list)
10. RECOMMENDATION:
  - 1) Strengths (3 to 10)
  - 2) Weaknesses (3 to 10)
  - 3) Why the project should or should not represent the United States. (short paragraph)

# CANADA MODEL- 100 PROJECT BRIEFS

INTERNATIONAL  
EXPOSITION  
OF RURAL  
DEVELOPMENT

## PROJECT BRIEF PREPARATION SCREEN



LEVEL	DOCUMENTATION ARENAS		
<p><b>I.</b></p> <p><b>O</b> <small>W</small> <b>B</b> <small>H</small> <b>J</b> <small>A</small> <b>E</b> <small>T</small></p> <p><b>R</b> <small>H</small> <b>E</b> <small>A</small> <b>C</b> <small>P</small> <b>T</b> <small>P</small> <b>I</b> <small>E</small> <b>V</b> <small>N</small> <b>E</b> <small>D</small></p>	<p><b>DOCUMENTING THE PROJECT SUCCESS</b></p>		
	<p><b>A. PROJECT NAME, LOCATION &amp; DATES</b></p> <p>(BEGIN BRIEF BY PROVIDING THIS BASIC INFORMATION ON PROJECT. LOCATION SHOULD BE TOWN OR CITY AND PROVINCE. DATES SHOULD INDICATE WHEN PROJECT BEGAN, IF COMPLETED OR ONGOING, AND PROJECTED DATE FOR COMPLETION, IF ESTIMATED)</p>	<p><b>B. ISSUES ADDRESSED &amp; OBJECTIVES SET</b></p> <p>(STATE THE ISSUES OR NEED PROJECT WAS ESTABLISHED TO DEAL WITH, AND LIST THE OBJECTIVES SET AT THE BEGINNING OF THE PROJECT TO ADDRESS THESE ISSUES OR NEEDS, AS WELL AS THE CURRENT PROJECT GOALS IF MODIFIED)</p>	<p><b>C. ACCOMPLISHMENTS OF PROJECT</b></p> <p>(SUMMARIZE THE RESULTS OF THE PROJECT TO DATE. PROVIDE OBJECTIVE DATA WHERE POSSIBLE, BUT ALSO POINT TO WHERE THE PROJECT HAS PRODUCED MORE SUBJECTIVE IMPACT IN THE AREA, SUCH AS ITS EFFECT ON QUALITY OF LIFE)</p>
<p><b>II.</b></p> <p><b>R</b> <small>W</small> <b>E</b> <small>H</small> <b>F</b> <small>I</small> <b>L</b> <small>T</small></p> <p><b>E</b> <small>W</small> <b>C</b> <small>O</small> <b>T</b> <small>R</small> <b>I</b> <small>K</small> <b>V</b> <small>E</small> <b>E</b> <small>D</small></p>	<p><b>IDENTIFYING THE PROJECT LEARNINGS</b></p>		
	<p><b>A. IMPORTANT PROJECT BACKGROUND</b></p> <p>(OUTLINE PERTINENT INFORMATION TO HELP UNDERSTAND THE PROJECT AND THE SITUATION IT OPERATES IN. THIS MAY INCLUDE HOW THE PROJECT WAS INITIATED, WHO PARTICIPATED IN SETTING IT UP, HOW IT IS STRUCTURED AND FUNDED, ETC.)</p>	<p><b>B. KEY FACTORS OF SUCCESS</b></p> <p>(STATE KEY ELEMENTS OF PROJECT IMPLEMENTATION THAT CONTRIBUTED MOST TO SUCCESS ACHIEVED. THIS MAY INCLUDE TRAINING, OPERATING STYLE, LEADERSHIP, COMMUNITY PARTICIPATION, COOPERATION WITH OTHERS, EVALUATIONS, SUPPORT FRAMEWORK, ETC.)</p>	<p><b>C. BROAD DEVELOPMENT LEARNINGS</b></p> <p>(SPEAK TO INSIGHTS ABOUT THE DEVELOPMENT PROCESS IN GENERAL THAT HAVE COME FROM EXPERIENCE WITH THIS PROJECT. DISCUSS THE IMPORTANT ELEMENTS THAT ARE NECESSARY FOR SUCCESS IN LOCAL DEVELOPMENT IN OPINION OF PROJECT STAFF)</p>
