

The complexity of urban community problems is cut through by the decision at the local level to move ahead. This decision by local community is commonly blocked by an absence of methods to engage local participation in planning. Town Meeting bridges this gap between the planning process and the concerns which motivate individuals. A key to its effectiveness is that Town Meeting generates from focal concerns a comprehensive context. By building a consensus, local coordinated action is released. This consensus is locally broadly inclusive, since Town Meeting has no issues of its own, but draws its content from the local situation. By placing this consensus in relationship to major national and international trends which impinge on cities everywhere, the Town Meeting removes these as excuses for lack of local engagement. All elements of the community are included. Because it is not a politically binding process, Town Meeting relaxes bureaucratic divisions, allowing participation by all levels of public officials. At the same time, by being the communities own meeting, it overcomes widespread distrust of politics. The day is specifically designed to honor habitually diverse elements of the community, such as ethnic groups, geographically bases organizations, and socio-economic groupings.

Town Meeting demonstrates effective local planning. The consensus developed during the day results in proposals which are published in a product taken home by participants. This experience leaves a positive residue with all who participate. The workshop leaders, in addition, are local people who are prepared by extensive training in the Town Meeting methods. These, by placing issues in relationship to each other, defuse confrontation and polarization, and allow the underlying challenges beneath these to be discerned. The activities proposed to deal with these challenges are then not scattered, but are related to this common ground. These activities utilize existing programs and local resources.

Town Meeting evokes from all who attend a decision to participate in the community. The creativity which is demonstrated that day, and the evidence of shared concern, provide a new enthusiasm to which the proposals give concrete direction. The meeting demands a response not to particular issues, but to the call to join in the future of the community.

Town Meeting celebrates the community by creating a slogan and symbol, by writing and telling the community story, and by singing a new song that holds images of local consciousness. The combination of elements of serious attention to planning with a celebrative atmosphere catalyses in participants a new relationship to their own community.

TACTICS SENTENCES

PROMOTIONAL MATERIALS POST

TOOLS PRODUCTION

- 35. Write press releases & special inserts
- 50. Compile sponsors witnesses.
- 56. A form indicating categories relevant to needs of regions & PR work & sending in of all promotional matls. currently existing or envisioned.
- N.: Continenal Public Relations Center
- 58. Create Centrum GCF Matls. Prod. Post to enable reproduction & distrubtion of helpful models & materials.
- 10. Create centrum comm. forum publishing task forces..

MATERIAL DISTRIBUTION

- 4. Assemble GCF matls. for media ad.
- 11. Design timed promotional releases.
- 59. Wkly. distribution of practical collected and created public relations products, weekly.

SPONSORSHIP INTENSIFICATION

SPIN-OFF ENGAGEMENT

- 44. Prepare the movement for the Congress.
- 45. Recruitment and logistics systems..
- 46. Design meeting format
- 49. Build Week II circuit models.
- 29. Utilize inter-polis holding chart.

SPONSOR JOURNEY DESIGN

- 23. Secure endorsement
- 24. Design special invitation events for nets.
- 31. Invite to community forum.
- 40. Inclusive sponsor's manual.
- 41. Creative long-range workshop leader training manual
- 42. Create study plan to effectively use sponsorship manual.
- 43. Create common model for Fri. & Sat. night happenings.

CITIES IMPACT PROGRAM

CITY PACKAGE DESIGN

- 19. Design pkg. of 6 for each city-wide GCF package.
- 20. Secure rewards for particular city
- 25. City consult format.

CONTINENT'L MKTING STRATEGY

- 15. Pick 24 cities/decide on 12.
- 16. GCF post/house strategy meeting
- 55. Compile 10 major cities report by end of continental council.

URBAN CIRCUIT RATIONALE

- 21. Blitz with increased troops-regular rhythm.
- 22. Secure city sponsoring committee.
- 26. Circuits of 6 neighborhood-regular rhythm.

PROMOTIONAL INTENSIFICATION

PROMOTIONAL CAMPAIGN PREPARATION

- A. Research Continenal media.
 - 1. Identify mass media targets.
 - 5. Recruit media people to GCF.
 - 8. Cultivate local media contacts.
 - 2. Build presentation story.
- 60. Design, prioritize & implement a major PR program over 2-yr. period that will catalyze TM from continental to local to insure 5000.
- 39. Secure media coverage & right to use it.
- 36. Research regional media contacts & aware journalists. Effective engagement of regional & local media.
- 6. Engage media in creating network GCF climate.

PROFESSIONAL PRODUCTS DISTRIBUTION

- C. Distribute professional productions
 - 2. Build presentation story.
 - 7. Secure professional advertising agencies in-kind.
 - 9. Produce professional GCF video tapes.
 - 14. In-kind media production.
 - 37. Enable sponsoring clubs to submit articles, etc. to club locations.
 - 38. Simultaneous press releases.

NETWORKS IMPACT PROGRAM

PENETRATION OF
20 NETS

- 30 Strategic penetra-
tion of 20 networks
- 33. Contact regional
network keys.

CONTINENTAL NETS
FRAMING

- G Research & build
strategy for networks.
- D Massive continental
framing.
- 17. Analyze & decide na-
tional nets-advocacy.
- 27. Create comprehensive
networks profile.

CONTACT INTERCHANGE SYSTEM

- 3 Structure CF reporting
- 18. Movemental contacts avalanche
- 51. Install toll-free number at Centrum.
- 54. Initiate wkly. area conference calls Sun. mornings to exchange GCF info. (on Centrum credit card).
- 53. Design computerized GCF data interchange system that each house has access to.
- 52. Establish full-time GCF Data Post at Centrum.
- 57. Create a network convention calendar & distribute from Centrum
- 32. Network file system.
- 28.. Continent-wide dissemination network data.
- M. Continental data bank.