<p><b>III.</b></p> <p><b>I</b> <small>S</small> <b>N</b> <small>I</small> <b>T</b> <small>G</small> <b>E</b> <small>N</small> <b>R</b> <small>I</small> <b>P</b> <small>F</small> <b>R</b> <small>I</small> <b>E</b> <small>C</small> <b>T</b> <small>A</small> <b>I</b> <small>N</small> <b>V</b> <small>C</small> <b>E</b> <small>E</small></p> <p><b>R</b> <small>I</small> <b>E</b> <small>S</small> <b>S</b> <small>I</small> <b>I</b> <small>G</small> <b>N</b> <small>N</small> <b>I</b> <small>C</small> <b>E</b> <small>E</small></p>	<p><b>STATING THE DEVELOPMENT IMPLICATIONS</b></p>		
	<p><b>A. IMPORTANCE TO LOCAL AREA</b></p> <p>(DISCUSS THE CHANGES TO THE SITUATION OF THE AREA RESULTING FROM THE PROJECT'S SUCCESS. THIS MAY REVEAL NEW EDGES FOR THE PROJECT, NEW OPPORTUNITIES FOR OTHER PROJECTS, WAYS TO EXTEND PROJECT BOUNDARIES, ETC.)</p>	<p><b>B. UNIQUE DEMONSTRATION OF SUCCESS</b></p> <p>(POINT TO THE UNIQUE DEMONSTRATION THE PROJECT HAS BEEN OF HOW A PARTICULAR DEVELOPMENT CHALLENGE CAN BE MET SUCCESSFULLY. BRIEFLY DESCRIBE THE PROCESS THAT HAS ENABLED THE DEMONSTRATION SUCCESS)</p>	<p><b>C. GLOBAL APPLICABILITY</b></p> <p>(SUMMARIZE THE POSSIBLE WAYS THE PROJECT AND IT'S LEARNINGS MAY APPLY TO DEVELOPMENT NEEDS IN OTHER PARTS OF THE WORLD. INCLUDE RECOMMENDATIONS ON WHAT WOULD BE NEEDED TO ENSURE STRONGEST POSSIBILITY OF SUCCESS)</p>
<p><b>IV.</b></p> <p><b>D</b> <small>I</small> <b>E</b> <small>N</small> <b>C</b> <small>V</small> <b>I</b> <small>I</small> <b>S</b> <small>T</small> <b>I</b> <small>T</small> <b>I</b> <small>I</small> <b>O</b> <small>N</small> <b>N</b> <small>A</small> <b>L</b> <small>L</small></p> <p><b>R</b> <small>E</small> <b>S</b> <small>O</small> <b>L</b> <small>U</small> <b>E</b> <small>S</small></p>	<p><b>SHARING THE PROJECT EXPERIENCE</b></p>		
	<p><b>A. READINESS TO SHARE LEARNINGS</b></p> <p>(BRIEFLY STATE THE WAYS THAT THOSE ASSOCIATED WITH THE PROJECT ARE PREPARED TO MAKE THE LEARNINGS OF THE PROJECT AVAILABLE TO OTHERS)</p>	<p><b>B. AVAILABLE PROJECT MATERIALS</b></p> <p>(LIST ANY PERTINENT RESOURCES AVAILABLE ON THE PROJECT AND HOW TO OBTAIN THEM. THIS MAY INCLUDE REPORTS, ARTICLES, FILMS, PUBLICATIONS, ETC. INDICATE COST, IF ANY, OF PROVIDING MATERIALS)</p>	<p><b>C. KEY CONTACT INFORMATION</b></p> <p>(INDICATE KEY PERSON OR PERSONS ASSOCIATED WITH THE PROJECT, AND HOW THEY MAY BE CONTACTED--ADDRESS AND TELEPHONE)</p>
<p><b>Sharing Approaches that Work</b></p>			

## WEIRDALÉ CHILDREN'S CREATIVE PLAYGROUND

The Weirdale Children's Creative Playground Project is an all log, fort-type playground, consisting of 2 park shelters, 3 forts, a playhouse on stilts, swings, benches, a swinging bridge, and a totem pole built by a summer youth team in 1980 for the benefit of the children of Weirdale; Weirdale is a community of 100 people and serving a rural population of about 1000. The playground extends for one block along public camping grounds.

### ISSUES ADDRESSED

The community of Weirdale had little that young people, both children and youth, would enjoy doing.

- 1) Lack of employment for youth
- 2) No play facilities for younger children
- 3) Image of "dying community" had little that would tie youth to the community.

### OBJECTIVES

The project aimed to provide summer employment by having youth work with money provided by a Canadian Summer Youth Employment grant. The project was to benefit the community by providing something for younger children and by drawing business from campers. The goal of the youth was to build the biggest and best playground around.

### ACCOMPLISHMENTS OF THE PROJECT

- 1) A creative, durable park enjoyed by children during all seasons of the year.
- 2) Pride by the people of the community; relatives and visitors are encouraged to come.
- 3) Youth developed skills in building and log work.
- 4) Experience of cooperation as design, plan and work was done.
- 5) Provided five months of employment for 7 youth and 5 weeks of work for an additional 8 youth.

### IMPORTANT BACKGROUND DATA

Weirdale is located in a fertile farming area of Saskatchewan with farms relatively close to each other; the population of the village is only 100 with up to 1000 in the rural area served, a 5-6 mile radius. The High School was closed in the 1960's and as of 1983 the Grade School has been closed. Highway 55 runs along the vil. with Prince Albert being about 30 minutes away. The image was that the community was dying--in early days 8 stores had served the area, but now only one remains.

### KEY FACTORS OF SUCCESS

- 1) The creativity of the youth--willingness to do anything to make it work and be trained on the job; careful selection of the youth for the project.
- 2) Enthusiasm occasioned by everybody "creating something ourselves; having a goal, a worthwhile project of work for.

- 3) Community support - shared needed tools and made trips to city for materials.
- 4) Project never lagged--always new suggestions before each unit was completed; materials were anticipated by manager in advance to need; manager was able to recontext and re-motivate when any worker relaxed efforts.
- 5) An adult advisor who obtained the grant and gave necessary advice and support.
- 6) Local un-used or low cost materials available--i.e. logs

#### BROAD DEVELOPMENT LEARNINGS

To succeed in any project, the workers themselves need to be involved, sharing the goals, helping to create the plans, and committed to complete the project with a sense of pride in the results.

#### IMPORTANCE TO THE LOCAL AREA

- 1) The visible impact and improvement of the community-- a new and beautiful children's park.
- 2) The creative play space provided needed service to community
- 3) Adults better able to engage in curling, camping activities, and shopping as children play.
- 4) Youth saw themselves of new worth and parents saw the children's value anew.

#### UNIQUE DEMONSTRATION OF SUCCESS

This project demonstrates that a very small village can improve itself in a short time by dealing with youth employment, care of children, and community beautification at the same time.

#### GLOBAL APPLICABILITY

Any small community could decide together what is needed for its youth and children, make use of natural resources available, and contribute existing tools to get the job done. It is helpful to have initiating adults to encourage the youth, give guidance, and help obtain materials and funding as well as to ensure that all aspects to project completion are feasible.

#### MATERIALS

Collection of pictures  
Listing in tourist guidebook "Woodlands Park"  
Report done by Cable 9 TV  
CKBI interview

#### KEY CONTACT

Rolena Krawec  
Weirdale, Sask. S4J 2Z0  
(306)929-4851

TOWARD INDIA EVENT ASSIGNMENTS  
(People like these from Areas and Regions)

EVENT ORCHESTRATION (80)					REGULATORY	EVENT MANAGEMENT (7)				
Master Facilitrs	Facili- tator Tms	Transla. Liasion	Celebra. Team	Materials Liasion		Hotel Relations	Transport Relations	Conf. Ctr Relations	ICAI Managemt.	Health
Da. McCleskey S. Kock M. D'Souza J. Wiegel D. Hahn T. Jayasakera	(35 from India)			F. Berresford	C. Walters G. Walters C. D'Souza C. Hahn S. Westre W. Westre			G. Burns		H. Holmes
6	70	2	2	1	6	2	1	1	2	1
PUBLIC RELATIONS (20)					GUARDIAN/COLLEAGUES CONTINENT BOTTOMLINES	PRODUCTION AND PUBLISHING (24)				
VIP CARE	MEDIA RELATIONS	CO-SPON RELATNS	DELEGATES HOSTING	SPEAKERS HOSTING		EDITORIAL & TRANSLATION	EVENT DOCUMENTA	TYPING & WD. PROC	DUPLICA. SYSTEMS	PUBLISHERS LIASION
					EUROPE - 6 EURASIA - 1 NAME - 1 BL. AFRICA - 4 SUBCONTINENT - 10 SEAPAC - 5 LA. AMERICA - 7 NO. AMERICA - 26 <hr/> TOTAL 50 (35 with fees and travel)	English & French Six major languages English Spanish Hindi	A. Berresford			
3	6	1	8	2		8	2	8	3	3

IERD LOCAL/REGIONAL MEDIA OPPORTUNITIES

MONTH	SEPTEMBER				OCTOBER				NOVEMBER				DECEMBER				JANUARY				FEBRUARY				MARCH				
	10	11	12	13	1	2	3	4	5	6	7	8	9	10	11	12	13	1	2	3	4	5	6	7	8	9	10	11	12
ACTIVITY EVENT	NSC CANADA SELECTION SEPT. 24-25				NSC U.S. SELECTION OCT. 7-8				STATE/REGIONAL SELECTION ANNOUNCEMENT				DELEGATE FUNDING EVENTS				CHRISTMAS FUNDING EVENTS				LOCAL DELEGATE SENDOUT				IERD RETURN				
THEME NEWS OPPORTUNITY	LOCAL PROJECTS TO BE CHOSEN FOR IERD				DELEGATES AND PROJECTS CHOSEN FOR DELHI IERD WITH STATE/REGIONAL ENDORCEMENT				CANADA MAJOR CITIES CAMPAIGN				U.S. MAJOR CITIES CAMPAIGN				NATIONAL/LOCAL EXHIBIT PREPARATION				LOCAL DELEGATION ORIENTATION				NATIONAL ORIENTATION AND SENDOUT				
APPROACH PLACE-MENT	STEP 1. Create mailing list Use the Bacon's-Checker list sent in your July packet for options. 2. For talk shows see "TV Publicity Outlets" that came in your July Packet. 3. For PSA's, see communications manual pgs. 47 ff. 4. Major cities campaign info will arrive by early October.				PROJECT DESCRIPTION LABS				LOCAL COMMUNITIES DOCUMENT AND PREPARE CHOSEN PROJECTS LOCAL COMMUNITIES BEGIN FUNDING DRIVE FOR CHOSEN EXPOSITION DELEGATE PERSONAL PREPARATION PROFILE				SHARING APPROACHES THAT WORK, A UNIQUE CHRISTMAS PRESENT.				STATE AND LOCAL BUSINESSES RECOGNIZE IERD DELEGATES IN PRESENTATION OF LUGGAGE OR STATE PINS				DELEGATES GATHER FOR NATIONAL PREP MEETING LEAVE FOR INDIA				LOCAL DELEGATE VISITS VILLAGE CELEBRATION FOR RETURNING DELEGATE				
<p>HINTS FROM THE COMMUNICATIONS MANUAL::</p> <ol style="list-style-type: none"> <li>1. For Press Release "how-to's, see page 21ff.</li> <li>2. For TV &amp; Radio, see page 47ff &amp; 57ff.</li> <li>3. Also review "Ten month of Opportunities"</li> </ol> <p>FROM OUR OWN RECENT EXPERIENCE:</p> <ol style="list-style-type: none"> <li>1. Features such as those in a Sunday Supplement may take 2-3 weeks of work before they appear.</li> <li>2. Events with possibility of photographs needs 2-3 days notice and phone backs the day before and a double check on the day of the event.</li> <li>3. Regular phone backs, asking what you can do to be of assistance, is the name of the game.</li> </ol> <p>FOR USE OF KINGSLEY VIDEO, SEE ATTACHED SHEET.</p>																													

MEDIA TASK FORCE: "THE MAJOR CITIES CAMPAIGN"

WHAT IS IT?

In order to maximize the impact of successful local self-help development in the U.S. and Canada, a major media blitz is proposed around the announcement of delegates for the India Plenary.

WHEN?

Early October in Canada  
October 20-30 in the United States

WHO DOES IT?

The Selected Projects, National Steering Committee Members, ICA staff in offices nearest the major cities, the IERD post and the Media Guild in Chicago and Washington. Linda Jones, Laura Spencer, Bill Salmon and Suzie Goldman will coordinate the campaign in the U.S. with Linda working full-time on the blitz; and Bill Staples and Lou Whitehead will coordinate the campaign in Canada.

WHERE?

United States:

Atlanta, Georgia	Des Moines, Iowa	Raleigh, N. Carolina
Anchorage, Alaska	Charleston, W. Virginia	Sacramento, California
Albuquerque, N. Mexico	Kansas City, Missouri	San Antonio, Texas
Burlington, Vermont	Lafayette, Indiana	Seattle, Washington
Boston, Mass.	Minneapolis/St. Paul, Minn.	Washington, D.C.
Chicago, Illinois	Memphis, Tennessee	
Cincinnati, Ohio	New York, N.Y.	CANADA
Columbus, Ohio	Phoenix, Arizona	Brandon
Denver, Colorado	Louisville, Kentucky	Edmonton
Cleveland, Ohio	Portland, Maine	Calgary
		Regina
		Montreal
		Ottawa
		Toronto
		Saskatoon

COMPONENTS OF THE CAMPAIGN:

1. Newspaper Coverage in major state and city papers on the SELECTION OF PROJECTS -
2. TV and Radio Coverage--a) use of Kingsley film plus NSC member interviews  
b) on-site and studio interviews with projects and ICA
3. SPECIAL Events Publicity--  
Press Conference at state capitol (for example) where governor announces selection ; nominated projects--the regional 10 should also be recognized  
NSC/ICA Receptions and Fund Raising Events--using video, new poster, etc. with press representatives present  
International Week--ICA along with city representatives from UNICEF, the United Nations, Peace Corps, etc. can host a reception for international guests (eg. A.M. Noel, Vivian Paul, the Hajega's etc.) along with local projects to introduce the IERD. Special food, music, video, etc. can be used.
4. Other Ideas: Write human interest stories on particular projects and put in the Sunday Supplement magazine for the state paper, or University Extension Service print and visual media, in addition to regional publications headquartered in your city such as Farm Journal, Grit, airline magazines, etc.

(Implementation suggestions on back)

MEDIA TASK FORCE: "THE MAJOR CITIES CAMPAIGN" (continued)

IMPLEMENTATION PLAN:

MATERIALS-- The following press packet items will be created, produced and mailed to ICA offices one week before the blitz begins:

1. A special folder with Campaign images printed on the front cover
2. Selected newspaper and magazine articles already published on the IERD in North America
3. Brief background articles on the ICA and the IERD
4. SHARING APPROACHES THAT WORK brochure
5. IERD IMAGE
6. Press contacts for the particular city involved
7. A 10-day suggested timeline for the campaign
8. Specific how-to's for each of the components

COMMAND POST OPERATION--

It is recommended that Linda Jones begin work on this campaign, October 1 in order to gather the packet materials and mail them for arrival by October 8 in the houses. Linda will be joined by Laura Spencer, Bill Salmon and Suzie Goldman, if feasible, shortly thereafter, in order to design a communications plan for speaking with each ICA office involved every other day by telephone during the campaign. Hints on how to do everything and success stories will be exchanged during these calls.

ICA OFFICE ASSIGNMENTS TO MAJOR CITIES--

DETROIT - Detroit  
ATLANTA- Atlanta & Raleigh  
CHICAGO & NEXUS- Chicago  
PHOENIX - Phoenix & Albuquerque  
INDIANAPOLIS- Cincinnati, Columbus, Lafayette & Louisville  
SEATTLE - Anchorage & Seattle  
WASHINGTON- Charleston & Wash. D.C.  
LORIMOR- Des Moines & Kansas City  
MEMPHIS - Memphis  
ROCHESTER - Burlington  
BOSTON - Boston  
MINNEAPOLIS - Minneapolis/St. Paul  
HOUSTON - San Antonio  
DENVER - Denver  
LOS ANGELES - Sacramento  
NEW YORK - New York  
TORONTO - Toronto & Ottawa  
MONTREAL - Montreal, Moncton & Halifax  
EDMONTON - Edmonton, Vancouver, Brandon, Calgary, Saskatoon & Regina

(Note: these cities are offered as initial suggestions; others should be added)

I. LAB PREPARATION

1. SITE VISIT AND INTERVIEWS

In principal most projects will have been visited at least once prior to conducting a Project Description Lab (PDL) event. Two Forms can provide helpful information on a project during such visits.

Form 2 - A Site Interview Form

The Form 2 can serve as an interview tool and conversation piece to begin to explore the particular aspects of the project which point to "Approaches That Work" and may be the focus of a PDL.

A site visit gives the opportunity to discuss more fully the purposes of the Exposition and discern the level of interest on the part of the project leaders and participants in participating in further documentation. This will help NSCs in making final selections and in selecting delegates as well.

2. SELF-EVALUATION AND QUESTIONNAIRE

Form 3 - Documentation Factors Questionnaire Form

The Form 3 Questionnaire is designed for projects to do an objective question and answer self-evaluation. It may be given to them during a visit or mailed to the project in advance of a visit, particularly if this seems to be a project with which a PDL may be conducted.

The Questionnaire may also be used in lieu of Form 2, particularly in view of the time factor leading up to conducting the PDLs and preparing exhibits.

\*NOTE - The Form 3 Directory Checklist weds together the Questionnaire and the PDL product.

3. TEAM COMPOSITION

Team members should be secured from as broad a base as possible in doing the PDL. Members should come from the NSC, ICA, other projects already participating, supporting organisations and co-sponsors where possible. The team configuration illustrates to the project the kind of cross-sectoral cooperation and interchange the Exposition is all about in "SHARING APPROACHES THAT WORK".

4. PROJECT AND ORGANISATION RELATIONS

The ICA and NSC in relating to projects and organisations must look for many ways for those who want to participate to do so. In addition to being delegates or having projects selected, on-going interchange can be established, projects included in the global directory and/or data-base, and Phase III possibilities discussed regarding activities following the Exposition Plenary.

5. VARIABLE DESIGNS

The five session outline that follows may be conducted over a variety of periods of time from one to five days depending on the need. It also may be edited to fit various circumstances. Whatever time frame or format is used the focus must be on USABLE COMMON PRODUCTS as outlines in sections III. and IV. of this manual.

COMMON PRODUCT: Each Project Description Lab will produce a 30 paragraph document on a project which has been selected for India. The paragraphs will be written during the sessions of the PDL by the participants. The 30 paragraphs are divided into the following five sections:

I. Background Description: paragraphs 1-6, also called "Project Brief" in the PDL manual.

II. Practical Accomplishments: paragraphs 7-12.

III. Local Participation: paragraphs 13-18.

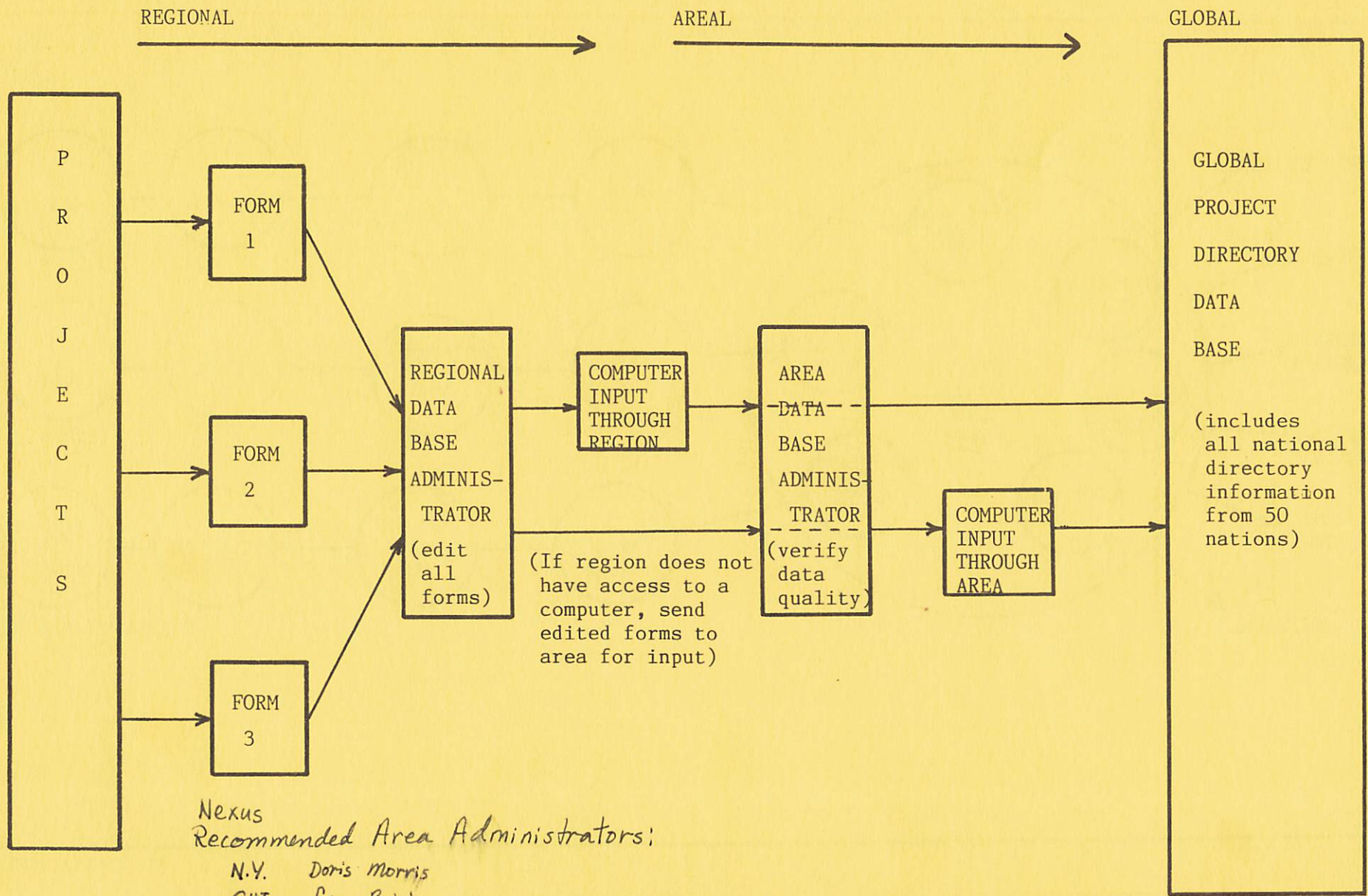
IV. Replication Potential: paragraphs 19-25.

V. Additional Information: paragraphs 26-30.

TEAM MAKE-UP AND FUNCTION: The function of the PDL team is to facilitate project leadership and beneficiaries in articulating their story in the common global format. The composition of the team will vary, but it will be a minimum of 4 people: One from the Area, one person from the Region, one from the NSC, and one from another project or supporting organization. Continuity will be important: try to ensure that the team for the first PDL in your Area contains members who can, among themselves cover the rest of the PDL's in your Area. (Alternately, create another model to assure an experienced person on each PDL team sent out).

FINANCIAL MODEL: The continental IERD budget contains funds for Symbolic Order travel expenses to and from the PDL's (both from nexus, from other Areas, and within the Area). The image is that the selected project will host the PDL facilitation team.

INFORMATION FLOW TOWARDS NATIONAL/GLOBAL DATA BASE CREATION  
FOR LOCAL ACCESS, DIRECTORIES, ETC. (for a typical region and area)



*Nexus  
Recommended Area Administrators:*

- N.Y. Doris Morris
- CHI. Gene Boivin
- HOU David Zahrt
- S.F. Conna Shropshire
- Mont. Jim Stewart
- Ed. B.N. Staples

GLOBAL PROJECT DIRECTORY DATA BASE CREATION

IERI Catalysis

